



National Council of Rural Institutes

Department of Higher Education

Ministry of Human Resource Development, Government of India



Connect

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"We are keen that all students of Technical Education Institutions engage with neighbourhood villages through a credited course. We welcome a National Round Tables on this subject, with premier engineering and management institutions in India, conducted in Ministry of Human Resource Development. We cannot afford any further delay in this."

- Prof Anil Sahasrabudhe
Chairman AICTE (23 Feb 18)



"University Grants Commission is ready to work with NCRI and introduce the curriculum on Rural Engagement of students and universities with relevant courses. This important academic dimension needs immediate attention. Critical Research, Faculty Development and Teaching is to be initiated in this direction. All universities have a role in this endeavour. We will organise and participate in designing a National Approach in this direction"

- Prof DP Singh
Chairman UGC (28 Feb 2018)



Long Term Collaboration between NCRI and Institute of Rural Management, Anand

"With reference to NCRI's focus areas, IRMA has footprints in Curriculum Development, Capacity Building and Research & Scholarship relating to Rural Management Education and as such IRMA can associate with these three focus areas of NCRI. IRMA can help with FDP and ToT programs for Rural Management and Rural Engagement programs. IRMA can help conduct short immersion courses for students of Rural Management" shared Prof Hitesh V Bhatt Director IRMA during a deliberation on long term collaboration



opportunities with NCRI. The primary deliberation points were:

- IRMA's association for conducting a 2-day Rural Management Education workshop to arrive at types of Rural Management courses and Courses of Curriculum for these courses

- IRMA's support for conducting FDP for the Rural Management Program for Faculty from various Universities
- Long term association between IRMA and NCRI
- Review inputs on draft Rural Management curriculum prepared by NCRI

Faculty members of IRMA Prof HS Shylendra Prof Mukul Kumar Prof Shambu Prasad Prof Shivshanker Singh Patel and Prof Preeti Priya actively contributed to the discussion facilitated by NCRI Academic Consultant P Vani

NCRI & Assam State Institute of Panchayati Raj & Rural Development Partnership



"Any contribution from my 25 years of vast experience in Rural Development may be explored towards strengthening NCRI's mandate," said AMM Zakir Director of State Institute of

Panchayat Raj and RD, Govt of Assam during the launch of NCRI Rural Engagement Programs facilitated by NCRI Senior Academic Consultant K Ashwin Kumar. Pabitra Kalita Dy. Director and UNICEF Consultant Chinmoy Debnath were also present on the occasion. Pabitra Kalita offered to host all training programs in the Gauhati University campus and said *"NCRI - SIPRD will make an*

excellent team and universities joining hands will be an outstanding effort with the right perspective." Chinmoy Debnath appreciated the work done by NCRI on Sendai Framework for Disaster Risk Reduction (SFDRR) workshops and expressed *"NCRI -SIPRD are the two best hands that the state can get in increasing the employability of NE Youth."*

Wider Coverage of Rural Engagement Campaigns in Universities at Goa by NCRI & Directorate of Higher Education Govt of Goa

The Directorate is keen on entering into a MoU with NCRI to promote the benefits of the Rural Engagement Campaigns in Universities through a wider coverage in Goa. This was stated by Prasad Lolayekar Director of Higher Education Government of Goa during an interaction with NCRI Academic Consultant P Vani on 28 Feb, 2018. Dr Renji George Amballoor Deputy Director was also a part of the interaction.



Rural Engagement will Lead to Rural Managerial Skills

"Rural Engagement will lead to Rural Managerial Skills," said Dr Palit Director Dept of Higher Education Govt. of Tripura during his interaction with NCRI Senior Academic Consultant K Ashwin Kumar

along with Dr Rajesh Bhattacharjee Joint Director Dept. of HE and Dr Udayan Sinha Additional Director TCS - SSG Ministry of Sports and Youth Affairs Tripura at the launch of MGGPVA & MGGVA programmes



Faculty Development Program in Rural Communication at Central University of Jammu

"We must understand the problems of rural areas, we need to know their needs so that the policies can be formed and implemented accordingly," emphasised Sunil Sharma, MoSRD J&K delivering his address as the Chief Guest on the occasion of FDP in Rural Communication organised at Central University, Jammu.

Faculty members, majorly from Mass Communication Department, representing seven states (Delhi, Rajasthan, Jammu & Kashmir, Himachal Pradesh, Punjab, Odisha & Uttarakhand) of the country participated in a 7-day long Faculty Development Programme on Rural Communication organized by Department of Mass Communication and New Media Central University of Jammu in collaboration with NCRI. The programme commenced on 23 Feb and concluded on 1 Mar.



