GOONJ-2013

NATIONAL CONFERENCE ON MANAGING INDIA’S RURAL TRANSFORMATION

Highlighting the Interests of Marginalized and Vulnerable Sections of Society

CONFERENCE PROCEEDINGS
SPONSORED BY NABARD

February 26 – 27, 2013

SCHOOL OF RURAL MANAGEMENT
MESSAGE FROM THE NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT (NABARD)

With best compliments from:
NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT

MISSION
Promotion of Sustainable and Equitable Agriculture and Rural Prosperity through Effective Credit Support, Related Services, Institutional Development and Other Innovative Initiatives.

MAJOR ACTIVITIES

☐ Credit Functions: Refinance for production credit (Short Term) and investment credit (Medium and Long Term) to eligible Banks and financing institutions

☐ Development Functions: To reinforce the credit functions and make credit more productive. Development activities are being undertaken through
  ☐ Research and Development Fund
  ☐ Micro-Finance Development and Equity Fund (MFDEF)
  ☐ Financial Inclusion Fund (FIF)
  ☐ Financial Inclusion Technology Fund (FITF)
  ☐ Farm Innovation and Promotion Fund (FIPF)
  ☐ Farmers’ Technology Transfer Fund (FTTF)
  ☐ Watershed Development Fund (WDF)
  ☐ Rural Infrastructure Development Fund (RIDF)
  ☐ Tribal Development Fund (TDF)
  ☐ Cooperative Development Fund (CDF)
  ☐ Rural Innovation Fund

☐ Supervisory Functions: NABARD shares with RBI certain regulatory and supervisory functions in respect of Cooperative Banks and RRBS.

☐ Provides consultancy services relating to Agriculture & Rural Development. (nabcons@nabard.org)

NABARD
Head Office-Plot No. C-24, G-Block, Bandra-Kurla Complex, Post Box No.8121, Bandra (E), Mumbai-400 051, Visit us at : www.nabard.org.
Message from the Trustee Secretary, IIHMR, Jaipur.

Shri. M. L. Mehta

We are happy to present the proceedings of 2\textsuperscript{nd} National Conference “Goonj-2013” on “Managing India’s Rural Transformation” highlighting the interests of marginalized and vulnerable sections of Society, organized by the School of Rural Management, IIHMR, Jaipur.

The conference aimed at facilitating rural transformation, negotiating the complex interplay between different interest groups and priorities, including infrastructure development, better integration with markets, equitable use of natural resources, reinvigorated agriculture and livestock production, fulfilling basic entitlements like health, nutrition, education, and the holistic well-being of communities and their eco-systems.

Through this endeavor, IIHMR’s School of Rural Management evolved meaningful responses to the problems facing in the rural economy, ecology and society. The delegates from all over India of different fields like researchers, management professionals, academicians, entrepreneurs, and social workers shared their experiences, knowledge, and skills.

We are thankful to our sponsors, particularly GAIN - Food Fortification Project (Integrated Program Strategy) for acting as main sponsor and NABARD for sponsoring the publication of the proceedings of the conference.

I am sure that the readers would find the information contained in the proceedings very useful.

M.L. Mehta
Message from the Director, IIHMR, Jaipur.

Dr. S.D. Gupta

Rural India is undergoing a tectonic transition, posing formidable challenges for overall sustainable development, especially for poor and vulnerable sections of society.

Knowledge institutions such as the School of Rural Management, IIHMR, believe that the coming together of diverse minds and perspectives for rigorous and honest debate is a necessary pre-requisite for identifying realistic solutions and management interventions to meet the challenges facing us today. Keeping this in view, SRM is organized its second National Conference “Goonj-2013” to explore innovative solutions for contributing to managing India’s ongoing rural transformation.

The major issues that were discussed in the conference were Water, Sanitation, Hygiene and Improved Nutrient management interventions in rural areas, Direct Cash Transfer Scheme for Subsidy Beneficiaries which is a major initiative to check corruption, MGNREGA as Sustainable Livelihood option, FDI and Rural Markets such as seed industry, agribusiness, retail and mining, and role of Corporate Social Responsibility (CSR) as a private initiative for poverty reduction and ‘bottom-up’ development.

We are committed to the bright future of India and Goonj-2013 was one such initiative of IIHMR for addressing the needs of India’s fast evolving rural sector as approx. 70% of India’s population resides in rural areas.

S.D. Gupta
MD, PhD (John Hopkins), FAMS
Message from Shri Jiji Mammen, Chief General Manager, NABARD, Rajasthan Regional Office, Jaipur

I am glad to know that Institute of Health Management Research, Jaipur is organizing two days National Conference on "Managing India’s Rural Transformation".

Around 70 per cent of the population still lives in rural areas, which comprises of poor and vulnerable population. Although, economic transformation has been occurring in the various sectors in India, it has not made much difference in the lives of rural populace as can be seen from dynamic structural changes. The agriculture sector contribution in share of GDP has been declining while, service sector contribution has been contributing more than half of GDP. It is interesting to know whether this dynamism is to what extent reflected in rural areas and economy. The conference covers the areas and policies which are widely discussed and relevant for rural transformation. I am sure that the deliberation in the seminar will help us in understanding problems of rural transformation. Discussion on the topics would lead to explore innovative management approaches and policies changes for overall economic development in rural sector, keeping in view of rural population at the bottom of social pyramid.

I extend my best wishes and success for the seminar.

(Jiji Mammen)
Chief General Manager

Dated: 18 February 2013

National Bank for Agriculture and Rural Development
Rajasthan Regional Office
3, Nehru Place, Tonk Road, Jaipur - 302 015
Tel: +91 141 2740821 E-mail: jaipur@nabard.org
Website: www.nabard.org

Taking Rural India >> Forward
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EXECUTIVE SUMMARY

Rural transformation is a subject directly related to people’s aspirations for a better life. With new hopes and a new sense of energy driving the rural India, effective interventions need to be made in the crucial spheres of health, education, agriculture, animal husbandry and sanitation. Powers devolved on the Panchayati Raj institutions through the 73rd amendment to the Constitution, if exercised in earnest, can bring about a meaningful transformation in the villages across the country.

Against this backdrop, a two-day national conference on “Managing India’s Rural Transformation” was organized by the School of Rural Management, Institute of Health Management Research, Jaipur, on February 26 and 27, 2013, with its theme devoted to the interests of the marginalized and vulnerable sections of society. Leading professionals, academicians, experts and development practitioners from diverse backgrounds taking part in the conference sought to provide answers to some of the most difficult questions and challenges often faced in the endeavours for rural development.

The technical sessions in the conference were devoted to the subjects such as food fortification and nutrition, corporate social responsibility, Mahatma Gandhi National Rural Employment Guarantee Scheme, sustainable livelihood, direct cash transfer of subsidies, water and sanitation, rural markets, health care, education and IT applications in villages.

Serious and concerted attempts were made during the two days of the conference, which was aptly titled Goonj-2013, to explore innovative solutions for contributing to the management of the country’s ongoing rural transformation. Experiences and success stories were shared, drivers of success were measured and strategies were evolved for accelerating growth with a positive social impact that is economically and environmentally sustainable.

A consensus emerged at the end of brainstorming for two days in Goonj-2013 that all important stakeholders, such as the government, corporate houses, non-government organizations, voluntary agencies and civil society, must work together to adopt new models of growth which can act as a catalyst for rapid and sustainable rural development. While improving the standards of living in the villages, the policy planners must pay attention to providing rural population access to markets and technology, ensure financial inclusion and secure human capital development.

A fervent call was also made during the conference to build a new generation of leaders and entrepreneurs from the villages who will help shape the future of the nation. Such leaders must be endowed with the vision for creating a thriving rural middle class which can benefit from and give the much-needed fillip to rural transformation.
INTRODUCTION

The rural society in India is undergoing a massive transformation and the changing agrarian relations in the countryside have challenged the earlier social structure with a new development paradigm emerging from major interventions. The rural society is in a flux, while institutional changes such as land reforms, green revolution, micro-credit, improved communication and migration of the rural people to prosperous agricultural regions and urban areas for non-farm works have completely changed its face. The caste hierarchy and the attached labour system prevalent for several centuries have either withered away or reformulated themselves according to the emerging pattern of livelihood options undergoing at the village level. In most of the rural areas, agrarian relations are now influenced by availability of both on-farm and off-farm labour in the nearby areas and migration of rural masses to urban areas.

In the contemporary rural sectors, some of the common features of the agrarian economy are stagnation in agriculture, lack of subsistence reforms in land ownership, declining land-man ratio and the slow pace of rural labour shift to productive non-farm sector. The advent of new technology in agriculture has brought an increased monetization to the agrarian economy replacing the transactions in kind. Yet, there are stark paradoxes between the wealth of a few and abject poverty of large populations. With the expansion of cities and unequal distribution of wealth, the rich are becoming richer and the poor are getting poorer.

The challenge before policy planners for rural transformation is to accelerate growth with a positive social impact in a manner that is economically and environmentally sustainable. Adoptions of new models of growth must act as a catalyst for rapid yet sustainable development. Equally formidable is the task to negotiate the complex interplay between different interest groups and priorities, carry out better integration with markets, ensure equitable use of natural resources, enhance agricultural and livestock production, fulfil basic entitlements like health, nutrition and education and ensure holistic well-being of communities and their eco-systems.

As aspirations grow and consumption rises, rural hinterland is becoming the epicentre of India’s growth story. The vast majority of India’s rural population, around 68.8 per cent, resides in rural areas that are undergoing a tectonic transition which poses formidable challenges for sustainable development, especially of the poor and vulnerable sections. Rural development is gradually bringing its own challenges and putting further pressure on the scarce resources available in villages, making it necessary to adopt a new collaborative model enabling all stakeholders, including the government, non-government organizations, civil society and corporates, to play a meaningful role.

At this juncture, India’s institutional apparatuses – the state, private sector and civil society – are at crossroads. Knowledge institutions like the School of Rural Management, IIHMR, Jaipur, believe that in times like these, the coming together of diverse minds and
perspectives for rigorous and honest debate is a necessary prerequisite for identification of meaningful solutions and management interventions to meet the challenges.

With this objective in view, the SRM, IIHMR, Jaipur, organized its second national conference, Goonj-2013, on February 26 and 27, 2013, to explore innovative solutions for making contributions to managing India’s ongoing rural transformation. It emphasis was on highlighting the interests of the marginalized and vulnerable sections of society. The two-day conference was sponsored by the Food Fortification Project (Integrated Programme Strategy) of the Global Alliance for Improved Nutrition, while the co-sponsors were the NABARD, Gramodaya Samajik Sansthan (GSS), Save the Children, Bhoruka Charitable Trust, SARAS, Society for All-Round Development (SARD), Sarthak, Jagrati Seva Sansthan, Samvedana and National Key Resource Center–WASH.

Platinum Sponsor:

Co-sponsors:

Sponsors:

About 300 participants, including government officials, professionals, academicians, researchers, development practitioner, representatives of non-government organizations and students, from different parts of the country participated in the conference to deliberate on a wide range of issues related to rural development and the process of rural transformation. The first national conference organized by the SRM, IIHMR, Jaipur, in 2012 was devoted to the theme, “Livelihood Challenges in Globalized India”.

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This comprehensive report provides details of the proceedings of the conference and throws light on the deliberations during the event, when the best of the minds got together and discussed the issues in their entirety. It covers the ideas that transpired, issues and challenges identified during discussions, clarifications sought by the audience and solutions offered by experts as well as the strategies recommended for rural development in future.

LEARNING OBJECTIVES OF CONFERENCE

A common platform was provided to the participants from diverse backgrounds for sharing views and vast knowledge about the challenges of rural development and rural transformation with a view to developing a common mindset based on analyzing the situation for better practices in rural areas for overall sustainable development.

The learning objectives were:

- To deliberate on present initiatives for marginalized and vulnerable sections of rural population.
- To ponder over drivers of success and meditate on lessons of rural transformation initiatives.
- To explore the viability and challenges of new rural transformation initiatives.
- To share experiences and contribute to common goal of rural transformation.

THEMES COVERED DURING CONFERENCE

The five technical sessions organized during the two day of the conference were devoted to specific subjects dealing with different aspects of rural transformation. The five themes were as follows:

- **Food Fortification and Nutrition**: Reduction of micro-nutrient malnutrition through food fortification and other interventions. Challenges in food security and nutrition security for the poor. Enhancement of dietary diversification. The theme linked agriculture with nutrition for reducing hunger and malnutrition in the rural areas.
- **Corporate Social Responsibility**: Private sector today is a powerful innovator and plays an increasingly significant economic role. CSR is not always in line with the goals of poverty alleviation and tends to act as a public relations exercise for big corporations which have profit-making as their main goal. The deliberations examined if the people were really benefiting from the CSR projects and if they generated real responsibility towards the society.
- **MGNREGA and Sustainable Livelihood, Direct Cash Transfer**: While the MGNREGA provides a sustainable livelihood option to villagers, the direct cash transfer promises to check corruption and pilferage of subsidized items. The theme provided an opportunity to the participants to look beyond wage employment through MGNREGA and examine if the flagship scheme has helped in providing sustainable livelihood to the rural populace. The viability of direct cash transfer was also examined vis-à-vis the availability of infrastructure to go ahead with the scheme.

- **Water and Sanitation**: Water and sanitation are closely linked with hygiene and nutrition and have been highlighted as key areas for management interventions. Water scarcity in the rural areas and absence of sanitary toilets for the rural households continue to pose a serious challenge before the policy planners. The subject enabled the participants to identify the gaps in the initiatives for water supply and maintenance of hygiene.

