



Rural Management in Action

Caselets Volume 4



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Editorial Board

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About the Book

Case studies help us to apply what we have learnt in the classroom in the real-world situations. It puts the reader in the shoes of the protagonist and asks them “What would you do in this situation?”. The real-world situations are more complex than the case studies, but they give the reader a hands-on experience. They compel the reader to answer difficult open-ended question and develop solutions for them. Each case could have multiple solutions. They help the reader to hone their decision-making skills and encourage them to look at the bigger picture.

This book is a compilation of caselets (small case studies) that help us to understand rural concerns in the state of Bihar. It shows the challenges faced by the people and steps taken in response to the problems to reach at a feasible solution. The readings will teach us how the rural economy has dynamic problems and each problem has a unique solution. Reaching the solution through various interventions can make a difference in the lives of the people in crisis.

I thank the contributor Abinash Abhishek Baral, MBA (Rural Management) student, XSRM to this book for his outstanding insights. Also, I would like to thank MGNCRE Team members for extending their extreme support in completing this textbook.

Dr. W. G. Prasanna Kumar
Chairman, MGNCRE

Contents

About the State	1
Rural Concerns of the State	1
Caselet 1 - Underground Water Contamination in Rural India: The Story of Village Baldia-Bari	2
Caselet 2- Organic Farming: A Boon for Small Farmers	4
Caselet 3- Rural Challenges in Business: The Story of a Businessman in Nawabganj	6
Caselet 4- Self Help Groups (SHGs): Major Contributors to Women Empowerment in India	8
Summary of the rural concerns	10
Conclusion	10
References	11

About the State

Located in the eastern part of the country, the state of Bihar is surrounded by Nepal in the North, West Bengal in the East, Uttar Pradesh in the West, and Jharkhand in the South. Patna is the capital of Bihar. It is the third largest state in India. It is one of the major agricultural states of India. Around 80 percent of the population is involved in agriculture. It is the fourth largest producer of vegetables such as potato, eggplant, onion, and cauliflower. It is also a major producer of fruits such as pineapple, mango, banana, and guava.

Bihar was also called Pataliputra or Patalipattan in ancient India. The state is known for its diversity and vast cultural beauty and history. Many tongues are spoken in the state. It is also called the “Land of Buddha” and Gautam Buddha is said have had attained enlightenment in Bodh Gaya. Many Buddhist monasteries can be found in the state. The state has a culturally mixed population and has people from religions such as Hindu, Muslim, Jain, Sikh, Buddhist. The major language is Hindi. Santali and Urdu are also spoken. Chhat Puja is festival that is celebrated in a grand way in Bihar. The literacy rate of Bihar is 63.82%.

Rural Concerns of the State

Bihar is one of the most densely populated states of the country, but its urban population is low. It had slowest growth rate in the recent years, but government has taken up steps to curb it and its economy slowly growing. The state is still one of the most backward states of the country with low per capita incomes and high poverty rates. The state is a victim of drastic weather changes such as droughts, floods and they affect the rural economy significantly. The state has major inequality issues regarding caste which affects the landholding pattern in the villages and thus contributing to poverty. Bihar has seen major changes in economic, political, and social aspects in the recent years. It is due to improved law and order and various steps taken towards strengthening governance of the state.

Underground Water Contamination in the Village of Baldia-Bari

Caselet 1

Introduction to the Village

Baldia-bari is a small village near the Manihari town of Katihar district in Bihar. It has roughly 200 households. The main crop cultivated by the farmers is paddy and sugarcane. Apart from these crops, mango, litchi, and maize are also produced by the farmers. There are two private high schools along with one government primary school in the area. For further studies, students must go to the nearest town, Katihar.