"Communication can be a bridge between the rural population and the masses for overall development," said Dr Govind Singh HoD Mass Communication and New Media in his inaugural speech. Prof Ashok Aima VC in his presidential remarks said, *"This program will surely help the participants to understand the dimensions of Rural Communication."*

The FDP covered the following sessions :

- Building Public Opinion, Persuading and Circulating Government Policies

- Rural Communication and its Various Dimensions
- Rural Marketing: Planning and Strategy
- Rural Reporting
- Media Ecology and Role of Folk Media in Communication
- Indian Perspective of Development Communication
- Mass Communication
- Rural and Development Communication
- Plight of Farmers in Punjab and the Effects of Green Revolution
- Field Visits

NSS Programs should Inculcate a Spirit of Community Engagement

Guidelines on how to conduct a village visit, PRA and PLA Techniques were shared during training of NSS Programme Officers on "Techniques of Conducting Rural Immersion Camps for Students" which was kicked off at Mahatma Gandhi University, Nalgonda on 21 Feb 2018.

Dr Gaurau Uppal who is the Collector and District Magistrate in Nalgonda urged the NSS Program Officers to inculcate the spirit of Community Engagement and Social Responsibility in students and the rural community as well, as they have a symbiotic relationship.

In a day-long program that was attended by about 70 NSS Program Officers Chairman NCRI facilitated the inaugural session and spoke about various aspects of Rural Engagement. Dr A Ravi Prof of Social Work MGU took up a session on Our Culture, Livelihoods and the importance of others taking up livelihoods in a village. Senior Academic Consultant of NCRI

J P Sastry concluded the session by sharing guidelines on village visit and techniques of PRA and PLA. The participants felt empowered and enriched after the session and shared that village immersion was a must for all university students.

The VC MGU Prof Khaja Altaf Hussain urged the trainees to get involved and share the knowledge gained through cascade training. He said, *"All students should be trained in these techniques and be given correct orientation through mandatory village visits to help build equality in society."*



Launch of Mahatma Gandhi Grameen Prabandh Vidya Abhiyan and Mahatma Gandhi Grameen Vidya Abhiyan at Some More Universities in India

Kurukshetra University at Kurukshetra in Haryana



Dr Kailash Chandra Sharma VC, Dr Anil Vohra Academic Affairs; and Dr Dinesh Rana launching the NCRI-University Rural Engagement Programmes on 16 Feb 18

"I admire the effort of NCRI and its mission; such courses would help the students to understand the rural subjects. Society is getting fragmented; there is a need for improvement in the understanding of the society and developing

the empathy and increase of brotherhood. Universities need to participate in the development of the villages by adopting them. Adoption of the NCRI courses will be easy if these are linked with SWAYAM portal of MHRD." - Dr. Kailash Chandra Sharma

Manipur University at Imphal in Manipur

Prof Adya Prasad Pandey VC and Dr Ganesh Sethi Assistant Professor Mass Communication Department launching the NCRI-University Rural Engagement Programmes on 21 Feb 18

"We need to make Rural Management and Rural Engagement as the mainstays in the streams of Higher Education. We fully support the NCRI Rural Engagement initiatives in Manipur University." - Prof Adya Prasad Pandey



Manipur Technical University at Imphal in Manipur



Prof. Laiphrakpam Tombi Singh VC and Dr Shanti Kumar Singh Asst Registrar launching the NCRI-University Rural Engagement Programmes on 21 Feb 18

"A Rural Management Diploma alongside an Engineering Degree will resolve employability in the North East to a large extent." - Prof. Laiphrakpam Tombi Singh

Kumaun University at Nainital in Uttarakhand

Prof BD Kavidayal, HoD Department of Commerce and Management; Dr Pradeep Joshi, Dr Lalit Tiwari, Dr Anit Joshi, Dr DK Bhatt, Dr Priyanka N Ruwali and Dr Atul Joshi launching the NCRI-University Rural Engagement Programmes on 27 Feb 18



Tripura University at Suryamaninagar in Tripura



Dr Palit Director Dept. of Higher Education, Govt. of Tripura; Dr Rajesh Bhat-tacharjee, JD, Dept. of HE Govt. of Tripura; and Prof Anjan Kumar Mukherjee Pro VC Tripura University launching the NCRI-University Rural Engagement Programmes on 23 Feb 18

North Eastern Hill University at Shillong in Meghalaya



Prof S K Srivastava VC NEHU and Prof Henry Lamin B Pro VC launching the NCRI-University Rural Engagement Programmes on 26 Feb 18

"Integrating Management Education with Field Engagement is a brilliant and an innovative approach to Reform, Perform and Transform Rural India, thus enabling social justice in a structured direction." - Prof S K Srivastava