- **Rural Transformation (Society, Health, Education, Communication & Market)**: Contributions of different sections of society to rural development lay the foundation for transformation with changes visible in the key areas such as health, education and IT applications in villages. The theme enabled the speakers to discuss the current state of affairs in the rural areas in terms of infrastructure, market linkages, credit availability and the atmosphere conducive to growth.
# PROGRAMME SCHEDULE

School of Rural Management
Institute of Health Management Research, Jaipur

*in Collaboration with*

GAIN-Food Fortification Project

National Conference on “Managing India’s Rural Transformation”

*Highlighting interest of marginalized and vulnerable section of society*

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<td>26th Feb 2013</td>
<td>8.45-10.00</td>
<td>Registration</td>
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<td>10.00-11.30</td>
<td>Inaugural Session</td>
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<td><strong>Chairman of the Ceremony:</strong> Mr. M.L. Mehta, IAS (Ret), Trustee Secretary, IHMR and Former Chief Secretary to Government. <strong>Chief Guest:</strong> Prof Vijay Shankar Vyas - “Padma-Bhushan”, Member of Economic Advisory Council (PMEAC) to the Prime Minister and Vice-Chairman, State Planning Board, Rajasthan <strong>Key Note Speaker:</strong> Mr. Pradeep Kashyap, CEO, MART, New Delhi. President of Rural Marketing Association of India, Marketing Advisor to Ministry of Rural Development. GoI <strong>Director Address:</strong> Dr. S.D. Gupta, Corporate Director, IHMR, Jaipur</td>
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<td>11.30-12.00</td>
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**Technical Session–1 Food Fortification and Nutrition**

*Session Sponsored by: GAIN –Food Fortification Project*

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<td>12.00</td>
<td>1. Mr. J.C. Mohanty, IAS, Principal Secretary to Government, Public Works Department, Rajasthan (Chair)</td>
<td>1. Understanding Food Fortification</td>
<td>Ms. Dipti Gulati</td>
<td>Senior Associate Global Alliance for Improved Nutrition, New Delhi</td>
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<td>12.00</td>
<td>2. Mr Samuel Mawunganidze, Chief, UNICEF field Office, Rajasthan</td>
<td>2. Nutrition and Food Fortification</td>
<td>Dr. Pooja Talikoti</td>
<td>Assistant Professor, IHMR, Jaipur and Deputy Team leader, GAIN-Food Fortification Project, Rajasthan</td>
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<td>12.00</td>
<td>3. Ms. Dipti Gulati, Sr. Associate Global Alliance for Improved Nutrition, New Delhi</td>
<td>3. Towards a deep understanding of Human Nutrition’s</td>
<td>Mr. Shri Ram Chakravarti</td>
<td>Faculty, CMR, Institute of Management Studies, Bangalore</td>
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<td>12.00</td>
<td>4. Dr. O.P. Gupta, Executive Director, GAIN-Food Fortification Project, Rajasthan</td>
<td>4. Impact of Living in High Altitudes on Nutritional Health Status: A Study of Tribal Women in Ladakh</td>
<td>Dr. P.M. Sandhya Rani</td>
<td>Associate Professor and Chairperson, School of Development Studies, TISS, Mumbai</td>
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<td>12.00</td>
<td>5. Dr. Jyotsna</td>
<td>5. Addressing Anemia - A major</td>
<td>Dr. Jyotsna</td>
<td>Honorary Secretary, Ajit Foundation, Bikaner</td>
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### Technical Session-2: Corporate Social Responsibility
Session Sponsored by: National Agriculture Bank for Rural Development and SARAS

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<td>14.45-17.15</td>
<td>1. Sh. Mukesh Gupta, Executive Director, Morarka Foundation (Chair)</td>
<td>1. Corporate social responsibility: A review of concepts, practices and challenges</td>
<td>Dr. Preetam Khandelwal, Ms. Monika Sansanwal</td>
<td>Associate Professor, FMS, University of Delhi, New Delhi. Doctoral Student FMS, University of Delhi, New Delhi.</td>
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<td>2. Dr. Robert Roostee Team Leader, EC Supported SPP-TA team</td>
<td>2. TCS Maitree Panvel Secondary School Initiative (PSSI)</td>
<td>Mr. Chiranji Panda</td>
<td>Manager – Analytics Tata Consultancy Services Limited, Mumbai</td>
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<td>3. Dr. Mahaveer Jain, Chief Initiating Officer, Initiative and Intervention, New Delhi</td>
<td>3. Holistic Marketing strategies inclusive of Corporate Social Responsibility initiatives adopted by rural marketers in India</td>
<td>Dr. Kavaldeep Dixit, Ms. Priyanka Sharma</td>
<td>Professor &amp; Vice-Principal IIM, Jaipur Research Scholar IIS University, Jaipur</td>
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<td>4. Ideas for Sustainable CSR 3P MODEL</td>
<td>Mr. Ajay Pratap Singh, Mr. Manzil Hussain</td>
<td>Students Xavier Institute of Social Service, Ranchi</td>
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<td>5. Corporate Social Responsibility</td>
<td>Mr Ribhanshu Raj Ms. Preeti Sharma Mr Ankur Ratwaya</td>
<td>Students ABV-IIITM, Gwalior</td>
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<td>6. Corporate Social Responsibility And The Law In India</td>
<td>Mr. Kunwar Rajan</td>
<td>Law Student , UILS, Punjab University</td>
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### Technical Session -3: MNERGA and Sustainable Livelihood, Direct Cash Transfer
Session Sponsored by: Gramodyva Samajik Sansthan, Rajasthan

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<tr>
<td>9.30-11.15</td>
<td>1. Rajendra Bhanawat, IAS (Ret) (Chair)</td>
<td>1. Direct Cash Transfer Scheme For Subsidy Beneficiaries In India – An Evaluation</td>
<td>Mr. Manish Gupta</td>
<td>Student ICSI, New Delhi</td>
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<td>2. Mr. P.C. Kishan, IAS, State Mission Director,</td>
<td>2. Cash Transfers: Need For An Effective Architecture</td>
<td>Dr. Ventrapragada Eshwar Anand</td>
<td>Professor of Journalism and Media Studies,Symbiosis Institute of Media and Communication</td>
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<td>11.45-13.30</td>
<td>1. Mr. Hoast Reinhard, Chief, JICA-GITEC-RAJAMIIP (Chair)</td>
<td>1. Drinking Water and Sanitation in Rural Madhya Pradesh</td>
<td>Dr. Keshab Das</td>
<td>Professor, Gujarat Institute of Development Research, Ahmedabad</td>
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<td>2. Mr. Arnold Cole, WASH Specialist UNICEF Office, Rajasthan</td>
<td>2. Safe water supply and environmental sanitation in context of water scarcity</td>
<td>Mr. M. K. Verma, Mr. G. K. Jatav, Mr. P. K. Pankaj, Mr. R. Mukopadhyyay and Mr. N. De</td>
<td>Research Scholars, Department of Soil Science and Agricultural Chemistry, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi</td>
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<td>4. Dr. M.S. Rathore, Director, Center for Environment and Development, Jaipur</td>
<td>3. Supply Chain Management on Sanitation</td>
<td>Mr. Deepak Roy</td>
<td>Consultant, USAID</td>
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<td>4. Role of Water in Rural Community</td>
<td>Dr. Felix Padel</td>
<td>Professor, SRM-IIHMR, Jaipur</td>
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<td>5. Water and Environment Sanitation</td>
<td>Dr. Pranjal Sarma</td>
<td>Faculty, Department of Sociology Dibrugarh University, Assam</td>
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<td>14.45-16.30</td>
<td>1. Dr. K.L. Sharma, Vice Chancellor, JNU, Jaipur (Chair)</td>
<td>1. Contribution Of Ayush Doctor For Improving Rural Health - A Study In Odisha</td>
<td>Mr. Raj Kishore Sahu</td>
<td>Student, Sanjaya Memorial Institute of Technology, Ankushpur, Orissa</td>
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<td>2. Sh. J. Mammen, Chief General Manager, NABARD, Rajasthan.</td>
<td>2. Rural Development: A Strategy For Rural Transformation</td>
<td>Dr. Ved Pal Singh Deswal</td>
<td>Assistant Professor, Faculty of Law M. D. University, Rohatak</td>
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<td>3. Identity Management for Rural Development</td>
<td>Mr. Ashish Bharadwaj</td>
<td>HOD (IT) Guru Tegh Bahadur Inst. of Technology, New Delhi</td>
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<td>Mr. Vikas Kumar</td>
<td>Professor Pacific Institute of Management, Sarita Vihar, New Delhi</td>
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<td>4. Integrated Livestock farming system - An Approach to Rural Development</td>
<td>Dr. R.K. Pandy Mayank Dubey Vivek P Singh</td>
<td>Department Of Animal Husbandry and Dairying, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi</td>
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<td>5. Strategy of infrastructure, Technology management in Rural Banking India</td>
<td>Dr. Ajit Kumar Dr. R.S. Nagmani</td>
<td>Guest Faculty, Dept. of Economics, Faculty of Social Sciences, Magadh University, Bodh Gaya Faculty, Dept. of Management, Faculty of Management Studies, Magadh University, Bodh Gaya</td>
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<td>6. A Case Study of Hundred percent enrolment of children of Rampur Bangar</td>
<td>Dr. Mahaveer Jain Ms. Vandana Dubey</td>
<td>Chief initiating Officer Initiatives and Interventions, New Delhi Associate Initiator Initiatives and Interventions, New Delhi</td>
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| 16.30-17.45| Chief Guest: Sh. Indrajit Khanna, IAS (Ret), Former Chief Secretary to Government, Government of Rajasthan, Jaipur. | Valedictory Function/ Summing up/Report Presentation                     |                                             |                                                 |

Welcome of the Guest
1. Summing up/Report Presentation
2. Declaration of best papers and posters

Address by Chief Guest: Sh. Indrajit Khanna
ORGANIZING COMMITTEE

National Conference on

“Managing India’s Rural Transformation”

(Goonj – 2013)

26-27 February 2013

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Prof. Laxman Sharma

Students Representatives:  Sanket Gupta, Abhishesk Goyal & Rajendra Godara
(PGDRM 2nd Year, 2011-13 Batch)
CONFERENCE PROCEEDINGS

The conference was inaugurated on February 26, 2013, morning in the auditorium of the sprawling IIHMR campus in Jaipur after the registration of participants. Mr. M.L. Mehta, retired IAS, former Chief Secretary to the Government of Rajasthan and Trustee Secretary, IIHMR, declared the two-day conference open amid applause by the participants. The inaugural session was attended by a battery of experts who threw light on the aims and objectives as well as expected outcome of the conference.

INAUGURAL SESSION

After the formal inauguration and lighting of lamp and rendition of invocation to the Goddess of Knowledge, Brig. Dr. S.K. Puri, Academic Advisor, IIHMR, Jaipur, introduced the dignitaries on the dais, who were all eminent experts. The dignitaries included former Rajasthan Chief Secretary Mr. M.L. Mehta, IIHMR Corporate Director Dr. S.D. Gupta, and Vice-Chairman, State Planning Board, Rajasthan, and Member of the Economic Advisory Council to the Prime Minister, Prof. Vijay Shankar Vyas. The keynote speaker on the occasion was Mr. Pradeep Kashyap, CEO, MART, New Delhi, President of Rural Marketing Association of India and Marketing Advisor to the Union Ministry of Rural Development. Other experts also addressed the gathering.

Dr. S.D. Gupta, Corporate Director, IIHMR, Jaipur

Dr. Gupta threw light on the history of IIHMR, launched in 1984, and establishment of the School of Rural Management three years ago. He spoke about the strength of IIHMR, emphasizing that it had the capacity to do the things with an innovative mind. He pointed out that IIHMR was the first institute to run health management programmes and was later approached by the governments of states such as Uttarakhand, Rajasthan, Punjab, Madhya Pradesh, Chhattisgarh and Bihar for help in their training programmes for middle-level managers. IIHMR is also working with the GAIN project, reviving its research model.
Dr. Gupta said the IIHMR was in the process of expansion and set up its campuses in Bangalore and Delhi. Another campus would be set up shortly in Kolkata and the institute would also get the status of a private university, which would give it more autonomy. The IIHMR was also working on a project for fortification of wheat flour and milk in partnership with GAIN, he pointed out.

The Corporate Director, an expert of repute, affirmed that the two-day conference would cover a wide range of issues in its deliberations and make an impact on the process of transformation witnessed in the rural areas. The speakers would review the current situation and analyze the future prospects while discussing the challenges before rural development and identifying the priorities, he said.

KEYNOTE ADDRESS

(DELIVERED BY MR. PRADEEP KASHYAP, CEO, MART, NEW DELHI, PRESIDENT, RURAL MARKETING ASSOCIATION OF INDIA, AND MARKETING ADVISOR TO THE UNION MINISTRY OF RURAL DEVELOPMENT)

Good morning! Respected Shri Vyas, Ex-Director IIM Ahmedabad, Shri Mehta, Former Chief Secretary, Rajasthan, Dr. Gupta, Director IIHMR, faculty members, participants and students. I am delighted to be here today.

I am fortunate to have worked in most sectors – first 20 years in the private sector, next two years with a large NGO, three years with the government, as an academician and advisor to donors and an entrepreneur for the last 20 years running MART, a for-profit company. Hopefully, I bring a more holistic approach to rural transformation.

Within India, we have two countries, the less privileged rural or Bharat and the pampered urban or shining India. Even after 65 years of Independence, we have not been able to provide basic facilities in rural India. Two lakh out of the 6.40 lakh villages are still not connected by road, 40 per cent of rural homes do not have an electric connection, 70 per cent do not have a toilet and 30 per cent of rural population is still illiterate. This is an unacceptable performance by our Central and State governments. In the current decade, we must ensure provision of urban level of services in rural areas or what President Kalam popularized as PURA.

The primary responsibility of transforming rural India is with the government. It is evident to everyone that the centralized, top-down model adopted by the country has failed us completely. India is a huge country with wide regional and local variations. As students of
marketing, I am sure you have learnt that understanding the consumer is fundamental to satisfying his needs. Secondly, all customers need to be segment using appropriate criteria for effective targeting. Similarly, in the rural schemes for the poor we need to segment and target clients and adopt a decentralized, bottom-up approach. The schemes should allow for flexibility, considering the wide regional variations in our country. The unit of planning and implementation must be the Panchayat. But despite The Panchayti Raj Act having been passed 25 years ago, the capacity of local Panchayats has not been enhanced to handle finances or plan local projects and ensure proper governance. Capacity building must be taken up on a war footing.

Rural India is spread over 3 million square km and 6.40 lakh villages. To provide basic services to such a vast geography is a challenging task. It requires a lot of discussion and brainstorming to arrive at innovative, cost-effective solutions. But bureaucracies across the world are hierarchical. They do not encourage brainstorming and would rather go by the rule book than innovate. Bureaucracy needs to change its work culture and decision making processes. But that is not the subject of my talk today.

Civil society, particularly the NGO sector, is actively involved in the rural transformation process. Till the 80s, NGOs were either in advocacy or in innovating appropriate, cost-effective models of delivery in livelihoods, education, healthcare and sanitation sectors which the government could then scale. For example the micro-finance self-help group concept was developed by MYRADA in Karnataka. NABARD took it up and spread it across the country by promoting millions of SHGs over the last two decades. In recent times, more and more NGOs have got co-opted as delivery agents for social sector schemes of State and Central governments. NGOs have thus compromised their autonomy by becoming dependent on government funds for their survival. This does not auger well for rural transformation. Simultaneously, many international donor agencies are planning to exit the country because the Indian economy is growing at a rapid pace and it no longer needs external funds for development. This is threatening the survival of professional NGOs that were dependent on donor funds. NGOs face a challenge today. They will have to reinvent themselves perhaps as social enterprises.

