Ministry of Rural Development gives emphasis on capacity building of rural development functionaries and other stakeholders to enhance the effectiveness of implementation of various rural development programmes across the country. Further, action research and research activities are also undertaken to accomplish the task of assessing the grass-root realities, trends of rural development, impact of rural development programmes and related issues. Ministry of Rural Development has an autonomous apex training institution, National Institute of Rural Development (NIRD), Hyderabad for enabling capacity development of various stakeholders including elected representatives of Panchayati Raj Institutions (PRIs) and rural development functionaries, bankers, CBOs, functionaries of various development departments. State Institutes of Rural Development (SIRDs) and Extension Training Centres (ETCs) of the States are also actively involved in this endeavour.

National Institute of Rural Development (NIRD)

The National Institute of Rural Development (NIRD) was established at Hyderabad in the year 1965. The Institute was renamed as National Institute of Rural Development from National Institute of Community Development in the year 1978.

The Institute is an apex organization at national level for training, action research, research and consultancy in Rural Development. It is fully funded by Government of India, Ministry of Rural Development as a Central Sector Scheme. NIRD has three Regional Centres: the North Eastern Regional Centre (NERC) at Guwahati, established in 1983, Eastern Regional Centre (ERC) at Patna, started in 2008 and NIRD-Jaipur Centre at Jaipur, started in October 2010, to supplement the training and research activities of NIRD and to meet specific training needs across the country.

The vision of NIRD is to focus on training in the field of policies and programmes that benefit the rural poor, energize the democratic decentralization process, improve the operational efficiency of rural development personnel, promote transfer of technology through its social laboratories and Technology Park. As a ‘think-tank’ for the Ministry, NIRD assists the Ministry in policy formulation and choice of options in rural development to usher in changes.

The Mission of the Institute is:

- To examine and analyze the factors contributing to the improvement of economic and social well-being of people in rural areas on a sustainable basis with focus on the rural poor and the other disadvantaged groups through research, action research and consultancy efforts.

- To facilitate the rural development efforts with particular emphasis and focus on the rural poor by improving the knowledge, skills and attitudes of rural development officials and non-officials through organizing trainings, workshops and seminars.

NIRD has 16 Academic Centres with well qualified academia specialized in various subjects with national and international exposure. The Institute has a Rural Technology Park (RTP) which focuses its major activities on technology transfer and dissemination. The Institute has well equipped infrastructure facilities to conduct National and International training programmes. In its continuous effort to develop managerial skills of functionaries in rural development process, the Institute introduced a one-year Post Graduate Diploma Programme in Rural Development (PGDRDM) in the year 2008. The students for this course also include international candidates representing CIRDAP and AARDO member countries. In view of rapid changes
in communication and technology and increasing need for massive trained manpower in rural development, NIRD has also established a Distance Education Cell (DEC) in 2010 which offers one year Post Graduate Diploma in Sustainable Rural Development (PGDSRD). A one year Post-Graduate Diploma in Tribal Development Management (PGDTDM) was also launched in 2012.

NIRD has a Centre on Geo-Informatics Application in Rural Development (C-GARD) dedicated to design and development of Geospatial Technologies - GIS, Remote Sensing with high resolution imagery interpretation and analysis, Global Positioning System (GPS), Photogrammetry, Virtual 3D visualisation techniques and Web based Geo-informatic Systems for Application in Rural Development Programmes. C-GARD designs specialised programmes for imparting skill and improving knowledge levels in the latest Geomatics technology and tools. It specialises in providing exposure to using Open Source Geo-informatic Systems and customised Geo-informatic Applications which are very easily available through the web for the development functionaries from the Government, Non-Government, State Institutes of Rural Development, National and International Agencies. The Centre designs specific customised training programmes in Geo-informatics Technology Applications in areas related to planning, monitoring, modelling, and decision support systems on Watershed, MGNREGS, Agriculture Development, Environmental Assessment, Conservation practices, Resources Planning, Infrastructure Development, and Village Planning etc. The objective of C-GARD training programmes is to sensitize policy makers, elected representatives of the people, civil servants, field level implementing agencies and NGOs in the usage of geo-informatics technology. It also trains functionaries from the Government, development banking institutions and community based organizations to help carry forward and spread the message of all-round rural development. Geo-informatics Technology has got huge implications in terms of capacity building and development potential in the areas related to rural development planning, monitoring and modelling. As an endeavour to strengthen Indian partnership with Africa, Government of India had approved establishment of C-GARD Centres in five countries of Africa viz. Kenya, Algeria, Niger, Equatorial Guinea and Madagascar in a phased manner and action is being taken in pursuance of the same.