Challenge

Mithilesh Yadav is a 22-year-old boy in the Baldia-bari village. His family could not afford to send him for higher studies, so he stayed in the village and helps his father Omprakash Yadav in farming and taking care of the cattle. They have a tube well in the house which is used for drinking, cooking, bathing, and all other household purposes. One day while Mithilesh and his father were working in the field, his father felt nauseous. He sat down to take a rest. Within a few minutes, he started vomiting. He also informed pain in his lower stomach. He was quickly rushed to the nearest primary health care centre (PHC) located in Manihari. He was diagnosed and there was inflammation in the liver. The doctor said that it was because of the high iron content in the body. The case of Omprakash Yadav was not unique. There had been an increased number of people falling sick in the village. People were having skin diseases such as eczema, acne along with many reports of joint pain and fatigue. Mithilesh brought his father back to the village after treatment. His father was recommended for bed rest for 15 days. He could not work in the field. Mithilesh had to manage work himself but it was not a one man's job, so he had to face losses. He gathered four of his friends in the village and they went to the Katihar town to file a report in the water resources department. The report was filed and after a week, the groundwater was tested by the professionals. The report said that the groundwater contains a higher than normal percentage of iron along with fluoride and lead. This also explained the yellowing of teeth, clothes and utensils which is due to high iron content. High Fluoride can also lead to dental cavities and high lead content can lead to kidney problems and mental retardation. People in the village were panicked after finding out about this. The people relied on tube wells, lakes, canals for their daily water needs. They did not have any other sources. Although the village is near to one of the major water bodies of the country, Ganga, its water is polluted, and it cannot be used for human consumption. So, the people of Baldia-bari were in distress. They had no choice and government intervention was far. They needed something quick to stop the deterioration of the health of the people

Response

Mithilesh and his four friends decided to act on behalf of the village. They expressed their concerns to the village elders and started to think of solutions to this problem. They decided to set up a small-scale water treatment plant in the village. First, they went to Katihar town to find out the price of setting up a small plant. The estimated cost was around INR 2 lakhs. They did not have that much amount of money, so they decided to go to the bank for a loan. The four of them took a joint loan of INR 1.5 lakhs and the rest of the money was pooled from personal pockets. The bank loan was sanctioned and now they had to find a place to set up the plant.

Actions Taken

They started the production of purified water for INR 20 per 20 litres. It was the optimal price for them to pay off the loan and help the people of the village. People came to purchase the bottles from them. Since the price was not favourable to all, many households kept using the water as it is. The story of water treatment plants spread to the nearby villages and they also wanted to buy water from Mithilesh and his group. They were giving timely payment to the bank, so when they approached the bank to get another loan for expansion and starting delivery services, the bank obliged. They expanded their plant and bought a minivan to deliver the water to the nearby villages. After paying the interest, they still made a little profit which was divided equally among the five. Further, they are planning to reduce the cost of product so that more people can afford it. By learning of the success of their plant, other people were inspired, and many small-scale water treatment plants have come up in the area.

Lessons Learnt

The case study tries to sensitise the readers about the issues that prevail in the villages of India. The hardships that the people face to get access to the basic facilities can teach us a lot about the state of the country. Education is a luxury for many students who do not have access to it due to various constraints. Problems related to water are increasing and new innovative strategies are required to tackle it. Mithilesh helped the community and created a source of livelihood for himself and four of his friends. This shows the community bonding in the village.

Questions for Discussion

1. What can be done to detect the symptoms of high iron/fluoride/lead content in humans faster?
2. What are the alternative solutions to the problems mentioned?
3. How microfinance companies can help in the financial inclusion of people in remote villages?
4. What price alternatives could be set for this scenario?

Course Positioning

Rural Livelihood Systems:

The case can be linked to rural livelihood as the story of Mithilesh depicts the water crisis was a major part of the livelihood. It showed how the water problem affected their daily lives and their farming practices.

Introduction to the Village

Kedia is a small hamlet in the village Bahera under the Bahrat block of district Jamui in Bihar. Irregular terrain surrounded by low hillocks huddles the village. Agriculture contributes to most of the livelihood of the people. Bihar is the third-largest producer of vegetables in India. Farmers grow cucumber, chilly, cabbage, cauliflower, and a myriad of other seasonal vegetables. Most produced crops are paddy, wheat, and legumes. The literacy rate lies at around 47%.

Challenge

Shailesh Yadav sat with his palms covering his face and eyes closed. He did not know what to do next. His crops had failed subsequently for two seasons. The paddy and wheat that he grew had died off due to lack of rain. The tomato and cauliflower plants bear no fruit. He did not have the capital to buy fertilisers and pesticides for the next season. To top it all over, he had to repay the loan he had taken from a relative. This was not an uncommon scene in many households of the village. Many farmers faced the same situation as Mr. Yadav. They did not have water to irrigate their lands. Having depleted the groundwater and with no hope of rain that monsoon, farmers were wedged between a rock and a hard place.