Social enterprise is a new, hybrid organization that has emerged between the not-for-profit NGO and the for-profit private company. Many young, qualified professionals like you are setting up social enterprises which are run as efficiently as private sector companies but like NGOs they work for the poor. MART is a good example of a “social heart business mind” social enterprise. We work only with the poor but have been a self-sustaining, profit making organization for 20 years. Harish Hande of Selco is a social entrepreneur. He has a Ph.D. from the U.S. and has set up a solar lighting company to provide affordable lighting for homes of the poor. Dr. Devi Shetty’s Narayana Hrudayalaya Hospital is a very successful, large scale social enterprise. But these enterprises need funds for running their ventures. NABARD and other funding institutions should introduce schemes for funding different stages of social enterprises from idea to pilot and commercialization. I earnestly encourage some of you to start your own enterprises rather than taking up a job. Being your own boss is
a great feeling though running a business is very challenging. My work philosophy is ruling in hell is better than serving in heaven.

The private sector is a recent entrant in the rural development space, largely through the mandated allocation of two per cent of profits for CSR. The problem with CSR is that since it does not contribute to the bottom line of the company, it does not attract serious attention of top management. Often a non-performer is given charge of the CSR function but we know finding solutions to the problems of poverty is complex and requires the best minds. CSR initiatives hardly ever get scaled up. What we need to do is to create sustainable business models at the bottom of the pyramid. Project Shakti which MART co-created with Unilever is a wonderful example of a win for all business models. Fifty-thousand poor women who have become dealers for Unilever brands have doubled their family incomes. The company has got deeper penetration into smaller villages where these women live and sell door to door. Banks have benefited because women have taken individual loans to buy stocks and the government has met its social objective of creating sustainable livelihoods for the poor. ITC e-Choupal is another example of a highly successful, scaled up business model at the BoP. Had these initiatives been implemented by the CSR department of these companies, they would have never got scaled up beyond a pilot. What drives the private sector is profit. If the initiative also does well for society it is so much better.

The other way the private sector engages with the poor is through the public-private partnership model. So far this model has not really taken off because of the vastly different work cultures of the two partner organizations. Private sector is all about decentralized decision making and efficiency, bureaucracy is about centralized decision making and playing it by the rule book. The two partners are so busy trying to arrive at an acceptable working arrangement that the poor have been forgotten in the process. You are all students of marketing. You know marketing is all about customer satisfaction. The PPP model does not have the customer anywhere in the picture. For years I have been advocating and actively promoting the 4-Ps model of engagement where the fourth P represents people, the local community. After all who is the partnership for? If it is for the people, they should be at the centre of all partnerships. The starting point should be to understand the needs of the local community and then design the solution through a co-creation approach and make the community take ownership of the initiative. This is critical because the private sector will surely withdraw from the area at some point in time, so will the government. When that happens the community will take responsibility and the initiative will not disintegrate as happens often with such partnerships.

I now come to another aspect of rural transformation, the importance of the town. Villagers visit a nearby town for various needs – mandi to sell produce, bank for money transactions, and hospital for healthcare, college for higher education and company dealer for tractor servicing as also for purchase of durables. So a natural hub and spoke model emerges where people from around 100 villages get linked to the town. Rajasthan has 29 towns with one lakh-plus population. Jaipur has the highest population of 31 lakh followed by Jodhpur and Kota at 10 lakh each. There are eight towns between 2 and 5 lakhs, starting with Ajmer at 5 lakh and down to Pali a 2 lakh. These towns are spread all over the state, except western
Rajasthan which is a desert area. The state needs to create centers of excellence in these eight towns with world-class infrastructure, skills training and placement facilities. The Centre should also provide business and marketing support and make available funds through banks to young people who want to start their own businesses. This move will help to check migration to Jaipur and Kota which are already crowded cities. Village youth will come to these nearby smaller towns for acquiring new skills relevant for their areas and occupations.

Let us talk now about marketing of products made by the poor. The weekly market or *Haat* is the first market access point. It is an appropriate platform for selling by the poor as one has to pay just a couple of rupees to set up a stall and all sale is on cash. Rajasthan has *Haats* in the eastern region but none in the western region because of low population density. The first thing the state government needs to do is to upgrade existing *Haats* by constructing raised platforms and shelters for seller stalls and drinking water, toilets and bicycle stand for buyers. The government should also examine feasibility for setting up *Haats* in Barmer and Jaisalmer in western Rajasthan.

I now come to something of direct interest and relevance to the students. Did any of you know that the total outlay on all social sector schemes annually is Rs. 190,000 crores which is more than the annual turnover of the consumer goods and durables industry at Rs. 170,000 crores? These welfare schemes involve behaviour change whether it is hand wash with soap before meals campaign, or AIDS awareness or polio campaigns. These schemes need to adopt social marketing approaches for more effective outcomes. I feel every MBA college should offer an elective course on social marketing and governments need to be sensitized to take advantage of this professional approach for implementing social programmes.

I have defined the new four Ps of social marketing. The first P in my 4-Ps model stands for purpose. Let me explain what it means in the marketing context. All marketers know what products they sell, the price, trade discounts, pack sizes etc. Most also know how they sell these products in terms of the USP or value proposition. But hardly any marketer knows why he sells these products. If probed deeper some may answer profit as the reason. But profit is an outcome and cannot be the purpose. So it seems the purpose or belief or cause of marketing is not known to most. If that is true how a marketer can be effective? In a very small way I may share that the Purpose at MART is to improve the quality of life of the poor, whether through corporate marketing or social marketing. Our purpose is central to every decision and action we take. The result is, despite not receiving any grant or monetary support since the inception of MART 20 years ago and working only for the poor, we have made profits year after year.

The next P stands for passion. To establish a strong connect with customers, marketers need to have passion and feel compassion. To understand needs of the poor and develop appropriate products we should follow a bottom up, co-creation process involving the consumer and the community. Without purpose and passion rural transformation is not possible.
The third P is about people or society. What we need to understand is ‘what’ is good for society is good for the government and not the other way round. So campaigns and programmes must be conceived using a bottom-up, co-creation approach involving the local community rather than a top-down, one size fit all approach of the government.

The last P stands for partnerships. Rural transformation is a huge task and cannot be the responsibility of the government alone. All stakeholders need to work in a partnership, each bringing a set of skills which are complimented by other partners to ensure a holistic approach to rural transformation.

Let me end by saying you are fortunate to be starting your working life at a time when India is tipped to become the third largest economy by 2025 after the U.S. and China. You will enjoy the facilities of a modern country. But never forget that the farmer, the construction worker or poor workers in other sectors have struggled in the heat and dust of this great country to give you a hot meal and comfortable homes to live in. The poor have sacrificed their present to give you a comfortable future. You owe a debt to them and if you give back to society you will ensure a better future for their children. Help in transforming villages so that India can once again live in its villages as Gandhiji said, but this time in a little more comfort and with more dignity.

Prof. Vijay Shankar Vyas, Member, Economic Advisory Committee to the Prime Minister, Vice-Chairman, Rajasthan State Planning Board

Eminent economist Prof. Vyas, who was the chief guest at the inaugural session, underlined the significance of connectivity and mobility for rural transformation and betterment of lives of the rural populace. He said the theme for the national conference had been very appropriately selected to cover rural transformation and added that many of the experts were still not able to recognize with fullness the pace with which the rural areas were transforming. There is a great transformation going on in the country’s villages, he said, and added that it was under the impact of connectivity that the dichotomy of rural and urban set-up was losing its meaning very rapidly. Its implications in terms of economic development would be huge. He said high agricultural growth at 3.8 per cent for the last few years was an encouraging signal and there was an atmosphere of prosperity.
Some years ago, Prof. Vyas had predicted that the mobile phone users in India would outnumber the mobile phone users in the U.S. This is a fact now and India has the largest number of mobile phone users after China, said Prof. Vyas. This is a very powerful instrument which is changing the entire face of rural life. The second factor making an impact on rural transformation is the mobility, according to Prof. Vyas.

Going from one place to another in the interior areas is not much of a problem even in a state like Rajasthan which is considered poorly served in terms of road network, said Prof. Vyas. “When I first came from Gujarat to Rajasthan, we had to literally ride on a camel to reach a village. Today, even if one travels to the tribal-dominated regions such as Dungarpur, Banswara and Udaipur, each road is connected with a kuchcha road and there are transport facilities in the shape of ramshackle and overcrowded buses connecting the remote villages. The net result is that today the dichotomy of rural and urban is losing its meaning,” he said. This is also depicted in the way the farmers travel to cities for their work and women in large numbers are taking part in the drought relief works.

The distinction between absolutely rural and absolutely urban is fast disappearing with several implications, said Prof. Vyas. However, there were still some areas such as those affected by the Naxalite movement where the mobility is poor and communication is difficult. But such instances are exceptions to the rule, which provides that one can reach any part of the country that he wants or communicate with anyone he desires.

The other transformation taking place at the macro level is on the front of economy. During the review of economy to be presented to the Prime Minister, members of the Economic Advisory Council were generally disheartened because everywhere one could only see the negative figures. Industry was stagnating, foreign exchange was declining, growth rate was slumping, but there was one bright spot in the shape of agriculture, whose growth rate was the highest since independence, said Prof. Vyas. The things are improving not just because of good monsoon but as a result of policies formulated in the agriculture sector.

There are signs of change and an atmosphere of prosperity after the adoption of the “Look East” policy, in which the agricultural activities were taken care of in the North-Eastern region. The prosperity is much more obvious in the periphery of cities, where the land value has skyrocketed, said Prof. Vyas. People owning land in the periphery are millionaires, even though it may not be a good idea to sell the land.

How we make the best use of the prosperity of agriculture as a sector is a challenge before the policy planners, said the eminent economist. There are sections of population and regions in the country which have not benefited from the upswing in agriculture. Prof. Vyas
underlined the need for looking into the areas where there are possibilities and felt that the disconnects must be addressed.

Sections such as marginal farmers and landless labourers and the areas of destitution must get the benefit of prosperity, even as there is an increasing consciousness among all sections of society for mitigation of poverty and a rights based approach is being adopted for education, delivery of services, food security and health care.

Schemes need to be adapted to the needs of people and long-term finance made available to the poor in order to make a dent on poverty, said Prof. Vyas, while affirming that the delivery system relying too much on bureaucracy which has its own limitations should be improved with the use of technology. In countries like China and Brazil, a greater impact is made by the growth on poverty reduction.

Some degree of aggregation is also necessary to avoid high transaction costs to deliver services to the rural poor and bring about inclusive growth, said Prof. Vyas. One of the ways to reduce the transaction costs was to have aggregation of cooperative bodies, producers and formal and inform groups. This is the area where the role of the trained persons assumes significance, he said and concluded with the observation that there are hopes and silver linings for inclusive growth in which everyone participates and in which those working for the rural masses have a role.

Dr. P.R. Sodani, Dean Academic and Training, IIHMR, Jaipur

Dr. Sodani delivered the vote of thanks at the end of the inaugural session on behalf of the School of Rural Management. He said the keynote address had set the tone for the conference and the issues highlighted therein by Mr. Kashyap in his enlightening address would be discussed threadbare during the two days. He thanked the experts for providing direction and guidance to the event and also expressed gratitude to the sponsors. He pointed out that about 100 papers had been received for the conference.
The first technical session of the conference was devoted to the subject of food fortification addressing the problem of malnutrition, caused by inappropriate children’s feeding and caring practices. GAIN has partnered with IIHMR to carry out fortification of items such as wheat flour, oil and milk with micronutrients for the benefit of large sections of population suffering from vitamin and mineral deficiency in Rajasthan. Low social and nutrition status of women is also a major cause of concern, which is addressed by the food fortification programme. The extremely important intervention for rural transformation was discussed by a distinguished panel and academics and researchers who presented the papers in the session.

The chairperson of the session was Mr. J.C. Mohanty, Principal Secretary, Public Works Department, Government of Rajasthan, while the panel members were Mr. Samuel Mawunganidze, Chief, UNICEF Field Office, Rajasthan, Mr. Dr. O.P. Gupta, Executive Director, GAIN-Food Fortification Project, Rajasthan. The papers were presented by the following speakers:

Ms. Dipti Gulati, Senior Associate, GAIN, New Delhi (Understanding food fortification)

Ms. Gulati in her paper accompanied by address threw light on the Food Fortification Project sponsored by GAIN in the Rajasthan and pointed out that 70,000 metric tonnes of fortified wheat flour was being supplied to 11 million people in the state. She made a presentation on the need for fortification of food in the wake of low dietary intake, inappropriate food distribution system and poor utilization of available facilities. Micronutrient deficiencies are reflected in anaemia and inadequacy of Vitamin A.

Ms. Gulati said the policy planners need to talk about nutrition security in addition to food security, as both the issues were essential for survival and development of the country. Citing
the “Copenhagen Consensus”, she said the global welfare could be advanced by providing micronutrients to the people in the developing countries. Solving these problems cost only about 0.03 per cent of GDP, she added.

Food fortification is expensive and it improved economic and national performance and the people’s work capacity. Ms. Gulati said if the industry adopts fortification as a norm, it would emerge as a factor of enduring value which would help generations of children to grow up better, smarter and stronger than their parents and help them build a better future.

**Dr. Pooja Talikoti, Associate Professor, Department of Nutrition, Rajasthan University, Jaipur (Nutrition and food fortification)**

Dr. Talikoti touched the subject of nutrition through food fortification in her presentation and highlighted the importance of water and fibres as nutrients. She said folic acid was essential for women before pregnancy, while mineral and vitamin nutrients were interrelated. Nutrition education must be provided to the communities as a long-term measure to enable them to make the right choice for healthy food, she said. The project in Rajasthan should take a national shape which was an urgent need, she added, while defining nutrition as a relationship between food and health.

**Mr. Shri Ram Chakravarti, Faculty, CMR, Institute of Management Studies, Bangalore (Towards a deep understanding of human nutrition)**

In his presentation on “Towards a deep understanding of human nutrition”, Mr. Chakravarti said the amount of nutrient absorbed by an individual is determined by the state of his mind. The average status of health was falling, he said, adding that research had proved that eating things of shelf was the cause of diseases. He also referred to a book, “Medicine of the Future”.
Dr. P.M. Sandhya Rani, Associate Professor and Chairperson, School of Development Studies, TISS, Mumbai (Impact of living in high altitudes on nutritional health status: A study of tribal women in Ladakh)

Dr. Sandhya Rani presented a paper titled, “Impact of living in high altitudes on nutritional health status: A study of tribal women in Ladakh”. She said women must be treated as an important constituent of nutrition chain, even though there were regional disparities in the matter. She said the social transformation would affect the rural transformation in the long run and nutrition affects development.

Dr. Jyotsna Rajvanshi, Honorary Secretary, Ajit Foundation, Bikaner (Addressing anaemia: A major public health issue and working towards a multi-sectoral strategy)

Dr. Rajvanshi delineated the findings of her study on anaemia as a major public health issue and highlighted the multi-sectoral strategy to deal with it. The study was undertaken for adolescent girls in Bikaner district and recommended measures to prevent anaemia through water purification and sanitation and laid emphasis on creation of a supportive and enabling environment.

