To The Heads of SIRDs

Sub.: Publication of a Volume on ICONs of Rural India

Dear Madam/Sir,

As you are aware, the Ministry of Rural Development implements a wide range of programmes for poverty reduction, improving the quality of life of the rural community and strengthening grassroots democracy. For the effective implementation of government programmes, Ministry undertakes training and education of the elected Panchayat Raj representatives, officials and Bharat Nirman Volunteers. Some of these trained persons have gone beyond the call of their duty to improve the quality of implementation of the programmes by introducing innovative solutions and institutionalizing the change process for sustainable improvement of programmes. Stories of such exemplar commitment, innovations and best practices need to be documented and disseminated across the country and other developing countries, particularly in the member countries of AARDO, CIRDAP, SAARC, BIMSTEC and others. This will serve not only to upgrade the standards of execution of programme strategies all across the country but also inspire others to think and act innovatively in providing leadership, motivating stakeholders, mobilizing resources, adopting latest technologies and solving problems harmoniously. Accordingly, it is proposed to print and publish a 150 page volume on “Icons of Rural India” that will document and capture the stories of extraordinary contributions made by elected representatives, officials and Bharat Nirman Volunteers.

This publication is proposed to be taken out on a strict timeline to be released positively in 1st week of October, 2012. In view of this, you are requested to immediately identify at least two stories from your state and mail the same along with supportive photographs of the persons, activities depicting his achievements etc. by 12th Sept., 2012 positively. It may kindly be ensured that the photographs are of good quality and jpeg format and are not embedded in the story or word file. The material may be sent by e-mail to the undersigned at niten.chandra@nic.in / ddmedia_mord@yahoo.com.

This may please be given TOP PRIORITY.

Yours sincerely,

(Niten Chandra)  
Joint Secretary (IEC)