



सत्यमेव जयते

बी० के० सिन्हा
B. K. SINHA

D.O.No.M.13015/03/2010-Training

सचिव
भारत सरकार
ग्रामीण विकास मंत्रालय
SECRETARY
Government of India
Ministry of Rural Development
29th June, 2010.

Dear AK,

Ministry of Rural Development is organizing a two-day Workshop on Accelerating Rural Development and Strengthening Local Self Governance on 21-22nd July 2010 at NASC Complex, PUSA, New Delhi. Minister of Rural Development and Panchayati Raj will inaugurate the Workshop.

2. The Ministry has set a vision of sustainable and inclusive development of rural India. To this end it is implementing a host of programmes that reach out to the millions of households in rural areas. These include Mahatma Gandhi NREGA which provided unskilled manual employment to 5.25 crore rural households in 2009-10, Swarnjayanti Gram Swarozgar Yojana(SGSY) promoting self-employment by establishing about 38 lakh Self-Help Groups, Indira Awaas Yojana for rural housing with 33.84 lakh houses built in 2009-10 and Pradhan Mantri Gram Sadak Yojana(PMGSY) leading to the construction of over 60000 km of rural roads in the same year. The SGSY has been restructured as National Rural Livelihood Mission (NRLM) to promote income generation activities and skilled wage employment of the rural poor.

3. With a Plan budget of Rs.79,340 crore in 2010-11, the Ministry considers it as a matter of priority to make aware the rural population of their rights and entitlements and the importance which the Central Government attaches to the improvement of their well-being. Ministry of Youth Affairs and Sports plays a unique role of harnessing the energy of the youth in nation building activities through nation-wide network of Nehru Yuvak Kendra Sangathan and volunteers of National Service Scheme. Considering that 40% of our population is comprised by the youth, a huge opportunity is available to us for accelerating the implementation of rural development programmes and strengthening local self governance. The youth volunteers can become bearers of information for government programmes awakening the rural population to exercise their rights and claim their entitlements, providing handholding support to the weaker sections to have access to government resources earmarked for them and working in tandem with the field implementing agencies to achieve the desired goals effectively.

4. During the Workshop, officers from regional Doordarshan Kendras, radio stations, Indian Institute of Mass Communication and Press Information Bureau will also be present. Our endeavour will be to develop a common action plan to build robust coordination mechanism for dissemination of information, use of latest information and communication technologies, activation of the delivery system by permeation of best practices and innovations across institutions both in government and outside.

Letter
Issued &
Enclosed
3/6/10

5. The detailed background along with programme schedule of the Workshop is enclosed with this letter.

6. We shall be greatly honoured to have your august presence during the workshop with your team. I am confident that with your gracious support we shall be able to realize the long cherished aim of a more empowered citizenry working together for the accelerated, sustainable and inclusive growth of rural India.

With regards

Yours sincerely,

(B.K. Sinha)

Encl: as above

Shri A.K. Upadhyay
Secretary
Department of Youth Affairs and Sports
Shastri Bhawan
New Delhi.

Workshop on Strengthening Local Self Governance and Accelerating Rural Development in India

Introduction

Union Ministry of Rural Development has set a vision of sustainable and inclusive development of rural India. To this end it is implementing a host of programmes that reach out to the millions of households in rural areas. During 2009-10, it provided unskilled manual employment to 5.25 crores rural households under Mahatma Gandhi NREGA with an investment of Rs 37,938.16 crores. Promotion of self employment was taken up under Swarnajayanti Gram Swarozgar Yojana (SGSY) taking up the number of Self Help Groups to 38 lakhs, Swarozgaries assisted to 67.67 lakhs, central funding to Rs. 14,106 crores and credit mobilization to Rs.22,887 crores since inception of the programme on 1.9.99. Central Government released Rs.5,155.49 crores during 2009-10 to the States for assistance to old, disabled and widows. In order to remove shelterlessness in rural areas, 33.84 lakhs houses were built in 2009-10 spending Rs.13,288.99 crores. For construction of 60,116.99 kms of rural roads covering 7896 habitations, Rs.18,832.92 crores were utilized. The scheme of Provision of Urban Amenities in Rural Areas (PURA) has been restructured and will be implemented for the holistic development of compact areas around a potential growth centre in a cluster of villages through public private partnership model. SGSY has been restructured as National Rural Livelihood Mission (NRLM) to promote income generation activities and skilled wage employment of the rural poor.

Considering that an overwhelming proportion of the population live in rural areas the task of rural development throws up several difficulties. The cultural diversity and geographical vastness sharpen the challenges. With a plan budget of Rs.79,340 crore in 2010-11, the Ministry considers it as a matter of priority to make aware the rural population of their rights and entitlements and the importance which the Central Government attaches to the improvement of their well-being. Amidst all the challenges, endeavour has to be made to design and deploy innovative means to promote dissemination of information and knowledge, encourage people's participation, strengthen vigilance and public accountability and ensure proper delivery of benefits of the government programmes to the people. The workshop brings together a host of stakeholders to share ideas on these issues.