Dr. Seema Mehta, Assistant Professor, IIHMR, Jaipur (Market-driven food fortification)

“Market driven food fortification” was the theme of Dr. Seema Mehta’s address who dealt with the subject from the consumer’s point of view. It also highlighted the marketer’s needs in addition to the public health issue. She suggested a discount strategy for promoting the sale of fortified food through a “positioning exercise”.
Mr. Samuel Mawunganidze, Chief, UNICEF Field Office, Rajasthan

Mr. Mawunganidze in his address said the marginalization of people had something to do with the quality of services rendered to them. The policy planners must be more focused on those left out of the system and the most deprived people and pay attention to growth with equity and inclusiveness. “At UNICEF, we are taking up quality as a challenge for the marginalized people whom we consider as lighthouses to find out the number of beneficiaries and open up for making a change,” he said.

Mr. J.C. Mohanty, Principal Secretary, Public Works Department, Government of Rajasthan, Jaipur

Mr. Mohanty, who moderated the session, said the Panchayati Raj institutions were the most crucial agencies to operate the food fortification programme if the marginalised sections were to get the benefit. He also laid emphasis on popularizing fortified food as a brand. “The whole programme of food fortification should neither be programme leader based nor organization based, but should be based on consumers. In Rajasthan, the work is being done through a huge public-private partnership with 75 Atta mills,” he said. GAIN and IIHMR have identified the Atta mills.

Seventy-lakh families in Rajasthan getting 10-kg Atta packets every month under the project at the rate of Rs. 81 per packet, said Mr. Mohanty. Yet, the programme will take at least a decade for some measurable outcome, he said. The audience asked several questions to clarify their doubts and get relevant information on food fortification and the difference between organic and fortified food was explained to them.
Questions from the audience

The audience evinced a keen interest in the theme of the technical session and asked several pertinent questions at the end. One of the listeners said whether it was better to have organic food on a long-term basis or the fortified food. Another listener sought to know the methods to reduce gap between producers and consumers, while there was yet another question about the possible connection between malnutrition and low intake of non-vegetarian food.

TECHNICAL SESSION-2: CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) was the theme of second technical session at the conference, with the participants making an attempt to understand the extent and coverage of the CSR concept to make a meaningful contribution to rural transformation. The speakers highlighted the role of CSR in mitigating poverty and serving the regions where the government and NGO infrastructure is poor, even though there was a difference of opinion on the significance attached to CSR by big corporations whose primary aim is to earn profit.

Mr. Mukesh Gupta, Executive Director, Morarka Foundation, was the chairperson of the session, while the panel members were Dr. Robert
Roostee, Team Leader, EC supported SPP-TA tea, Dr. Mahavir Jain, Chief Initiating Officer, Initiative and Intervention, New Delhi, and Dr. Anil Mehta, Professor, Academic Staff College, Rajasthan University, Jaipur. The presenters of papers and their themes were as follows:

**Ms. Monika Sansanwal, Doctoral Student, FMS, University of Delhi, New Delhi (Corporate social responsibility: A review of concepts, practices and challenges)**

Ms. Sanswanwal, presenting a paper authored by her in association with Dr. Preetam Khandelwal, Associate Professor, FMS, University of Delhi, New Delhi, said the CSR could be described as a commitment of the business sector to contribute to sustainable economic development of local communities. She dealt at length with the CSR initiatives of big corporate houses in the country, such as Tata and Wipro, and provided an overview of the concepts, practices and challenges in this sector. She said the business ethics must included in the management curriculum to enable the students to understand the significance of CSR.

**Mr. Chiranjibi Panda, Manager - Analytics, Tata Consultancy Services Limited, Mumbai (TCS Maitree Panvel Secondary School Initiative)**

Mr. Panda presented a case study on TCS Maitree Panvel Secondary School Initiative and described the features of CSR which rendered it successful. The initiative has been going on for four years at Vajapur, 65 km from Mumbai. Three schools have been included in the programme and about 600 students are getting benefit of the initiative. The village was earlier facing the problem of non-availability of teachers of good quality.

**Mr. Manzil Hussain, Student, Xavier Institute of Social Service, Ranchi (Ideas for sustainable CSR: 3-P model)**

Mr. Hussain presented a paper, which he authored along with another student Mr. Ajay Pratap Singh, on a “3-P model” for sustainable CSR. He highlighted the concepts of project, process and product as three Ps defined in the model and talked about tangible and intangible returns from investments made in CSR. He said the CSR was not strictly about charitable or
welfare works, but about bringing sustainability in the core competence areas of the corporate houses.

Mr. Ribhanshu Raj, Ms. Preeti Sharma, Mr. Ankur Ratwaya, Students, ABV-IIITM, Gwalior (Corporate social responsibility)

In their joint presentation, the three students from ABV-IIITM, Gwalior dealt with the concept of CSR and its benefits for the local communities. Mr. Raj outlined the challenges faced by companies in the implementation of CSR, in terms of transparency, guidelines and visibility. He said the corporate houses could adopt the entire villages and term their CSR initiative as the process for holistic development. The CSR must result in improvement in the quality of life of common people, he said.

Dr. Mahavir Jain, Chief Initiating Officer, Initiative and Intervention, New Delhi

Initiating the open house discussion after the presentation of papers, Dr. Mahavir Jain felt that the organizations were not giving major emphasis on social work and were more concerned with their economic interest. He said the visual investment was made in terms of infrastructure, but there was no real investment in the people. He called for people-oriented interventions by the corporate world and said documentation was necessary to reproduce and sustain the innovative ideas.

Dr. Jain said the community involvement continues to be a major challenge for the CSR operators. Good work done by a few groups must be disseminated to the larger corporate world, which must bring a new energy to the CSR initiatives.

Dr. Robert Roostee, Team Leader, EC Supported SPP-TA Team

Dr. Roostee said the synthesis of ideas to suggest new models had impressed him. He said a proactive attitude of consumers could push the companies to adopt CSR practices for the benefit of communities. He said the CSR could not be successfully implemented through a top-down model due to several loopholes and added that it should be part and parcel of the functioning of corporates. He was optimistic about the way forward for a better world.
Dr. Anil Mehta, Professor, Academic Staff College, Rajasthan University, Jaipur

Dr. Mehta pointed out that CSR would not percolate in the corporate sector by virtue of some amendments made to the Company Law, unless there was a commitment for it from the top management. Those associated with the CSR activities should have a missionary zeal to make them successful. Mere allocations for CSR would not serve the purpose unless the internal culture of organization is addressed to involve the employees and their families. It is not merely social responsibility, but the “total responsibility” of the organization that would count for the concept, he said.

During interaction with the audience, queries were made about social accounting and auditing of CSR and its parameters. Questions were raised about some companied trying to circumvent laws on the pretext of CSR. The panelists threw light on developmental funding through CSR in an era when the government’s financial support to the NGOs was going down. The non-availability of professionals was also cited as a major hindrance to the work.

Questions from the audience

The topic of corporate social responsibility with its various facets generated a considerable interest among the audience. The audience were keen to know about the extent of coverage of CSR for the benefit of the rural poor and asked whether making the CSR mandatory would make a significant impact on the society in the near future. There was another question about the non-availability of professionals who could manage the budget and programmes of CSR. One of the listeners asked about the maintenance of labour standards and ethics during the implementation of CSR projects.
TECHNICAL SESSION-3: MNREGA AND SUSTAINABLE LIVELIHOOD, DIRECT CASH TRANSFER

The flagship scheme of MREGA, introduced in 2005 for providing guaranteed employment to unskilled villagers for a certain number of days in a year, and the latest initiative of the Union Government for directly transferring cash subsidies to beneficiaries through their bank accounts were discussed by a panel of eminent experts and the researchers and academicians who presented papers in the session.

The session was aimed at identifying a sustainable livelihood model for villagers and the strategies for utilization of MNREGA for creating assets which may be used by the rural populace even after the scheme comes to an end. The vast scope offered by MNREGA for rural transformation going beyond wage employment was examined at the session, which also dealt with the direct cash transfer to check corruption and pilferage of subsidized items. Authors of papers also threw light on the infrastructure created for the electronic transfer of cash.

The chairperson of the session was Mr. Rajendra Bhanawat, who retired recently from the Indian Administrative Service, while the panelists were Mr. P.C. Kishan, State Mission Director, Rajasthan Rural Livelihood Project, Jaipur, and Mr. Kamal Mathur, Director, National Institute of Agricultural Marketing (NIAM), Jaipur. The presenters of papers were as follows:

**Dr. Kirandeep Tiwana, Student, PGDHM, IIHMR, Jaipur (Direct cash transfer scheme for subsidy beneficiaries: Challenges and prospects)**

Dealing with the challenges of direct cash transfer scheme for subsidy beneficiaries in her paper, Dr. Tiwana said people at large had reservations about the scheme, as only 22.7 per cent of the beneficiaries had been covered so far. She said a serious homework
was needed before the scheme’s expansion and attention should be paid to the protection of vulnerable sections, such as women and children, and indexing with the price level. The government does not seem to have taken care of essential linkages for success of the scheme, according to her. The outcomes should be socially desirable, she said.

Dr. Sukhjinder Singh Tiwana, Professor, Former Dean Academic Affairs, Dean Research and Dean Social Sciences, Punjabi University, Patiala, Punjab (Poverty reduction outcomes of development interventions: A study of MGNREGA)

In his paper dealing with the poverty reduction outcomes of development interventions with reference to MNREGA, Dr. Tiwana said the 11th Five Year Plan had laid emphasis on inclusive growth, following which the employment guarantee scheme was envisaged and implemented. MNREGA has been largely successful and improved the access to work for the poor. Dr. Tiwana said the provision for social audit of MNREGA at Gram Sabhas would ensure its efficacy and noted that the Comptroller General of India had found after its assessment that most of the states were not following its provisions in entirety. He called for modifications in terms of revision of wages, better monitoring and supervision, employment for more number of days, technical support and skills and payment of allowance without loss of time.

Ms. Khyati Sharma, Student, Faculty of Management Studies, Institute of Rural Management, Jaipur [Assessment and scope of agricultural finance of Bank of Maharashtra in Mahela branch (District Jaipur)]

Ms. Khyati Sharma presented a paper authored by her along with two fellow students, Mr. Devashish Taylor and Ms. Sonakshi Joshi, on a case study on assessment and scope of agricultural finance of Bank of Maharashtra in Mahela branch in Jaipur district. The study enquired about agricultural practices of farmers and their credit needs and found that 89 per cent of villagers were willing to avail of the loan facility. The purpose of loans varied from rabi and kharif crop sowing to agricultural mechanization and dairy activities. They suggested that the bank should promote its loans schemes in the Haats and rural fairs regularly.
Mr. Purwar Rahul, Deputy Commissioner, Deogarh (Jharkhand) (Sustainable livelihood for marginalized community – Way forward with MGNREGA)

Mr. Rahul shared his experiences of working as Deputy Commissioner in one of the most backward regions in the country and trying to make best of MNREGA for generating sustainable livelihood for marginalized communities. He said there was a dynamic link between livelihood and the communities which needed it. His identification of gaps in rural livelihood and involvement of local people has facilitated resource mapping and micro-planning for villagers, while the block level three-day Udaan programme has brought about convergence of services and led to good results.

Mr. Rahul said the gradual change for betterment of the rural populace should be a slow process and the authorities should take up various challenges and try to tap potential in different sectors step by step. MNREGA was a viable platform for this process and institutional support was crucial for ensuring its success, he said.

Mr. Kamal Mathur, Director, National Institute of Agricultural Marketing (NIAM), Jaipur

Mr. Mathur in his address said there were apprehensions among the public about employment generation schemes, even though the focus of the country as the largest democracy was on the social objectives and inclusive economic growth. Labour, considered an input in the programmes, was a major factor attracting investments, while there were large corridors across the country still lying untapped. He said the tendency of not working and getting paid should be dealt with properly and discouraged.
Mr. P.C. Kishan, State Mission Director, Rajasthan Rural Livelihood Project, Jaipur

Mr. Kishan, who has been in the forefront of implementation of MNREGA in Rajasthan during his tenure as Collector in two districts, said MNREGA was not just a scheme but was a movement. He felt that MNREGA and National Rural Livelihood Mission offered a complete solution to the problem of rural poverty. He said the administration should mobilize people and resources for filling up gaps in the implementation of MNREGA and pointed out that a huge potential of the flagship employment programme was still waiting to be exploited. He also provided details of the Vaagad Bandhu project launched by him during his tenure as Collector in Dungarpur, through which he succeeded in bringing down the number of child labourers trafficked to Gujarat for working in Bt cotton fields from 30,000 to just 100 within two years.

Mr. Rajendra Bhanawat, Retired IAS Officer

Mr. Bhanawat, who served as the MNREGA Commissioner in the Government of Rajasthan, affirmed that the scheme had a made a dent in social dynamics of villages. There were two major issues involved in the implementation of MNREGA, he said while pointing out that a “bottom to top” approach should be gradually adopted by the authorities and attention should be paid to the creation of employability so that the villagers’ dependence on MNREGA reduces in the time to come. As regards the direct cash transfer scheme, Mr. Bhanawat said the people and system should be ready for it and try to serve its intended purpose, such as nutritional security, which cannot be achieved just by money.

The panel termed all the papers and discussions on the two subjects very interesting and informative. The interaction of speakers with the audience was lively and vivacious.

Questions from the audience

The audience were closely involved in the issues of providing livelihood opportunities and direct cash subsidies to the rural masses throughout the session. They could not ask questions because of paucity of time, but interacted with the speakers informally and made queries after the session ended.
The fourth technical session at the conference was devoted to the important theme of water and sanitation, which play a crucial role in rural development. Access to clean drinking water and availability of sufficient water for irrigation are not only the major issues confronting the rural areas, but are also the cause of concern for the government authorities and rural planners. While over 1.1 billion citizens do not use water from clean sources, 2.6 billion lack basic sanitation. Agriculture accounts for utilization of 75 per cent of the available water, followed by industrial activities at 20 per cent. The speakers highlighted methods to ensure optimum utilization of water resources and spoke about the need to address the issue of scarcity of drinking water as well as the sanitation requirement in villages.