Response

Mr. Yadav could not afford to sit idly. He contacted his relatives in other villages and explained the situation. He got information about an NGO that was helping farmers of a village to use something called organic farming, which promised less dependency on water and better produce. But the catch was that it took time. Maybe it will take two to three years' time to see real results. He talked to fellow farmers and explained the idea. Most of them thought he was demented. But a few of the farmers agreed to try it out. Another option was to go to cities in search of manual labour jobs. They had no other option. So, Mr. Yadav and four fellow farmers set out to contact the organisation and ask for help. They met Mr. Anish Kumar, who was a member of the organisation and discussed the problems faced by them. Mr. Kumar agreed to extend help through the organisation. But he asked them to convince at least ten other farmers to start switching to organic farming with them. The organisation had limited resources, and it had minimum criteria to meet.

Actions Taken

Mr. Yadav and his fellow farmers came back with the knowledge of organic farming and explained it to other farmers. Many were sceptical and did not believe it. Thus Mr. Yadav had to seek help from Mr. Kumar to teach others about the technique. Mr. Kumar came with his small team of four and tried to make people understand about the various pros and cons of switching and regarding the process. They showed films, performed a street play, and then took up questions from the people. Few people agreed to start to switch, but many still feared. So, Mr. Kumar suggested to divide their land and perform organic farming on one side and chemical farming on the other. This seemed to stir some interest among the people. At the end of the discussion, about 35 farmers agreed to try the technique partially, and only ten, including Mr. Yadav, were ready to switch. Thus, began the journey of the farmers from chemical to organic farming.

To eliminate dependence on chemical fertilisers, cow dung, crop residue, leaf manure, etc. and other

biomass were added to the soil. Vermin-compost beds were set up in various places using earthworms to convert the biomass into rich manure, which provided necessary nutrients to plants when added to the soil. Concrete cattle sheds were constructed in various locations for easy access to cow dung and urine to the farmers to use in the land to improve soil health. Biogas plants were set up, and cow dung was dumped directly and converted to cooking gas. By-products of the biogas plant were used as fertiliser, which also improved soil health. All these structures were made through the help of government schemes. Bio-pesticides were made using cow dung, urine, ghee, channa, flour, curd, and similar ingredients. The challenges were many during the early starting period but slowly, the farmers were taught how to deal with all the new techniques and how to use them effectively.

It took three years to see a substantial change in production volume by using organic farming. The input cost of farming went down significantly. And farmers could save more and improve their lifestyle. The organic produce sold faster and at a higher price in the nearest market. Now the problem they faced was storing the harvest. Due to lack of cold storage, they sometimes had to sell the produce at a price lower than the standard rate; otherwise, it would go stale. The organisation helped the farmers to acquire solar-powered cold storage, and it became first in the state to get one. It was possible by the crowdfunding campaign by the organisation. Now the farmers can mitigate the wastage, store seeds in the cold storage, and use it at their disposal and at the time of need. It increased the shelf life of the produce to a great extent. Being solar-powered, the cost of electricity was not an issue, so it was immensely helpful and cost-effective. Now they are trying to get various certifications for their produce so that they have more credibility in the market. Kedia village went on to become a model village, and many nearby villages started replicating the methods followed by them.

Lessons Learnt

This case study directs the students to understand how a change in farming methods can drastically change the lives of farmers like Mr. Yadav. It also sheds light on the reluctance of people to accept new practices that have the potential to help them. With delicate steps, we can instil a sense of confidence among the farmers to make them adapt to better ways for their benefits and increased profitability, all the while helping the environment and long-term sustainability of natural resources.

Questions for Discussion

1. The knowledge of organic farming needs to be spread across India. Discuss.
2. What are the other facilities that can help the farmers, along with organic farming?
3. Why has the adaptation of organic farming been slow in India?

Course Positioning

Rural Production System

This case study illustrates the changes made to the farming techniques and how it helped in improving the production of crops, which, in turn, was instrumental in changing the production system of the entire village. So, it can be used while teaching the students about rural production systems.

Rural Livelihood System

The change in farming techniques directly affected the livelihood of the farmers. This case can be studied while teaching the students about the rural livelihood system.

Rural Challenges in Business: The Story of a Businessman in Nawabganj

Caselet 3

Introduction to the Village

Situated just about three kilometres away from the banks of river Ganga, Nawabganj is a major village in the Manihari block of Katihar district. There are 1700 houses in the village. It has a population of just 8069. Maise, Paddy, Wheat, Sugarcane are the major crops cultivated by the people. Cattle rearing is also a source of income for many families. The village has a literacy rate of 68.19%. It is higher than the state average of 61.80%. But the average sex ratio of the village is 891, which is lower than the state average of 918.