Objectives & Methodology

The workshop will aim at expanding the learning horizons of the participants and developing appropriate strategies to implement programmes of rural development and panchayati raj and other related Ministries more effectively. Emphasis is on learning about best practices and innovations that may be applied to overcome challenges in programme implementation. Several methods of use of latest information and communication

technology (community radio, virtual class rooms, audio-video lectures, digital library, online tests of proficiency, films, songs, dance & drama, newspapers, e-newsletters, etc.) for communication and training will be considered. Focus will also be on constructive involvement of rural youth in national development. During the Workshop deliberations will center around the following :-

1. Brief assessment of the current status of rural development programmes
2. Analysis of strengths and weaknesses
3. Understanding best practices
4. Fostering innovations
5. Information & Communication Technology solutions
6. Involving rural youth in national development
7. Formulating Training & Communication Action Plan to achieve the Objectives

The programme will be covered in two days. Each Department/Division will share their policy documents including guidelines and latest instructions, best practices and innovations. The presentation will include not more than 12 slides on statewide physical and financial performance, areas of concern, best practices and innovations. This will be used by the States/SIRDs/Regional Doordarshan Kendras & radio stations/officers of MoRD, MoPR, MI&B and MYA&S to prepare an action plan for re-engineering activities for accelerating rural development.

Participants

1. Officers of MoRD & MoPR
2. Officers of I & B and Prasar Bharati – Doordarshan/AIR/ Regional DD Kendras, PIB/DAVP/DFP/SDD/IIMC
3. Officers of Ministry of Youth Affairs and Sports
4. Officers of State RD Departments
5. Officers of NIRD/SIRDs/ETCs
6. Officers of NIC
7. Select District Collectors
8. Officers of Select DRDAs
9. Select NGOs working in this area.
10. Select private sector companies engaged in communication and training.

Expected Outcomes

The two day interactions among various stakeholders is expected to yield the following outcomes: -

- Important stakeholders get involved
- Enhancement of knowledge of the stakeholders : better understanding of best practices, innovations and useful technologies.
- Meaningful applications of latest ICT solutions to reach out to millions of target audience, elected PRI representatives, rural population and field functionaries.

- Improved coordination among Ministries, Departments of Central & State Governments
- Development of a common action plan to take forward the learning from the workshop

Programme Schedule

Day 1

S. No.	Time	Programme
1	9:00 AM	Registration of Participants
Inaugural Session		
2	9:55 AM	Arrival of Honourable Union Minister of Information & Broadcasting, Honourable Union Minister of Rural Development & Panchayati Raj and Honourable Union Ministers of State, Rural Development
3	10:00 AM	Welcome Address by Secretary, Department of Rural Development, Government of India
4	10:10 AM	Address by Honourable Union Minister of State (Rural Development) Ms. Agatha Sangma
5	10:15 AM	Address by Honourable Union Minister of State (Rural Development) Sri Sisir Adhikari
6	10:20 AM	Address by Honourable Union Minister of State (Rural Development), Sri Pradeep Jain 'Aditya'
7	10:25 AM	Address by Honourable Minister of Rural Development and Panchayati Raj: Promoting Excellence through Dissemination of Best Practices
8	10:35 AM	Address by Chief Guest & Honourable Union Minister of Information & Broadcasting: Reaching out to the People
9	10:45 AM	Tea Break
Technical Session		
10	11:00 AM	Mahatma Gandhi NREGA : Convergence, Monitoring & Social Audit
11	11:30 AM	Rural Livelihood : Skill Development & Self Employment
12	12:00 PM	Rural Housing and Social Security : Ensuring cost effective shelter
13	12:30 PM	Local Self Governance: Gram Sabhas & BRGF (Ministry of Panchayati Raj)
14	1:30 PM	Lunch
15	2:00 PM	Drinking Water & Sanitation
16	2:30 PM	Watershed Development : Managing natural resources for rural livelihoods
17	3:00 PM	Harnessing Youth Power for Rural Development (Ministry of Youth Affairs & Sports)
18	3:30 PM	IEC : New and Emerging Media
19	4:00 PM	Tea Break
20	4:15 PM	Challenges and ICT Innovations

21	4:45 PM	Group Formation with officers of States, NIRD/SIRD, MoRD, MoPR, MoYA&S, Regional DD Kendras and Radio Stations, NIC & End of Day 1
----	---------	--

Day 2

Sl. No.	Time	Programme
1	9:00 AM	Group Activity on setting goals, planning activities, developing coordination mechanisms, choice of ICT applications implementation, monitoring, evaluation and learning
2	10:30 AM	Tea Break
3	10:45 AM	Presentation by Group 1
4	11:00 AM	Presentation by Group 2
5	11:15 AM	Presentation by Group 3
6	11:30 AM	Presentation by Group 4
7	11:45 AM	Presentation by Group 5
8	12:00 PM	Summing Up
9	12:30 PM	Awards & Certificates for Best Action Plan
10	1:00 PM	Lunch & End of Day 2