Mr. Hoast Reinhard, Chief, JIC-GITEC-Rajasthan Minor Irrigation Projects, was the chairperson of the session and the panelists were Dr. Pankaj Mathur, Project Officer, Water and Sanitation, UNICEF Field Office, Jaipur, Mr. Arnold Cole, belonging to Sierra Leone and working as WASH Specialist at UNICEF Field Office, Jaipur, and Dr. M.S. Rathore, Director, Centre for Environment and Development, Jaipur. The following were the presenters of papers:

**Dr. Keshab Das, Professor, Gujarat Institute of Development Research, Ahmedabad (Drinking water and sanitation in rural Madhya Pradesh)**

In his paper highlighting the drinking water and sanitation situation in rural Madhya Pradesh, Dr. Keshab Das said there was a tremendous pressure on water resources and very little attention was paid to water harvesting activities. Overexploitation of ground water had led to depletion of this important source in Madhya Pradesh, while the demand-driven *Swajaldhara* programme had not gained popularity due to very little dissemination of information among the rural populace, he said. Of the 50 districts in the state, 40 districts still lack hygienic toilets in villages, even though the Total Sanitation Campaign is being promoted in a big way.
Mr. M.K. Verma, Research Scholar, Department of Soil Science and Agricultural Chemistry, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi (Safe water supply and environmental sanitation in the context of water scarcity)

Mr. Verma, who has authored a paper on safe water supply and environmental sanitation in the context of water scarcity along with four of his colleagues, said the availability of drinking water in the country was under a tremendous strain due to growing population, urbanization, industrialization and climate change. He said integrated approach and conservation technology would be helpful for water management, while safe water use and sanitation would play a crucial role in the maintenance of human health and ecosystem.

Mr. Deepak Roy, WASH Specialist, DIA, New Delhi (Supply chain management on sanitation)

Highlighting the subject of supply chain management on sanitation, Mr. Deepak Roy said sanitation came up as an issue to rally around as late as in 2009, even though everyone understood the significance of clean water. He threw light on the Midnapore programme, through which sanitary toilets were successfully constructed in the rural areas by forming an effective supply chain. He said one third of the village panchayats officially declared as sanitized, with each household having a toilets, were reporting cases of people going for open defecation in the 2011 Census. The Nirmal Gram Puraskar should act as incentive for villages still not covered in the sanitation drive, he added.

Dr. Felix Padel, Professor, School of Rural Management, IIHMR, Jaipur (The role of water in rural community)

Dr. Padel spoke about the role of water in rural community and the disputes over rivers, dams and water resources between different countries and the local communities which were fuelling tension and resentment. Water as a universal right has been emphasized by the World Water Forum, even as the ground water situation was precarious almost all over the world, he said. He cited a finding of the
Planning Commission which stated that only 30 per cent of hydrological potential of the country was being used in 1998, but it would go up to 92 per cent by 2025. He expressed concern over the increasing trend of privatization of water in different countries and pointed out that the protests in Kudankulam and Jaitapur were also about the fishermen’s fear of contamination of water sources which would destroy their livelihood.

**Dr. Pranjal Sarma, Faculty, Department of Sociology, Dibrugarh University, Assam**  
(Water and environmental sanitation in Assam: A case of Dibrugarh Public Health Department and Dibrugarh Municipality)

Dr. Sarma presented a case study of Dibrugarh Public health Department and Dibrugarh Municipality to highlight the water and environmental sanitation condition in Assam. He said the two bodies had failed to provide quality services for maintenance of sanitation, while the deplorable practice of manual scavenging was still continuing in some areas. Besides, there was no dependable water supply system in the town, he said.

**Dr. Pankaj Mathur, Project Officer, Water and Sanitation, UNICEF Field Office, Jaipur**

Dr. Pankaj Mathur in his address after the presentation of papers said despite the subsidy-based promotion of sanitation services, access to them in the poor communities had increased only by two to three per cent during the last 20 years. He called for behavioural changes to address the issue and pointed out that malnourishment and stunted growth of children were related to their exposure to poor quality water and sanitation.

**Dr. M.S. Rathore, Director, Centre for Environment and Development, Jaipur**

Dr. Rathore regretted that the public at large was not serious about management of water in a proper manner and was thoughtlessly exploiting the resources. Calling for renewed efforts for conservation and augmentation, Dr. Rathore said the food security was linked with irrigation and growth was linked with industrial water. He said even the water policy announced by the Rajasthan Government in 2012 was industry-driven.

There are 222 municipal towns in the state, but none of them has a plan for disposal of solid waste, even though their population would increase by 20 to 30 per cent in the years to come.
Mr. Hoast Reinhard, Chief, JIC-GITEC-Rajasthan Minor Irrigation Projects

Mr. Reinhard, who conducted the proceedings of the session, said the situation in Rajasthan was not much different from other places which were still in the process of development. Though the water sector requires plans and strategies for five to 15 years, he said he had not seen the a proper line of approach in the state, even though the desert was expanding every year and farmers were leaving villages and joining the crowd of migrants due to non-productivity of agriculture. People must try to influence politicians and technocrats to develop strategies in order to solve the problem of water availability. The project with which Mr. Reinhard is working is trying to introduce water-efficient irrigation methods and crop switching to reduce the consumption of water. Mr. Reinhard also called for adoption of a proper long-term policy to resolve the issue.

Mr. Arnold Cole, WASH Specialist, UNICEF Field Office, Jaipur

Mr. Cole said when 6.8 million people continue to defecate in the open in India and the ground water table was depleting at an alarming rate, one cannot think of achieving rural transformation. There were lack of basic services in the villages because of the urban-rural divide, he said and called for confluence of perspectives through better technology applications.

During the open discussion with the audience, suggestions were made for framing of region-specific strategies as a single model could not serve the purpose in the entire country and there was a call for removing myths about the practices of sanitation prevalent in the rural populace. One of the listeners won the appreciation of the panelists when he pointed out that mere construction of toilets in schools was not enough and they must be actually functional to retain the students for studies.

Questions from the audience

The vital issue of water and sanitation, which affects everyone’s life, generated curiosity among the audience about various aspects of plans for water supply and availability of water resources. They asked questions about need-based water supply in diverse regions and sought to know how the social scientists and technocrats were influencing the policy makers on water. There was also a question about the construction of toilets in schools and their proper maintenance and operation for the benefit of students.
The overall subject of rural transformation to which the two-day conference was devoted was also the main theme of the final technical session, linking it with the latest trends in health care, education, agricultural marketing and communication applications in villages. Rural transformation was described by the panelists as a concept directly connected to human development. The three key-points described as the focus for achieving transformation in the country’s villages were investment for inclusive, sustainable and diversified development, right governance system, institutions and policy processes and improvement in efficiency and effectiveness of public policies and programmes.

Significantly, all stakeholders such as the government authorities, non-government organizations, civil society and corporate houses have an important role in enabling the growth of villages and addressing the challenges. The session laid emphasis on evolving innovative solutions and utilizing the available opportunities.

Dr. K.L. Sharma, Vice-Chancellor, Jaipur National University, Jaipur, was the chairperson of the session and the panel members were Mr. J. Mammen, Chief General Manager, NABARD, Rajasthan, and Mr. Samsher Singh, Rana, Zonal Officer (West), Grameen Vikas Trust, Jaipur. The presenters of papers were as follows:
Mr. Raj Kishore Sahu, Student, Sanjaya Memorial Institute of Technology, Ankushpur, Orissa (Contribution of Ayush doctor for improving rural heath – A study in Odisha)

Mr. Sahu presented a case study of contribution of Ayush doctors for improving rural health in Odisha and suggested that the Ayush doctors, practising in the Indian systems of medicine, such as Ayurveda and Unani, may be absorbed in the mainstream of medical cadre after their training for six months. Their utilization in the health care services would greatly improve the quality and enable the villagers to have access to medical services.

Mr. Ashish Bharadwaj, HOD (IT), Guru Teg Bahadur Institute of Technology, New Delhi (Identity management for rural development)

Mr. Bharadwaj spoke about identity management for rural development and the use of information technology in providing identity proof to the villagers to enable them to get benefit of various government schemes. He pointed out that the unique identification project of the Union Government was based on the United States pattern. He said the U.S. had started a nine-digit social security number to be used by all permanent residents and for administrative purposes. In these processes, there were administrative challenges and privacy concerns, he said.

Dr. R.K. Pandey, Department of Animal Husbandry and Dairying, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi (Integrated livestock farming system – An approach to rural development)

Speaking about the integrated livestock farming system as a new approach to rural development, Dr. Pandey said since dairy was a specialized and intensive area, it should be adopted in addition to agriculture in the villages to ensure sustainability in villages. Dairy is a specialized, cooperative and incentive-based system and provide livelihood to farmers, he said, and called for proper
attention to the livestock health as well. There is permanent availability of livestock throughout the year, which could extend benefits to farmers, he pointed out. The paper was jointly authored by Dr. Pandey, Mr. Mayank Dubey and Mr. Vivek S. Singh.

Dr. Ajit Kumar, Guest Faculty, Department of Economics, Faculty of Social Sciences, Magadh University, Bodh Gaya (Strategy of infrastructure and technology management in rural banking in India)

Dr. Ajit Kumar dealt with the strategy of infrastructure and technology management in the rural banking in India while affirming that speedy development of rural economy could be ensured through information technology applications. Infrastructure support such as increasing the power supply and increasing connectivity to the rural areas, capacity building of rural financial institutions and awareness about technology can ensure sustainable growth and serve the immediate need for credit flow to agriculture and other rural activities.

Ms. Vandana Dubey, Associate Initiator, Initiatives and Interventions, New Delhi (A case study of hundred per cent enrolment of children of Rampur Bangar)

Ms. Deubey threw light on the efforts of her organization that led to hundred per cent enrolment of children at Rampur Bangar village situated in Noida near New Delhi. She said the CSR and education had important linkages and pointed out that taking all children to schools had made the village child labour-free. She said the methodology, strategies and action plan adopted for the villagers had encouraged them to spend money on their children and plan for their future. There are new trends of marriage of girls at a late age and involvement of villagers in the formulation of development plans.

Mr. J. Mammen, Chief General Manager, NABARD, Rajasthan

In his scholarly address delivered after the presentation of papers, panelist Mr. Mammen threw light on important aspects of rural transformation which need attention all over the country. He said the five major component of rural transformation were rural infrastructure, rural livelihood, education, health care and financial inclusion. There was a vast scope for augmentation of livelihood through supplementary
works such as dairy and livestock, while advanced agricultural practices could increase the crop yield, he said.

Mr. Mammen said the NABARD, established in 1982, was making a significant contribution to rural development by touching all aspects of rural transformation and had made interventions to help out the poor and marginalized people. There were 85 lakh self-help groups promoted by NABARD and serving 10 crore poor families all over the country, while the natural resource management and financial inclusion programme were benefiting the rural population in different sectors, he pointed out.

Mr. Samsher Singh Rana, Zonal Officer (West), Grameen Vikas Trust, Jaipur

Mr. Rana said the technology must be transferred from “lab to land” to provide real benefit to the rural populace, as over 70 per cent of the country’s population resides in villages. Service delivery was important for rural transformation, he said and noted that the pace of economic growth continued to be slow. New interventions should be made in the rural areas to address the problem of low storage facilities in villages through technology transfer and steps taken for improving both agricultural and non-farm output.

Dr. K.L. Sharma, Vice-Chancellor, Jaipur National University, Jaipur

Dr. Sharma, who moderated deliberations during the session, said the rural transformation was not just about taking initiatives in different areas, but was also concerned with capacity building for villagers to give them the freedom to choose from two or more livelihoods. He cited celebrated authors Amartya Sen, Gurcharan Das and Ramchandra Guha who have dealt with the rural and urban divide and cornering of non-farm income by influential people. He said rural transformation must be seen as both a policy and a process and laid emphasis on the nature, direction and genesis of different issues. Within the discourse of development, the factors that must be fitted in include watershed development, power supply, girl child protection, mother care, prices of agricultural produce, caste and politics and caste and employment. The role of government agencies, NGOs, U.N. bodies and NABARD must be defined in this context, he said.

During questions and answers, queries were raised about the role of dairy sector as a non-farm development intervention in terms of utilization of manure, development of Gaushalas, buffalo rearing and increasing popularity of the poultry sector. The significance
of National Rural Health Mission (NRHM) in addressing the problem of shortage of qualified doctors in villages and the scope for working of Ayush doctors were also discussed during the brief interaction.

**Questions from the audience**

There were several questions from the audience on the provision for health care and education facilities in the villages as well as the market linkages for the rural poor. One of the listeners wanted to know about the role of dairy and livestock sectors in rural transformation, while there was another question on planning for health care in the wake of shortage of doctors in villages. A listener also asked about the potential of Indian systems of medicine to replace the popular allopathic practice.
VALEDICTORY SESSION

After the erudite, thought-provoking and wide-ranging discussions on all aspects of rural development and transformation for two days, the valedictory session was held on February 27, 2013 evening. There was an all-round acclaim for the best of brains that gathered for two days and talked about the dynamics of rural development. Of the 100 papers received for the conference, 28 were presented in different sessions during the two days and the participants were a mix of academicians, faculty members from different institutions, heads of department, research scholars, government officers, representatives of NGOs and voluntary groups and development practitioners.

A jury, headed by Dr. Mahaveer Jain, Chief Initiating Officer, Initiatives and Interventions, New Delhi, selected three best papers presented in the conference. The parameters for selection were relevance of topics, contents of papers, quality of presentation and policy implications. The first prize for best paper presentation went to Mr. Purwar Rahul, Deputy Commissioner, Deogarh (Jharkhand). Dr. Kirandeep Tiwana, student, PGDHM, IIHMR, Jaipur, won the second position, while there was a tie for the third prize between Mr. Manzil Hussain & Mr. Ajay Pratap Singh, students, Xavier Institute of Social Service, Ranchi, and Ms. Vandana Dubey, Associate Initiator, Initiatives and Interventions, New Delhi.

Rural Haat

The venue of the conference was abuzz with the activities of different kinds as well during the two days. A new concept of rural Haat was introduced this time to give a feel of rural ambience to the participants. Different institutions and organizations put up stalls in the Haat to explain to the visitors the range of their work and activities. The rural delicacies were available at one of the stalls while large balloons with useful and appealing messages attracted the participants. There was an all-round admiration for the initiative to bring the concept of rural development closer to the event in real terms.
Government of Rajasthan, Jaipur, while Dr. S.D. Gupta, Corporate Director, IIHMR, Jaipur, was the other speaker from the host institution.

Dr. S.D. Gupta, Corporate Director, IIHMR, Jaipur

Dr. Gupta profusely thanked Dr. Goutam Sadhu, Associate Dean, School of Rural Management, IIHMR, for successfully organizing the national conference and described him as a great organizer. He praised Dr. Sadhu’s role in bringing Himalayan waters to 350-odd villages in Churu district during his tenure with the ambitious integrated water supply scheme, Aapni Yojana. He noted that the rural sector in the country was going through an intense transition and there was a gradual shift to the rural market. There delegates in the conference had succeeded in highlighted all the topics relevant to rural development and transformation, he said.