Challenge

Mr. Krishna Kumar Yadav was in a tense as he had again failed to pay his employees on time. It was the third time in the last six months that he has been unable to do so. He visited the buyers that he supplies to in Howrah but to no avail as they said that there would be a delay in payment. He could not do anything. So, he had to return with empty hands.

Mr. Krishna owns a small business that sells milk and its derived products such as Curd, Ghee, Paneer, etc. in the local market as well as to the buyers in Howrah. He employs ten people under him who are responsible for collecting milk from various households in the village. Another five people are involved in making various products from milk. The leftover milk is used to make Chaanch and Rabdi which are sold locally. People contact him directly and buy from his house. The products that are made for sale in Howrah are transported by train.

The demand is not constant, so when it falls, the buyers in Howrah are also less willing to pay. So Mr. Krishna must sell his products at a lower than standard price or face complete loss. So, he sells at a lower price. The buyers are middlemen between people like Mr. Krishna and sweet shops. So, he does not get the right price for his products. As he is a small producer, he cannot directly contact big sweet shops as their demand will be higher, which he cannot fulfil. In the village, people try to bargain with him while buying products as he sells from his home. He is compelled to sell; otherwise, his products will spoil.

Response

After facing these issues for such a long time, Mr. Krishna was now fed up. The frequency of these problems was also increasing. He had to do something to bring order to his business. He sought the help of his relative whose son was running a hotel in the nearby town. The relative's son Rajesh Kumar was doing well in his business and he was happy to help Mr. Krishna to bring change to his business.

Actions Taken

Taking suggestions from Mr. Rajesh, Mr. Krishna decided to rent a shop in the village market. He took a loan from the bank and borrowed some money from his relatives. The rest of the money was invested from his savings. He named the shop "Krishna Sweets". He registered his shop and set up his business formally. These were the initial steps. He shifted all the production process from his home to the shop. He started selling his products from the shop. He hired more people to collect milk from nearby villages. So, the volume of production increased slowly. He started trading more volumes to the buyers in

Howrah. He also gave them bills and receipts for the transaction. The buyers started to take him seriously now that the sales were all formal. Mr. Krishna started approaching sweets shops directly. He contacted a few medium-sized shops who were ready to buy from him in small quantities in the beginning to test his products. Locally, his shop attracted many customers. The weekly haat boosted his sales as many people came to the market from the nearby villages. His business was slowly getting stable. He received his payments timely from the big sweet shops in Howrah. He could pay his employees at regular intervals.

In the future, he plans to increase the variety of products that he sells in his shop. He also wants to supply to bigger sweet shops in nearby towns and cities. He must pay off his loans first, and then he wishes to take more loans from the bank in the long run to increase business.

Lessons Learnt

This case study sheds light on the existing ways of business that prevails in the country. The presence of the middleman prevents the small-scale producers from getting the standard price for their products. In rural areas, most of the business is done informally. It leaves room for exploitation by the middlemen. A change in governance and policy is necessary to help the millions of small-scale producers in the country.

Questions for Discussion

1. What other suggestions can help Mr. Krishna to make his business more successful?
2. What changes are required in governance to help small scale, dairy producers?
3. What other services or products can Mr. Krishna provide to increase his income

Course Positioning

Rural Livelihood System:

This case can be used to study the livelihood practices of rural areas.

Rural Marketing:

This case study can also be used to teach students about the issues that lie in marketing in rural areas. It will help the student understand how the rural population perceives a product.

Self Help Groups (SHGs): Major Contributors to Women Empowerment in India

Caselet 4

Introduction to the Village

Dulhar village is situated 208 kilometres to the east of Patna, Bihar. It comes under the Asarganj Block of Munger district. It is 36 kilometres away from the district headquarter Munger. It is a medium-sized village with a population of 1900 according to the census of India 2011. The total geographical area of the village is 98 hectares. 317 families live in this village. The average sex ratio of the village is 857, which is lower than the state average of 918. The literacy rate stands at 54.11%, which is also lower than the state average of 61.80%. Men are more literate than women. Majority of the population is dependent on marginal activities which provide a livelihood for less than six months in a year.