Calcutta University at Kolkata in West Bengal

Prof Rajgopal Dhar Chakraborti Registrar; Dr Santanu Pal Deputy Registrar; Dr Amlan Chakraborti Dean - Faculty of Engg & Tech launching the NCRI-University Rural Engagement Programmes on 27 Feb 18

"Innovation in protecting endangered cuisines and rural dishes should be prioritized. In Estonia, I encouraged rural women to do the same and become self-reliant." - Prof Rajgopal Dhar Chakraborti



Himachal Pradesh University at Shimla in Himachal Pradesh

Dr R. S. Chauhan VC; Dr Kulwant Singh Pathania, Dean of Commerce and Management; Dr Randhir Singh Ranta, Co-ordinator of MBA Rural Development; Dr Arvind Bhatt, Director of IIHS and other faculty members from H P University Business School, Department of Sociology, Department of Commerce and IIHS, launching the NCRI-University Rural Engagement Programmes on 22 Feb 18



"I am interested in HP University developing some good programmes and courses specific to the hill areas with focus on skill development, rural tourism, organic farming and use of biotechnology in agriculture. We need to provide better exposure to students to enhance their employability." - Dr R. S. Chauhan

Bihar Government Welcomes and Supports NCRI's Initiatives in Improving Quality of Education

Launching NCRI's MGGPVA and MGGVA in the state of Bihar, the Honourable Education Minister Govt. of Bihar Krishna Nadan Prasad Verma said *"The literacy in the state has been improving, education has been a focus for the governments for the last 15 years and many schemes have been launched and have been successful; the percentage of girl children in education is on the increase, there is general awareness in the society about the importance of education. Now, the focus needs to be on the quality of education. I would welcome and support NCRI's initiatives in improving the quality of higher education aimed at improving the conditions in rural Bihar."*

On this occasion, Dr Rash Bihari Prasad Singh VC Patna University said, *"A Faculty Development Program with NCRI, in collaboration with other*



specialized institutes in Rural Studies, is required to be conducted at Patna University. This is an important step to be taken for improving the higher education involvement in transformation of villages."

Curriculum Development Workshop @ Patna University



The Department of Rural Studies (Rural Management & Development) offers a two years M.A. Course in Rural Studies with a view to create a breed of professional rural managers having sound understanding of principles and practices underlying rural management and welfare administration. A good number of students of this course are placed in various governmental and non-governmental organizations. *The Personnel Management and Industrial Relations Department is unique in a way as not many departments or universities can boast of having an ex State Minister of Human Resource Development as a faculty member.*

A workshop for Curriculum Develop-

ment in Rural Management and Rural Engagement at the behest of NCRI was jointly organized by the Dept of PMIR and Dept of Rural Studies, chaired by Prof (Dr) Rash Bihari Pd Singh VC Dr Sunita Roy HoD PMIR and Dr Sanjay Paswan Professor and ex State Minister of HRD Prof Nawal Kishore Chaudary former Prof HOD Economics Dean Social Sciences and Principal Patna College and other faculty members associated with Rural Studies. NCRI Academic Consultant Sarvani Pandey coordinated the workshop along with Dr Atul Aditya Pandey NSS Coordinator Patna University. The faculty led by Dr Sunita Roy mapped the draft course curriculum presented by NCRI for Rural Management along with the curriculum offered by the University by identifying topics for additional coverage such as: Civil Society and NGO Management, Internet Technology and e-Commerce along with Digital Marketing for Rural Entrepreneurs, Computer Systems and Applications.

Round Table Snippets

Goa University
Some key focus areas for associating with NCRI's Rural Engagement Campaign are Coconut Farming - related studies, Agrarian studies, and Tribal studies

Kumaun University
Initiate a Rural Management Course and Rural Engagement Course
Curriculum Development Workshop to be conducted by NCRI

HP University
Curriculum Development Workshop for MBA in Rural Management proposed to be conducted in March 2018.
MoU with NCRI.
Faculty Development Programme to be conducted by NCRI for MBA Course in Rural Management

Launch of Transformational Rural Engagement Programs in NE & East India

MGGPVA and MGGVA campaigns were launched by NCRI in the East and NE states. The Vice Chancellors, Deans and Heads of Departments welcomed the initiative and said that they look forward to participating in Curriculum Development Workshops, Faculty Development Programs and initiating the academic programmes on Rural Engagement at the earliest.

Manipur University Imphal



"We are excited to be a part of NCRI initiative which complements the Unnat Bharat Abhiyan and Saansad Aadarsh Gram Yojana (SAGY)." Prof Shitaljit Singh and Santosh of NSS Department.