Mr. Indrajit Khanna, former Chief Secretary, Government of Rajasthan, Jaipur

In his valedictory address, Mr. Khanna appreciated the presence of delegates till the conclusion of the conference, saying it reflected their involvement and enthusiasm to share knowledge and experiences and learn about the main there of rural transformation. He noted that the country had witnessed a tremendous amount of transformation during the last six decades after independence and the economic well-being and quality of life had improved from generation to generation. He accorded significance to the issues of infrastructure, health and education in the rural areas and called for keeping education at the forefront of rural development, as all other issues were closely linked with it.

Mr. Khanna said the policies of rural development could not be faulted and it was the delivery of services and implementation of plans that required greater attention. While congratulating the SRM-IIHMR, Jaipur, for success of the conference, he said the attitude had to change as one goes down the ladder. “As you go down the line, things become difficult in delivery of services,” he noted and pointed out that India as a huge country was
confronting a number of problems on the front of rural development. He underlined the significance of patience as a virtue in public dealings.

**Dr. Goutam Sadhu, Dean, School of Rural Management, IIHMR, Jaipur**

Dr. Sadhu delivered the vote of thanks at the end of the conference and appreciated the contribution of all participants and speakers from as many as 13 states to the success of the conference. He also expressed gratitude to all the sponsors of the two-day event and praised the role of students of SRM-IIHMR in organizing the conference. He recollected his interactions with Mr. Khanna since 1989 when he appointed him as young development professional in Udaipur.
POSTER PRESENTATION

Posters displayed outside the conference hall covered a wide range of topics and generated the interest of participants. About 10 posters put up at the venue were prepared by the students of different institutions. They explained the theoretical concepts of rural development and highlighted the practical aspects of work at the grassroots to bring about a change in the lives of the rural population. The posters covered the themes of corporate social responsibility and its contribution to the society and economy, challenges faced by CSR in business development, impact of National Rural Health Mission (NRHM) on the local communities, financial literacy in rural India, foreign direct investment in multi-brand retail and the scope of dairy finance in Rajasthan.

The students who prepared the posters and displayed them at the venue were mostly from SRM-IIHMR, International School of Informatics and Management, Jaipur, FMS-IRM, Jaipur, Amity Law School, Jaipur, and Symbiosis Law School, Noida.

OUTCOME AND STRATEGIES FOR THE FUTURE

The valuable insight into rural development and transformation nurtured during the two days of *Goonj*-2013 developed a new perspective on the crucial issues. With the innovative ideas generated at the conference, it is expected that new models for acceleration of growth with a positive social impact will be evolved while ensuring economic and environmental sustainability. The new models would suggest viable solutions to the issues confronting lakhs of villages across the country and help in improving the quality of life of crores of villagers.
Ms. Dipti Gulati, Senior Associate, GAIN, New Delhi (Understanding food fortification)

Good nutrition for human beings is important for their proper growth and maintenance of health. Access to good nutrition and health is a fundamental human right and a cornerstone that defines health of all. Article 47 of the Indian Constitution reflects our obligation to improve nutrition and health of all. Good nutrition spurs impedes individual and national progress and a healthy population contributes to productivity and economic growth.

This brings the policy planners to the need for food fortification which is a proven simple technology, improves health status and has a positive impact. Food fortification is inexpensive and it improves national economic performance by improving the health and nutritional status of people, improving their work capacity, and reducing burden of health care costs.

It goes without saying that food fortification offers a tremendous opportunity toward improving the micronutrient status of populations. Fortification has a great potential of enriching the quality of food and in turn, enriching the life of millions of children; by giving them a healthy start to life which they rightly deserve.

Food fortification, when adopted as an “industry norm” would create something of an “enduring value”, which would help generations of children to grow up smarter and stronger than their parents, and, help them to build a better life for themselves and their families. The paper tries to explain the benefits of food fortification and lays emphasis on its across-the-board application for all sections of population.

Nutrition and food fortification: By Dr. Pooja Talikoti, Associate Professor, Department of Nutrition, Rajasthan University, Jaipur

Nutrition is the intake of food, considered in relation to the body’s dietary needs. Good nutrition can be described as an adequate, well balanced diet combined with regular physical activity. Poor nutrition can lead to reduced immunity, increased susceptibility to disease, impaired physical and mental development and reduced productivity. Micronutrients are essential for good health, normal growth, normal brain development, healthy ageing, healthy babies and strengthening immune systems. The functioning and performance of different organs of a human body are dependent on the availability of micronutrients.

Food fortification is a method of adding essential vitamins and minerals to foods to increase their nutritional value and improve the nutritional quality of the food. Its examples are the addition of iodine to salt, iron to cereals, milk products, sugar, cookies, vitamin A to fat and oils, milk, sugar, breakfast cereals, noodles, and vitamin D and calcium to fats, oils and dairy products.
Adding value to the food products involves a mix of strategies. Large scale fortification, deworming, prevention and control of diseases, dietary modification, supplementation, horticulture, and nutrition and health education form part of these strategies. The paper seeks to highlight the important of nutrition in food and examine the reasons for malnutrition which exists due to ignorance and wrong selection of foods.

**Impact of living in high altitudes on nutritional health status: A study of tribal women in Ladakh: By Dr. P.M. Sandhya Rani, Associate Professor and Chairperson, School of Development Studies, TISS, Mumbai**

A natural elevation of the earth's surface rising from the surrounding level and attaining an altitude which relatively to the adjacent elevation is called a High Altitude. Climate on mountains become colder at high elevations due to the way the sun heats the surface of the earth. As elevations increase, there is a lesser possibility for human habitation than low lands because of harsh weather and a limited surface suitable for agriculture. High altitude areas are characterized by numerous stresses including cold, ultraviolet radiation, harsh terrain, hypoxia – the decreased partial pressure of oxygen that occurs at high altitudes and one of the important effects of living in these extreme climates is on health of people, in general and reproductive health of women in particular. Based on earlier studies on high altitude areas, the ecological stresses of high altitude life impinge on human biology and reproduction. Health and nutritional status are important issues of the population and are linked with the development of the area. Health services, particularly nutritional aspects, its availability and accessibility are important factors for the welfare of the people. In view of this, a sample study was carried out among 200 tribal women living in high altitudes of Ladakh, a region in the state of Jammu and Kashmir of India and the present Paper is based on the findings of the study.

Ladakh, the Land of High Passes consists of two districts viz., Kargil and Leh. Leh is situated roughly between 32 to 36 degree north latitude and 75 to 80 degree East longitude and altitude ranging from 2300 mtrs to 5000 mtrs above sea level. Topographically, the whole of the district is mountainous with three parallel ranges of the Himalayas, the Zanskar, the Ladakh and the Karakoram. Leh is the district headquarter and the only township in the district. The whole district has been declared as a tribal district.

The findings of the study indicate that incidences of cases like born but died and still births, which may be due to hypoxia and effects of living in high altitudes, are relatively higher in the study area. The place of delivery shows that a significant number of respondents have delivered at home. In spite of absence of gender discrimination and dowry practices in the area, sex ratio is observed to be consistently declining. The Body mass index (BMI) of the majority of the women is below required BMI. The food consumption practices in the area differ widely across seasons. The findings clearly indicate that the Nutrition Educational Programmes, coupled with active community participation have to be promoted for improving the nutritional health status of the tribal women living in high altitudes.
Addressing anaemia: A major public health issue and working towards a multi-sectoral strategy: By Dr. Jyotsna Rajvanshi, Honorary Secretary, Ajit Foundation, Bikaner

The high prevalence of anaemia in the adolescent population and women in Rajasthan is a cause of concern for the policy planners and health practitioners working at the grassroots. The end result of iron deficiency is nutritional anaemia which is not a disease entity, but a syndrome caused by malnutrition in its widest sense. As per the findings of the National Family Health Survey-3, 53.1 per cent of the women aged 15-49 years are anaemic in Rajasthan.

The present study was carried out in the rural areas of Bikaner district, covering eight tehsils, to assess the prevalence of anaemia and understand the Knowledge, Attitude and Practices (KAP) related to anaemia among adolescent girls (10-19 years) in order to strengthen the Rajasthan Government’s Adolescents Anaemia Control Programme (AACP). Bikaner was selected for the study in view of its status as a backward district in terms of health, nutrition and education, a desert district with a difficult terrain and scattered resettlement habitation and the presence of a large number of active NGOs for networking for active outreach. The total sample size comprised of 1108 girls, of whom 40.61 per cent girls were in the age group of 10-12 years, followed by 42.60 per cent of the girls in the age group of 13-15 years and 16-18 years (16.79 per cent).

Market-driven food fortification: By Dr. Seema Mehta, Assistant Professor, IIHMR, Jaipur

The paper focuses on how to design a marketing plan for fortified foods and explores the opportunity to either employ a full social marketing strategy or at least some social marketing principles to enhance the consumption of fortified foods. In the case of fortified foods, the product is a micronutrient in the form of a fortified food products like oil, milk etc. Social marketing is a broader, systematic approach to developing marketing plan to define acceptable concepts, behaviours, or products, to promote them, and in the case of products, to distribute and price them for target market.

With a goal of designing a sustainable consumer-driven marketing plan of fortification, a series of systematic steps are required. Analyzing the roles of stakeholders involved, several key capabilities may emerge which may help them in communicating in their informal groups the benefits of food fortification in very different ways. They may communicate the benefits of fortification within their social network.

Information on fortification costs can be useful for marketers to help consumers in assessing the potential benefit of regular use of fortified foods versus its economic impact on consumers. Such information may, for instance, be used to inform consumer how price increase is associated with fortification still fortified food will be relatively cheaper and healthy option. Cost information is equally important for the private sector to study demand patterns.
The launch of a fortified food product requires a series of marketing decisions about products, packaging, pricing, distribution channels, retailing practices and promotion strategies. The central premise of designing marketing mix is that decisions should be guided by consumer preferences, habits and needs, rather than by medical or technological considerations.

In India where salt, wheat, oil and milk are commonly purchased loose by weight, fortification may necessitate the introduction of packaging, a major change for consumers. The introduction of better quality packaging will result in relative price increases which need to be related with protection, and need to account for nutrient losses which may be incurred at the retail and household levels.

TECHNICAL SESSION-2: CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility: A review of concepts, practices and challenges: By Dr. Preetam Khandelwal, Associate Professor, FMN, University of Delhi, New Delhi, and Ms. Monika Sansanwal, Doctoral Student, FMS, University of Delhi, New Delhi

In the wake of rapid globalization and ecological issues, the perception towards the role of corporate in the broader social paradigm is undergoing a sea change. In the recent years, society and the state have put forward an expectation before private sector corporate to integrate the social responsibility aspects in their business goals. Corporate Social Responsibility (CSR) is the commitment of business to contribute to sustainable economic development of the employees, local community and society to improve the quality of life. However, there are numerous organizations, which still understand CSR as undertaking some donations or philanthropic activities. The notion of Corporate Social Responsibility is both critical as well as controversial. It is critical in terms of protecting reputations, defending attacks and building business competitive edge whereas, controversial as their work do not attain a significant impact on the society.

Since the literature on CSR is highly fragmented and lacks clarity owing to different theoretical orientations by researchers studying CSR, the objective of this article is firstly to critically discuss the various perspectives on CSR as well as an emerging integrative theoretical framework for understanding the vast and diverse body of CSR literature. The paper also includes a section on some best practices of CSR in Indian companies and further deliberates upon the challenges of creating a CSR culture in India as a result of the current changes in the CSR policy and Companies bill 2012.

This article is structured in three parts. In the first section, the evolution of Corporate Social Responsibility as a concept and the various categories of definitions and perspectives are discussed. The paper attempts to trace the origins of the field beginning from 1953 with the publication of Bowen’s ‘Social Responsibility of Businessmen’, which had first posed the question of responsibilities of the business people towards society.

In the second section, few best practices of the Corporate Social Responsibility initiatives are discussed.
Finally, we conclude by discussing how organizations can institutionalize their responsibility to society in terms of systems and processes and the challenges towards developing a CSR culture within the organization.

**TCS Maitree Panvel Secondary School Initiative: By Mr. Chiranjibi Panda, Manager - Analytics, Tata Consultancy Services Limited, Mumbai**

TCS-Maitree is the core central HR function within Tata Consultancy Services Ltd. to lead, direct, and facilitate all activities related to Volunteering programmes at workplace (for Internal Community - TCSers and their family members), for external community (underprivileged /differently abled communities) and the environment.

The word *Maitree* means Friendship. We have, together with Mrs. Ramadorai, brought great significance to this word and translated it into the “Spirit of Camaraderie” with meaningful social activities for the TCS associates & their families.

TCS has grown manifold in the last few years with the workforce scattered around the globe in innumerable locations. The objective of bringing together, associates and their families, to look on themselves as a part of the extended family of TCS, has permeated the fabric of the corporate. Again, as a proud member of the Tata Family, we seek to carry on the tradition of service to the community.

As part of its Corporate Sustainability (CS) initiative, TCS-Maitree is working in 5 villages under Waze Gram Panchayat (Taluka – Panvel, District – Raigad) around 60 kms from Mumbai. The place is away from the shine and shimmer of Mumbai and devoid of any infrastructure. Even the basic amenities are a dream to the villagers.

Located around 15 kms from Panvel, Wazapur is a small village based on the banks of the river waza. Marathi is the premier language of the communication in this village, where most of the populations are farmers, masons etc. Literacy has reached to this place in form of secondary school Waza high school affiliated to the Govt. and run by a trust. Quite naturally, the medium of instruction is Marathi.

This is about a journey that was started four years ago, with an intention to teach Conversational English to the children of a primary school in Wazapur village which is about an hour drive from Panvel. Maitree felt that there was a need for some form of contribution to this village which was not very far from Mumbai and had issues like education, water supply, illiteracy and women empowerment that could be addressed.

**Ideas for sustainable CSR: 3-P model: By Mr. Manzil Hussain and Mr. Ajay Pratap Singh, Students, Xavier Institute of Social Service, Ranchi**

Given the context of the failure of different corporate in adopting a sustainable model of Corporate Social Responsibility, this paper deals with the question: Can we have a new sustainable model of CSR which can incorporate the concerns of the environment as well as the different stakeholders? In order to answer the above question, this paper examines the different prevalent models of CSR that is prevalent in modern corporate world. This paper
tries to describe the issues involved for the lack of inclusive CSR and tries to provide a remedy for it. The paper proposes a new model called 3P (Project, Process and Product) Model for sustainable CSR which addresses the failures of the previous designs. It tries to present a wholesome design that would address the issue of pre-CSR and the different phases in which the corporate has an obligation towards the society and the environment. It tries to integrate the mutually exclusive schemes of Project, Process and Product. It proposes that a corporate body should address the social and environmental issues not only before it starts earning profits, but also before the project actually starts. It also demands that the manufacturing or production process should also be sustainable and environment-friendly. And as a necessary corollary, the final product is also expected to be naturally justifiable.