Challenge

Ahalya Kumari looked towards the entrance of the house as his husband was entering the premises. She tried to gauge the situation by observing the expressions of his face. He seemed sad, same as yesterday and the day before that. The months of unemployment had started, and his husband could not find a job for three days in a row. What little money they had was soon going to be exhausted.

Ahalaya Kumari is a 27-year-old housewife and mother to four children. She was married at a young age. Her husband was the sole breadwinner of the household. He was involved in agricultural labour. But he could not get employment throughout the year. There were three to four months in a year where it was difficult to get jobs. Thus, the family suffered during those months. The problem was not unique to Ahalya's family. Many other families also faced seasonal unemployment.

Response/ Intervention

One day Ahalya got news from her friend in the village that a woman had come to the village from the city. She was from a big company and wanted to help the women to improve their livelihood. She had called the women of the village to meet with her and understand what she had to say. Ahalya did not believe it. But her family was in need, and she had no other way. So, she attended the meeting. Anyway, she had nothing to lose.

Miss Sonali Sarkar was a representative of ITC's *SunehraKal* project. The project aims to empower communities in rural India by developing natural resources and creating employment by focusing on sustainable community development. There are many sub-projects under the umbrella of *SunehraKal*. The projects focus mainly on women in rural India. The project mobilises the women to form self-help groups which help them to save and engage in various income-generating activities.

Ahalya was in the front row when Miss Sonali started the discussion. She talked about creating Self Help Groups (SHGs) and explained all about the benefits of it. She also talked about starting an *Agarbatti* (incense sticks) rolling business to help the women become economically more robust. She explained how ITC would buy the incense sticks from the SHGs and sell them under its *Mangaldeep Agarbatti* brand. The women would be responsible for rolling and packaging of the incense sticks. This would give the women a chance to better their circumstances.

Many women did not believe this and left the meeting. Ahalya was among the few women who stayed back to learn more about this project. Sonali thanked them for believing in her. She explained the

interested women about the process of forming and registering an SHG and how she could help. This was a ray of sunshine in the life of Ahalya. She came back home with a new hope.

Actions Taken

Firstly, an SHG was registered to have 20 members, including Ahalya. Then the women were trained about hand-rolling and dust rolling the incense sticks. They were also given raw materials to produce the incense sticks. Soon they started learning the work and started producing incense sticks in small amounts. After a few months, they were given rolling machines to increase their output. Ahalya started earning INR500- INR2000 per month depending on the demand and work she put in. Within a few months, she had a steady income and savings. She was in a position to help her family financially. Being a part of the SHG taught her to manage her finances and helped her become economically and socially stronger.

Lessons Learnt

This case study helps to understand how the CSR cells of companies can impact the lives of the people and bring about a socio-economic change in society. With the advent of technology, accessing every part of the country has become easier than ever. We need to devise and plan interventions that can help people and make significant changes to the way they live.

Questions for Discussion

1. What can ITC add to its intervention to help people like Ahalya Devi?
2. What measures can ITC take to improve the implementation of its CSR activities?
3. How can we ensure that the interventions survive in the long term?

Course Positioning

Rural Livelihood System:

This case can shed light on livelihood of people in the rural areas and what problems they face. Students can learn about how interventions by corporates can bring changes to lives of the people and help their livelihood.

Summary of the Rural Concerns

Much of the state's turmoil is linked to landholding pattern in its villages. All these three factors affect the economic conditions in rural areas. But things have changed in recent years with landholding pattern changing, and overall distribution of land is becoming less unequal. Still, more than half of the state is landless. Landlords are decreasing in numbers, but at the same time, poor agricultural labourers are increasing. With the increasing ease of access to credit, the asset holding pattern is changing. Better policies and improved systems will help the state to progress more rapidly in the coming years.

Conclusion

More and more people are getting empowered, and they are taking active steps to improve their ways and their previous conditions. They are learning how to adapt to the problems they are facing and coming up with innovative ideas to solve them. The rural economy in Bihar is improving, albeit at a slow pace, but it is moving forward. With more and more interventions from the private as well as the government sector, people can be empowered. Their livelihoods can be supported, and the standard of living can be improved.

Way Forward

We need extensive research and more data to understand the real scenario at the ground level in rural areas. The country is moving at a fast pace, and the rural economy can be a significant factor in its growth. But we need to understand the problems in this sector and try to counter it with innovative solutions to set India on a path to a better country for all its citizens. This is an excellent opportunity for all the budding entrepreneurs who want to contribute to the growth of the country. They can support the government to increase the pace of growth of rural India.