"Implementation of Nai Talim Gandhian Model of Education will support the rural poor as it will help them attain the basic needs and also will build rural resilience during natural disasters. Rural Resilience, Skills and Education go hand-in-hand for Grameen Bharat empowerment." Dr Sobita Devi Head Dept of Teacher Education

Manipur Technical University Imphal

"Technology has invaded into all spheres and time has come for us to accept the same; educate and get educated." Dr Shanti Kumar Singh, Assistant Registrar
"Rural Engagement programs can help the youth change their

attitudes towards their own native culture. Skilling the youth is a challenge and it has its own fruits of labour at a later day."

Dr L Iboyaima Singh Controller of Examinations.



Tripura University Agartala

"My students will benefit from the summer internships offered by NCRI. Rural Engagement involving NSS Volunteers as a credit course is a brilliant initiative from NCRI and this can lead to effective integration of student skills in rural field level engagement as well as that of the knowledge being shared in the classrooms." Dr Rajesh Chatterjee Head NSS



"CSR and Rural Management now have to go hand-in-hand and pave alternative frontiers of development." Dr Arobindo Mahato, Head, Rural Development and Management Dept

North Eastern Hill University Shillong

"I extend my unconditional support to NCRI's Rural Engagement programs." Prof S K Srivastava Vice-Chancellor

"PMKY - DDUGKY programs are building skills in India at the grass-roots level; but the real boost to our rural economy can come through curriculum interventions only and NEHU will focus on building a rural university infrastructure in the future." Prof Henry Lamin Pro Vice-Chancellor

He arranged for a Round Table in the Teacher Education Dept with Prof M S Bisht Innovator in Bamboo Technology; Dr N Vashom, Dr I Syseior, Dr E B Myrthong and Lamshailave Gordon Blah



Calcutta University Kolkata

Dr Santanu Pal, Deputy Registrar, showed keen interest in MGGVA. He shared that the Honourable CM of West Bengal Ms Mamata Banerjee was keen to promote Rural Tourism in a big way

"Rural Engineering Innovations are the next best thing to happen to India." Dr Amlan Chakrabarti, Dean - Faculty of Engineering and Technology.

UNICEF – NCRI FDP Collaboration

After having developed curriculum for 10 Universities in Telangana by integrating SFDRR, UN SDGs & UNFCCC and preparing course material & case studies for transacting curriculum on Rural Communication, Rural Social Work, Rural Engagement for Teacher Education, Rural Entrepreneurship and Common Core Curriculum on Rural Engagement, UNICEF and NCRI will now take forward FDP in Telangana.

Project Objectives:

Undertaking orientation and capacity building programmes using cascade approach : (1) Intensive training to the identified state level resource persons (2) Orientation to the selected resource persons and faculty members of 5 departments in each 10 universities (3) Guidance and handholding support to the faculty members to act as animators.

The faculty development will be undertaken in 10 universities covering identified faculty members in each of the department and NCRI team will provide guidance and support for the curriculum implementation.

Environmental Protection, Good Health & Quality Education are key to Sustainable Development



“The governments at the Centre and State levels must develop strategies to make people responsible participants in environmental protection efforts in Rural India”, said Dr W G Prasanna Kumar Chairman NCRI in his Keynote Address at Kakatiya University, Dept of Economics, during the National Seminar on Education, Health & Environment on Feb 16. ***“We must make the connection between needs of the society and system of education to address problems in education, health and environment,”*** he added. Nearly 136 research papers of different universities in India were presented. Prof B Suresh Lal HoD, Dept of Economics KU said, ***“Health, education and environment were the main concerns of the present-day rural society despite achieving high growth rates in the GDP”.***

NCRI - AICTE Collaboration

Prof Anil Sahasrabudhe Chairman, AICTE is keen that all the students of Technical Education Institutions are engaged with neighbourhood villages through a credited course.

A National Round Table on this subject with premier engineering and management institutions in India will be organised shortly by NCRI

CSR along with Institutional Social Responsibility, Individual Social Responsibility and Student Social Responsibility is the Need of the Hour



Dept. of Management Studies, Satavahana University Karimnagar, conducted a two-day workshop on 21&22 Feb 2018 on ***“Corporate Social Responsibility”*** for students and scholars of various universities in Telangana State. Chairman NCRI delivered

the keynote address and said, ***“Students should not only think of Corporate Social Responsibility but also develop Institutional Social Responsibility, Individual Social Responsibility and Student Social Responsibility. Inculcating such Social Responsibility will help develop involvement in the community. Rural Community Engagement is the responsibility of every student in India”.*** Dean, Faculty of Management Studies, Prof T Bharath was the Guest of Honour while Prof E Manohar was the program coordinator.



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