Corporate social responsibility: By Mr. Ribhanshu Raj, Ms. Preeti Sharma, Mr. Ankur Ratwaya, Students, ABV-IIITM, Gwalior

Corporate social responsibility (CSR) also called corporate conscience, corporate citizenship, social performance, is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. CSR is a process with the aim to embrace responsibility for the company’s actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

Like the iceberg, most CSR activity is invisible. It is often an active attempt to increase corporate domination rather than simply a defensive ‘image management’ operation. CSR is supposed to be win-win. The companies make profits and society benefits. But who really wins? If there is a benefit to society, which in many cases is doubtful, is this outweighed by losses to society in other areas of the company’s operation and by gains the corporation is able to make as a result? CSR has ulterior motives.

The main objective of the paper is to identify the main aspect of CSR and find out if the CSR generates real responsibility towards society. CSR promotes better business practices and is becoming less of a novelty and more of a necessity in today’s world. More consumers (and employees) are seeking out more than just a good product they are seeking companies with a solid triple bottom line. CSR activities are carried out by corporate players for the betterment of society and a cleaner environment. The reasons for carrying out these CSR activities might vary from social, economic, environmental or a combination of all these. But whatever may be the reason, the society definitely benefits from these activities. Some companies might do this for publicity gimmick, but not all. What TATA has done at Jamshedpur is very good example. CSR activities of TATA in Jamshedpur include the provision of education and health expenses for all employees and the management of many schools and hospitals. It is not necessary that such activities only include charitable causes. ITC’s e-choupal has helped the farmers to get better prices for their crops and also made them aware about technology. At the same time, ITC has also procured the raw material at cheaper cost. Even though a company might be forced to undertake such socially responsible activities due to competition, not all of them do it as a gimmick. Even if some corporate do it for gimmick, the society still gets benefitted.
The paper explores how CSR diverts attention from real issues, helping corporations to: avoid regulation, gain legitimacy and access to markets and decision makers, and shift the ground towards privatisation of public functions. CSR enables business to pose ineffectice market-based solutions to social and environmental crises, deflecting blame or problems caused by corporate operations onto the consumer and protecting their interests while hampering efforts to find just and sustainable solutions.

**TECHNICAL SESSION-3: MNREGA AND SUSTAINABLE LIVELIHOOD, DIRECT CASH TRANSFER**

**Direct cash transfer scheme for subsidy beneficiaries: Challenges and prospects: By Dr. Kirandeep Tiwana, Student, PGDHM, IIHMR, Jaipur**

Direct cash transfer scheme is a very ambitious project undertaken by the congress government to combat the major challenge of rationalization of subsidy. Due to pilferage and existing corruption in the system the benefits failed to reach the intended beneficiaries. To check this system failure, government introduced the direct benefit transfer scheme. Union Finance Minister P. Chidambaram addressed this revolutionary plan as ‘something magical’ by which money released from the Union Government would immediately reach the bank account of the intended beneficiary. It is expected that the new scheme would benefit the common man and free him from the shackles of corruption. Two pillars envisioned for its success are the Aadhaar Platform and Financial Inclusion. The government strongly believes in the success of the project as it will hugely depend on technology, hence, there is no room for mistakes, corruption or human interference. It may be a very ambitious administrative reform but it has many challenges. To quote a few:

- Whole country is still not under Aadhaar card coverage;
- There will be huge pressure on the banks and the rural sector banks are not well equipped to handle large cash transfers and are often far flung;
- Operational problems could arise due to online connectivity; and
- It would be difficult for single women, elderly and disabled to go every now and then to banks to withdraw money. It will disrupt the existing system and bring havocs to lives of many. For example: Earlier Old Age Pension was receivable at the local post office, but the elderly will now have to run to pillar and post to get his ‘UID-enabled’ bank account activated and then may find his pension held up by fingerprint problems, connectivity issues, power failures and many other reasons beyond his knowledge.

The government should make it sure that the common man is benefitted and not become a victim of bank bureaucracy. The banks should open new ATMs in rural areas so that people won’t have to go specifically to banks for cash withdrawals.

Endeavour has been made in this paper to highlight the significance of Direct Cash Transfer Scheme for Subsidy beneficiaries. The paper also highlights the challenges of this scheme and makes suitable suggestions for the success of this scheme.
Poverty reduction outcomes of development interventions: A study of MGNREGA: By Dr. Sukhjinder Singh Tiwana, Professor, Former Dean Academic Affairs, Dean Research and Dean Social Sciences, Punjabi University, Patiala, Punjab

India has implemented a large range of poverty alleviation programs and schemes, in recognition of the chronic and multidimensional nature of poverty.

Mahatma Gandhi National Rural Employment Guarantee Act was passed on August 23, 2005 which guarantees 100 days of unskilled work at the minimum wage to each household. It came into force in 200 districts on February 2, 2006 and was extended to an additional 130 districts in 2007-08. The Act was universalized with effect from April 2, 2008 and now covers the entire country. The MGNREGS is not just another wage employment program. It is legally enforceable, and changes can be initiated only through constitutional amendments. It draws on India is long experience with wage employment generation schemes.

The programme is implemented as a Centrally sponsored scheme on a cost-sharing basis. The Centre Government bears the cost of payment of wages for unskilled manual workers; up to 75% of the material cost and wages of skilled and semi-skilled workers; and administrative expenses towards the salaries of program officers, their supporting staff and Gram Rozgar Sevak (village employment facilitators) as well as towards worksite facilities. The State Government bears 25% of the material costs and wages of skilled and semi skilled workers; unemployment allowances in case the State Government cannot provide wage employment within 15 days of application; and the administrative expenses of the State Employment Guarantee Council.

MGNREGS has the advantages of being able to build on the experience of the Maharashtra Employment Guarantee Scheme (MEGS) which has been in operation for several decades. While MGNREGS is patterned on MEGS, it deviates from it in many ways.

The flows in MEGS included limited number of days of work actually provided; low wages, lack of worksite facilities, lack of upgrading of skills, limited administrative systems for monitoring and tracking implementation, poor sustainability of assets created under the scheme; and lack of convergence with other schemes. MGNREGS has tried to correct many of these. Like MEGS, it makes provision for compensation and treatment in case of injury and for onsite facilities like safe drinking water, care of small children, period of rest and first aid. It bans contractors and restricts the use of labor displacing machines. It requires that the wage component be at least 60% of the expenditure in any project. It tries to create much-needed rural assets through watershed development, water conservation and harvesting, irrigation works, forestry; and development, flood control, construction of roads.

Attempt has been made in this paper to compare the design of MEGS and MGNREGS. Endeavour has been made to examine the impact of MGNREGS in enhancing household’s livelihood security and strengthen livelihood resource base of rural poor through unskilled manual work. The paper also examines the overall successes and flaws in the efficient implementation of MGNREGS. In the end, endeavour has been made to give suggestion for strengthening MGNREGS.
Assessment and scope of agricultural finance of Bank of Maharashtra in Mahela branch (District Jaipur): By Mr. Devashish Taylor and Ms. Khyati Sharma, Students, Faculty of Management Studies, Institute of Rural Management, Jaipur

Finance in agriculture is as important as development of technologies. Technical inputs can be purchased and used by farmer only if he has money (funds). But his own money is always inadequate and he needs outside finance or credit. The importance of farm credit as a critical input to agriculture is reinforced by the unique role of Indian agriculture in the macroeconomic framework and its role in poverty alleviation.

Professional money lenders were the only source of credit to agriculture till 1935. They use to charge unduly high rates of interest and follow serious practices while giving loans and recovering them. As a result, farmers were heavily burdened with debts and many of them perpetuated debts.

With the passing of Reserve Bank of India Act 1934, District Central Co-op. Banks Act and Land Development Banks Act, agricultural credit received impetus and there were improvements in agricultural credit. A powerful alternative agency came into being. Large-scale credit became available with reasonable rates of interest at easy terms, both in terms of granting loans and recovery of them. Thereafter, bank credit to agriculture made phenomenal progress by opening branches in rural areas and attracting deposits.

In Agricultural Policy 2012 the target for agricultural credit has been raised by 1,00,000 crore to 5,75,000 crore in 2012-13. Also, short term RRB credit refinance fund is also being set up to enhance the capacity of RRBs to disburse short term crop loans to small and marginal farmers. This year it is also been planned to modify Kisan Credit Card (KCC) Scheme to make KCC a smart card which could be used at ATMs.

The procedures and amount of loans for various purposes have been standardized. Among the various purposes “Crop loans” (short-term loan) has the major share. In addition, farmers get loans for purchase of electric motor with pump, tractor and other machinery, digging wells or boring wells, installation of pipe lines, drip irrigation, planting fruit orchards, purchase of dairy animals and feeds/fodder for them, poultry, sheep/goat keeping and for many other allied enterprises.

Sustainable livelihood for marginalized community – Way forward with MGNREGA: By Mr. Purwar Rahul, Deputy Commissioner, Deogarh (Jharkhand)

India has an enormous task of creating sustainable livelihood opportunities in its poor and backward regions. It demands for innovative approaches to ensure greater degree of meaningful decentralization or multilevel decision making. The problem lies and shall continue sans such innovative thinking in the realm of inclusive sustainable growth.

MGNREGA have provided launching pad to the rural masses and have enabled them to leap forward if opportunities are created in asset building, skill development and convergence with other resources. District Administration of Deoghar has taken the necessary initiatives to address such issues through “Gram Jhalak”, “Udaan” and “Creating Livelihood Clusters”
Objectives:

Creating large scale sustainable livelihood opportunities for marginalized community using MGNREGA as basic resource

Methodology:

Participatory micro planning of MGNREGA and use of IT for intensive monitoring;

Creating market led livelihood clusters based on existing and new knowledge and skills potentials of backward and forward linkages;

Convergence of other resources and local organizations i.e. NGOs;

Creating large number of need based skilled youth to enhance their capability and employability to be able to engage in local enterprising activities including of most excluded i.e. PwD.

Discussion:

This paper offers a way forward with an approach to the process of planning, at micro-level, which shall establish an organic link between PRI's and higher levels to help mitigate the systemic deficiencies of centralized erratic system of decision making

A tool akin to HDI has been offered here for enabling advocacy and decentralized prioritization of development needs at the district level. The HDI approach is directed to offer metrics based management of health, education and standard of living under a sustainable livelihood indicators-framework. This is being developed in Deoghar District through an initiative called Gram Jhalak. This will help shifting goalposts towards achieving higher skilled to unskilled ratio and higher household income targets. As a result the micro-planning shall get scaled up towards sustainable value generation opportunities within the larger goals of MGNREGA, maximization of assets and optimization of funding can be aligned as part of perspective planning of rural areas.

In order to ensure the participation of most excluded, District Administration has taken an initiative of bringing all form of PwD in the mainstream of society through Udaan- an Innovation, which have provided single window service delivery for disables.

This research investigates the ongoing plan formulation under MGNREGA and probes into the efficacies of its proposed approach in making micro-level planning more realistic under a multi-criteria decision making process and put forth guidelines and suggestions in the context of creating Sustainable Livelihood Clusters i.e. vegetable, bamboo craft, weaving, floriculture clusters using MGNREGA and other tools convergence.

Conclusion:
In Deoghar, a few initiatives have been taken, leading towards an inclusive growth of the marginalized community i.e. through Udaan; market led livelihood clusters development and Gram Jhalak to develop micro planning and HDI based multi level decision making.

Convergence of line departments, participation of PRI and NGOs are considered for greater results. These would lead to create large scale livelihood opportunities in farm and nonfarm sectors. We hope that these measures would change the unorganized rural artisans / wage earners into entrepreneurs resulting in rural transformation

**TECHNICAL SESSION-4: WATER AND SANITATION**

Drinking water and sanitation in rural Madhya Pradesh: Dr. Keshab Das, Professor, Gujarat Institute of Development Research, Ahmedabad

With major rivers flowing through Madhya Pradesh, it is a paradox of sorts that about 99% of the drinking water needs are met through groundwater extraction. An increasing use of handpumps and tubewells clearly point to the overexploitation of groundwater in many parts of the state. The fast depletion of groundwater level has resulted in a situation, whereby the groundwater status in half the districts of the state had been classified as ‘semi-critical’, ‘critical and ‘over exploited’.

Between 2005 and 2011, in 13 districts the proportion of handpumps affected by low groundwater level has been above 10 per cent. The pressure on sources of drinking water in the state has gone up not just because of irregular rainfall and over-extraction of groundwater, but due to the growing incidence of contamination of water due to the excess presence of chemicals in it. There have been reports of water being affected in several districts as the content of fluoride, nitrate, salinity and even iron content has been found to be above the prescribed norms.

Data point to the substantial rise in the number of districts affected by fluoride contamination and excess iron in the groundwater. There appears to be a decline in the spread of high nitrate content in the previously-affected districts. Surveys by the state health department had also expressed concern over growing cases of fluoride and water-borne diseases in most parts of the state; these find resonance in the profile of water quality in the state conducted by the Central Ground Water Board.

The paper deals with all of these relevant issues of drinking water and sanitation management in the rural areas of Madhya Pradesh.

**Safe water supply and environmental sanitation in the context of water scarcity: By Mr. M.K. Verma, Research Scholar, Department of Soil Science and Agricultural Chemistry, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi**

The Indo-Gangetic Alluvial Plains (IGP) is among the most extensive fluvial plains of the world and cover several states of the northern, central and eastern parts of India. The IGP
occupies a total area of approximately 43.7 m ha and represent eight agro-ecological regions (AER) and 14 agro-ecological subregions. The area of the IGP is nearly 13% of the total geographical area of the country, and it produces about 50% of the total foodgrains to feed 40% of the population of the country. Nevertheless, the challenge of increasing food production in the IGP in line with demand grows ever greater; any perturbation in agriculture will considerably affect the food systems of the region and increase the vulnerability of the resource-poor population. Increasing regional production is already complicated by increasing competition for land resources by non-agricultural sectors and by the deterioration of agri-environments and water resources Among the six zones of India, the average production loss occurred within a range of 10% (northern) to 24% (southern). At state level, the production loss ranged from 1.4% in Punjab and Haryana states located in alluvial IGP to 41% in the erosion-prone northeastern Himalayan state of Nagaland. In terms of production loss among major groups of crops, cereals contributed 66% to the total loss, followed by oilseeds (21%) and pulses (13%). A similar trend was observed for the monetary losses amounting to 45% for cereals, 33% for oilseeds, and 22% for pulses. Paddy was the most affected among all the crops in terms of both production (4.3 million ton) and monetary ($0.56 billion (INR 24.4 billion) losses). Soil erosion by water has a debilitating effect on crop productivity. Organic matter, total nitrogen, ammonium nitrogen and available P had different nutrient enrichment ratios in eroded sediment. The available P had the highest enrichment ratios, followed by ammonium nitrogen. The nutrient enrichment ratios were closely related to sediment concentration and erosion patterns. The objective of this paper was to quantitatively evaluate the effects of erosion patterns on organic matter, nitrogen and phosphorus (P) losses, by monitoring soil erosion and nutrient loss in newly deforested lands in the eastern region of IGP in Uttar Pradesh.