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Editors' Profile

Dr W G Prasanna Kumar

Dr. W G Prasanna Kumar, Chairman, Mahatma Gandhi National Council of Rural Education (MGNCRE) prides in calling himself a *Public Servant* working for Climate Change. His expertise in Disaster Management has him in the advisory panels of several state and national level departments. He is also an expert advisor for the government of Telangana in its Disaster Response Force endeavour. A master trainer for Civil Services candidates, he conducts intensive training programs periodically at the behest of nationally recognized training institutes. He is currently actively involved in promoting higher education curriculum addressing rural concerns in India. "**Villagers to be producers not just consumers**" is his conviction that drives him to work for rural challenges. He aspires for an adaptive disaster risk resilient and eco-responsible India. The Curriculum on MBA in Waste Management and Social Entrepreneurship, and BBA and MBA in Rural Management are his major academic achievements dedicated to India's rural concerns. This has culminated in several collaboration MOUs for introduction of MBA/BBA Rural Management in Higher Education Institutions across India.

Dr. Prasanna Kumar excels in taking a vision and making it a reality and a plan into action, driven by a strong motive to achieve. He has translated positive intentions into tangible results. Being clear on the vision, defining a pathway, setting of the track with a clear destination point and quickly taking corrective actions as and when needed – are his prime qualities that make him an Achiever.

Under Dr. W G Prasanna Kumar's leadership MGNCRE has done nationally recognized instrumental work in building rural resilience including rural community engagement and Nai Talim - Experiential Learning. He has guided and helped MGNCRE in making key decisions and implementing agenda in several areas including Nai Talim (Experiential Learning), Community Engagement, Rural Immersion Programmes, Swachhta Action Plan activities, Industry-Academia Meets and Exhibitions on Waste Management, Comprehensive Sanitation Management in villages by working with Higher Educational Institutions, making curricular interventions in Waste Management and Rural Management, compiling Text Books on Waste Management and Rural Management, UNICEF (WASH) activities and several other related impactful activities. MGNCRE has become an interface for Government of India for promoting academic activity focusing on the rural concerns, being an advisor and a curriculum development agency for the Government of India. The Council is also now an RCI for Unnat Bharat Abhiyan.

Another pathbreaking achievement has been the formation of **Cells** through online workshops for institutionalising the efforts of MGNCRE. Vocational Education-Nai Talim-Experiential Learning (VENTEL) discuss MGNCRE's interventions in HEIs and making Vocational Education as a Teaching Methodology; Workshops on Social Entrepreneurship, Swachhta and Rural Engagement related activities in Higher Education Institutions has paid dividends and the key roles of the HEIs is highly appreciated by the Ministry. Building continuity and sustainability is being done through Social Entrepreneurship, Swachhta & Rural Engagement Cells (SES REC). Institutional level Rural Entrepreneurship Development Cells (REDC) Workshops/ FPO/FPC-Business Schools Connect Cells (FBSC) are organized with the objectives of Functionality of RED Cell; Preparation and Implementation of Business Plan and grooming students to be Rural Entrepreneurs.

A man with many firsts to his credit, and an incredible record of accomplishments, Dr. W G Prasanna Kumar is currently guiding MGNCRE in building a resilient rural India.

Dr K N Rekha

Dr K N Rekha, is a PhD Graduate from IIT Madras. She has 14 years of experience in training and education Industry. She works at Mahatma Gandhi National Council of Rural Education (MGNCRE), Hyderabad as Senior Faculty. She is involved in curriculum development on Rural Management and Waste Management. Prior to this, she worked as a researcher at Indian School of Business, Hyderabad, a short stint at Centre for Organisation Development (COD), Hyderabad. She has co-authored a book on “Introduction to Mentoring”, written book chapters, peer-reviewed research papers, book reviews, Case studies, and caselets in the area of HR/OB. She also presented papers in various national and international conferences. Her research areas include Mentoring, Leadership, Change Management, and Coaching. She was also invited as a guest speaker at prominent institutions like IIT Hyderabad.

Author's Profile

Abinash Abhishek Baral is an engineering graduate and currently pursuing MBA in Rural Management. He has written the caselets by conducting careful research and learning from various success stories. He has a keen interest in entrepreneurship in the rural sector. He has a great love for literature and spends his leisure time reading books and writing articles across various domains.



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