Supply chain management on sanitation: By Mr. Deepak Roy, WASH Specialist, DIA, New Delhi

The concept of supply chain has its origin in marketing. Two basic ideas are embedded in the concept of supply chain: the first idea is that every good and service that reaches a “consumer” is the “cumulative effort” of a number of actors, each of which contribute in some way, and the second idea is that by acknowledging and understanding the role of the various entities and harmonizing them so that they complement other, the product or service in question can be delivered in more efficient and sustainable ways. Efficient management of the supply chain includes therefore, product development, sourcing, production and logistics, as well as information needed to coordinate these activities.

Sanitation programme in rural areas in India since 1999 – earlier called the Total Sanitation Campaign and renamed in 2012 as Nirmal Bharat Abhiyan (NBA) – have focused on innovative methods of promoting hygiene behavior and awareness regarding the need for sanitation, as a result of which, demand for toilets is being generated. The end objective is to ensure that toilets are installed and rural households use them on a sustained basis.
The paper compares the sanitation management with the market situation, where a product is delivered to a universe of consumers with varying tastes and needs living in a certain territory, and where the success of the enterprise is linked to the satisfaction of the consumer. The paper argues that the need for a supply chain as a crucial link in service delivery is very critical.

The role of water in rural community: By Dr. Felix Padel, Professor, School of Rural Management, IIHMR, Jaipur

The access to clean water is diminishing all over the world and the groundwater levels are dropping. Many of India’s mighty rivers have turned into ‘fetid sewers’ (World Bank 2006), declared undrinkable by the Central Pollution Control Board back in 1980 – yet still drunk by thousands. Attempts to privatise water were famously resisted in January 2000 at Cochabamba in Bolivia, when the American company Bechtel’s attempts to privatise water met popular resistance that led to the downfall of a government and paved the way for Evo Morales’ election. Just two months later, in March 2000, the World Water Forum in La Hague, dominated by water companies and lobby groups, with World Bank, UN, and officials from 140 governments, decided what to do about Water Scarcity.

With being defined as a basic ‘need’, rather than a universal ‘right’, the increasing emphasis is on efficiency and value for money, establishing that water should be provided on a for-profit basis. Ground water is, however, not being cared for and not experiencing growth. Well maintained by the local communities over the centuries are gradually vanishing or becoming dry.

The paper examines the management of the country’s water resources in the light of the focus shifting to sustainable development. It throws light on the related aspects of environment, society and economy.

Water and environmental sanitation in Assam: A case of Dibrugarh Public Health Department and Dibrugarh Municipality: By Dr. Pranjal Sarma, Faculty, Department of Sociology, Dibrugarh University, Assam

This is a working paper that tries to highlight the scenario of water and environmental sanitation in Dibrugarh District of Assam. To depict the overall picture of the district in case of both rural and urban areas, we have taken the case of public health department which deals with rural areas and the municipality of Dibrugarh town which deals with the urban scenario.

The master plan area of Dibrugarh City is divided into two zones: Urban zone and Rural zone. Urban zone comprises of: Dibrugarh Municipal area; Barbari(Assam Medical College Area); Dibrugarh University Area, Japaragaon and Rajabheta Tea Estate; and the Urbanized Villages. The Rural zone comprises of Eastern, Central and Western Rural areas. The population of Dibrugarh has increased from 11,227 in 1901 to 1,86,214 in 2001. A rapid growth has been noticed since then, especially in the Municipal board area and a projection of 0.275 million is envisaged for 2021 in Municipality area which is due to natural increase as well as increase due to emigration and immigration flows. Besides that in Dibrugarh town
there are ten slum pockets notified by the Govt. of Assam, which are Gangapara, Paltanbazaar, Grahambazar, Pathanpatty, Tulsigaon, Santipara, Loharpatty, Mirzabagh, Tinkunia and Dibrujan.

In such a rural and urban scenario, the existing water supply system is not adequate in the urban areas of Dibrugarh and people mainly depend on tube wells. In the seven blocks mentioned above, the public health department has provided deep tube well systems to help the rural public in the matter of safe drinking water.

In case of sanitation in rural areas several NGOs including Feedback Foundation, a Delhi based NGO is working on Community-led Total Sanitation programmes with public health department.

As of now, there is no solid waste management plant and garbage are dumped in a place in Maijan, near the Brahmaputtra river bank which has contributed to pollution in and around the surrounding. A project was proposed five years back in Lahoal, but due to objection of Airport authority, it was abandoned as it fell within 22 kilometres radius of the airport. Recently, more than 21 bighas of land was allotted by district administration, Dibrugarh for the proposed solid waste management project in Mankotta Ghoramara.

This paper highlights all these factors in detail.

**TECHNICAL SESSION-5: RURAL TRANSFORMATION (SOCIETY, HEALTH, EDUCATION, COMMUNICATION AND MARKET)**

**Contribution of Ayush doctor for improving rural health – A study in Odisha: By Mr. Raj Kishore Sahu, Student, Sanjaya Memorial Institute of Technology, Ankushpur, Orissa**

AYUSH is the acronym for Ayurveda, Yoga, Unani, Siddha, Homoeopathy system of medicine which were prevailing in India long ago. AYUSH doctor is the official designation to these physicians and first adopted by National Rural Health Mission (NRHM) in India. Mainstreaming of AYUSH has given an option for patients to choose a system of treatment according to their desire and need under one roof in a hospital, rather than the dominant Allopathic system. These doctors are posted in almost all Primary, Community health centres across Odisha. They provide treatment with their respective system, help in management of national health programmes, act as a resource person for several trainings and lead the preventive and promotive healthcare.

The objective of this research is to find out the extent of involvement of AYUSH doctors in rural healthcare, implementation of different national health programmes by them, the type of administrative work they are doing in hospital, their problem identification and the remedial action to be taken by the Govt. to provide basic health needs of the rural population in terms of hygiene, sanitation and safe drinking water.
The data are collected by several anthropological tools like observing them during treatment of patients, during programme management, trainings, meetings and formal interview of some AYUSH doctors. Several data of Census-2011, NSSO, NHFS, SRS, DHLS, NFHS, Google search engine also utilized.

There is a lot of contribution of these doctors in aspect of primary health care in rural Odisha including maternal & child health services, after Skill Birth Attendant (SBA) training. They are given modular trainings on various diseases and provide emergency care. They also aptly manage the national health programmes. They also participate in the Gramya Kalyana Samiti (GKS) meetings and help in changing the behaviour of people by giving proper health communication and message. They help to promote the preventive aspect of lifestyle disorders.

The dearth of doctors in rural areas sometimes creates havoc. AYUSH medical officers are solution to them. They should be trained in allopathy and emergency care so that they can better manage the acute, severe conditions by legally prescribing Allopathic medicines. As they are studied for five & half years, it will be easier to provide a short term course to them. Govt. should not start three year Bachelor of rural Medicine course and discriminate rural poor people from urban dwellers. Their salaries should be increased as they are getting a meagre amount, so that they can work wholeheartedly. This way the rural India can be better served in terms of hygiene, health, nutrition and safe drinking water.

Identity management for rural development: By Mr. Ashish Bharadwaj, HOD (IT), Guru Teg Bahadur Institute of Technology, New Delhi, and Dr. Vikas Kumar, Professor, Asia Pacific Institute of Management, Sarita Vihar, New Delhi

In India, lots of schemes are going on for the development of rural people; these are normally implemented via their conventional Identity proofs. These are authenticating and providing access to an individual identity using ration card, voter identity card, passports, licenses, fishing permits etc. Yet rural people are deprived of the benefits of these services as they lack identity documents. There is also a presence of fake and duplicate identities in the database which affects subsidies and poverty alleviation programs of the Government. Also, residents may be availing benefits of more than one welfare schemes when they are entitled for only one. For example, an individual can avail only one type of pension like old age pension, widow pension, handicapped pension etc. This necessitates several existing identity management systems based on different technologies to interoperate and function as one consolidated body. Therefore identity management systems require a number of new dimensions those traditional Identity management systems cannot meet. An effective identity management system will be a tool to take rural India forward. It will be a foundational infrastructure like Social Security Number (SSN) in US and the welfare number in Europe. This paper presents the number of rural population in India who are deprived of the Government schemes, benefits etc. Paper has presented different definitions identity management system. Also specific initiatives for development of rural people from Government of India’s are mentioned. Paper also presents expected benefits of Aadhaar – Unique Identification Number for rural people.
Integrated livestock farming system – An approach to rural development: By Dr. R.K. Pandey, Department of Animal Husbandry and Dairying, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi

The majority of rural households keep livestock; the rural poor, defined as those living in rural areas and belonging to the bottom expenditure quintile, are more likely to keep livestock than those in higher quintiles; there are minor differences in herd composition between households, and the contribution of livestock to total income is overall small, with no significant differences across households. It is widely recognized that expanding capacity for livestock production and marketing can be a potent catalyst for rural poverty alleviation in developing countries. Livestock have a variety of characteristics that make them important contributors to sustainable rural development. They produce marketable products (meat, milk, eggs) from scalable household and community production systems, which are generally less vulnerable to critical harvest timing than many crops. By providing agricultural products with relatively high income elasticity, livestock are particularly attractive as a means for rural households to participate in urban-based economic growth trends. Livestock are also productive assets, contributing directly to output through animal traction and indirectly as a store of wealth for future investment. Finally, they can contribute to soil fertility and recycling of agricultural waste. With these and other advantages in mind, the aid community has consistently promoted livestock, especially among the poorer rural communities, and the FAO’s Pro-Poor Livestock Policy Initiative (PPLPI) is a prominent example of this commitment. In this short paper, we provide an overview of the economic assessment tools under development by the Pro-Poor Livestock Policy Initiative. We realize that every country has characteristics that make it unique, and each will yield special insights under the proposed analysis, but it is hoped that uniform standards for economic assessment will help identify the general properties of pro-poor livestock policy interventions that most effectively contribute to poverty alleviation and sustainable rural development.

Strategy of infrastructure and technology management in rural banking in India: By Dr. Ajit Kumar, Guest Faculty, Department of Economics, Faculty of Social Sciences, Magadh University, Bodh Gaya, and Dr. R. S. Nagmani, Faculty, Department of Management, Faculty of Management Studies, Magadh University, Bodh Gaya

The importance of financial services to the rural people cannot be over-emphasized. To this end, rural households particularly those of developing countries need a range of enabling and sustainable financial services in order to effectively exploit abundant resources in their areas and fulfill their productive potential as well as protecting their families and livelihood.

These services may be provided through either formal institutions such as banks, government projects and contractual schemes and/or informal institutions including family and friends, local money lenders and rotating or accumulating savings and credit associations. This research paper deals with the role of information technology management in rural banking for providing a dynamic rural credit delivery system in India. Management of information technology is needed to ensure and meet all the requirements of all the rapidly growing banking sectors of the economy.
The present research paper will also investigate the economic analysis of Technology diffusions in the Indian banks and other financial intermediaries which can manage integrative financial or carries out research, transfer technology, promotes better choices and uses of technology. It further contributes to dynamic shift in strategies& capabilities. Thus, use of information technology will synchronize with infrastructural development in rural areas to promote speedier rural development within the banking and monetary framework.

**A case study of hundred per cent enrolment of children of Rampur Bangar: By Ms. Vandana Dubey, Associate Initiator, Initiatives and Interventions, New Delhi**

The Constitution of India guarantees free and compulsory education to the children aged between 6-14 years (Article 21-A). The Government of India’s commitment towards hundred percent enrolments of children is further strengthened by the enactment of Right to Education Act. Several schemes have been launched by the Government of India to enrol every child in the education system. As per the Census 2001, out of 253 million children, only 187 million children were studying in 1.8 million schools in India. It clearly indicates that 66 million children were not attending any educational institution. It is amply clear that all the stakeholders, who are working in the area of education, need to make lot of efforts to enroll all left out and drop out children from schools in the education system. Failure of hundred percent enrolment of children in the education system lead the children to work as child labourers, child sex workers, rag pickers, baggers, porters, vagabond, street children, children with malnutrition etc. as well as leads to adult unemployment. To deal with drop-out children and stop them working and living in most hazardous conditions, there is a need to mainstream them through enrolment in schools. The present study is a step towards meeting this gigantic responsibility of enrolling these underprivileged children in the educational system.

The Indeutsch Group of Industries is an organization which is manufacturing world class brushes, cosmetic appliances and needles in NOIDA, Uttar Pradesh. A CSR initiative has been taken by Indeutsch Group of Industries to establish a school in the most educationally backward village in NOIDA to achieve hundred percent enrolments of children in education system. The present paper is the result of above CSR initiative in the most educationally backward village of NOIDA.

The researchers surveyed seventy-two villages in NOIDA. In the survey, Rampur Bangar village was found as the most educationally backward among entire surveyed villages. The people of this village were giving less importance and time to children as compared to the cattle. Under CSR initiative, the Indeutsch Group of Industries opened a school named Apna School in Rampur Bangar village. The objectives of Apna School were to:

(i) Enrol all the children up to the age of fourteen years in the school.
(ii) Develop a child labour free village.
(iii) Develop child friendly environment.
(iv) Make the children computer friendly.
The methodology used to make this initiative successful were: focused group discussions with parents, government officials and children; household survey, counselling by teachers, interaction with external resource persons including corporate personnel from Indeutsch Group of industries and interface with education experts and practitioners. The result of this CSR intervention is that every child of Rampur Bangar has been enrolled in school. The village has become a role model in the entire rural community in enrolling every child in school. This study reflects the in-depth analysis of the strategies adapted and roles performed by a corporate entity to achieve hundred percent enrolments of children. The present CSR initiative gives practical ground realities and dynamics as to how the problem of drop-out children can be tackled without addressing the problem of poverty and welfare. It also represents the model of minimum usage of external support and resources through which hundred percent enrolments of children residing in Rural India is possible. The outcome of this initiative shows that how corporate social initiatives can make significant changes in the life of children as well as their families in rural areas.
About School of Rural Management -IIHMR, Jaipur

Established in 1984 in Jaipur, Indian Institute of Health Management Research (IIHMR), the first of its kind in India, has been dedicated to improvement in standards of health through better management of health care and related programs. A Post Graduate program in Rural Management was initiated in 2010 to prepare rural managers who would contribute to bettering the quality of life in rural areas. To further strengthen this commitment to progressive social change, the School of Rural Management (SRM) was established in 2011.