The Institute has a Rural Technology Park (RTP) for showcasing and transferring various user friendly rural technologies through capacity building and rural enterprises and livelihoods promotion. Government of India has also approved NIRD proposal to establish RTPs in five African countries namely Malawi, Zimbabwe, Congo, Botswana and South Sudan in a phased manner.

The Institute has undertaken sponsored training programmes assigned by various Ministries and Departments of Government of India and State Governments on SGSY (NRLM), IAY, PMGSY, Watershed, etc. The Institute also organized increased number of international training programmes sponsored by Ministry of External Affairs, Government of India and others. The Institute is working in close coordination with international organizations like AARDO, CIRDAP, UN Women, etc. A project on ”Promoting Women’s Political Leadership and Governance in India and South Asia” sponsored by UN Women was also undertaken by the Institute.

The Institute is having a Faculty Development Scheme (FDS) to address the professional development needs of academic staff members. This helps the faculty of the Institute to update and keep abreast with the latest developments in respective fields.

**Training Activities**

During the year 2012-13, NIRD conducted 290 programmes up to December, 2012. These include Training Programmes, Workshops and Seminars at NIRD, Hyderabad; NERC, Guwahati; ERC, Patna; and NIRD-Jaipur Centre at Jaipur. A total of 7332 participants drawn from across the country and various developing countries attended the
programmes. The training activities of the Institute were given wide coverage through networking of SIRDs and ETCs. The Institute conducted 64 regional and off-campus programmes at SIRDs for capacity building of panchayati raj and rural development functionaries. The Institute organized 12 International Training Programmes with the fellowship programmes of ITEC and SCAAP and Two India Africa Forum Summit-II Programmes of Ministry of External Affairs, Govt. of India. The Institute organized One NIRD-CIRDAP Collaborative Programme, which was sponsored by the Ministry of Rural Development, Govt. of India. Two International Programmes were organized exclusively for Nigerian Delegates, sponsored by Govt. of Nigeria.

**Some of the important programmes conducted: 2012-2013**

**Sponsored Programmes**

- Poverty and Inequality estimation for ISS probationers
  Sponsor: MoSPI, GoI
- Planning and Management of PMGSY
  Sponsor: MoRD, GoI
- Planning and Management of IAY
  Sponsor: MoRD, GoI
- Information Technology for NSAP
  Sponsor: Dept of Social Justice and Special Assistance Department, Government of Maharashtra
- Decentralization and Good Governance
  Sponsor: Union Territory of Lakshadweep
- Strategies for up-scaling production system technologies in IWMP
  Sponsor: DoLR, MoRD, GoI
- Participatory Watershed Management for Enhancing Sustainable Income
  Sponsor: DoLR, MoRD, GoI
- Adoption of Scientific Fish Culture Practices in Assam
  Sponsor: SIRD, Assam
- Rural Credit Management for Officers of UCO Bank
  Sponsor: UCO Bank
- Management of Rural Drinking Water, Sanitation and IEC Programmes
  Sponsor: MDWS, GoI under NKRC

![National workshop on Identification of Best Practices in Indira Awaas Yojana (IAY)](image-url)
- Management of Watershed Projects for Sustainable Development of Rainfed Areas
  Sponsor: DoLR, MoRD, GoI
- Water Management, Technology and Institutional Arrangements in IWMP
  Sponsor: DoLR, MoRD, GoI

**Training Programmes (National)**

- Training Methods and Skills
- Planning and Management of NSAP
- Geo-Spatial Technologies for Planning and Management of Rural Development Programmes
- Gender Issues and Youth Empowerment
- Planning and Management of Social Security Programmes
- Decentralization Initiatives and Good Practices in Rural Development for BDOs of Bihar
- Post Disaster Management: Rehabilitation Strategies
- Geo-Spatial Technologies for Planning and Management of Watershed Projects
- Information Education Communication through ICTs
- Orientation Programme on NRLM
- Planning and Management of Self-Employment Projects for SHGs
- Participatory Planning for Poverty Reduction and Sustainable Development
- Social Audit for Rural Development Programmes
- Participatory Project Planning and Resource Management for NGOs
- Public Delivery of services of HRD
- Promotion of Rural Livelihoods through SHGs and SHG Federations under NRLM
- Research Methodology for Development Professionals
- Social Audit under MGNREGS
- Management of Information Systems for MGNREGS
- Gender Issues and Youth Empowerment
• Community Involvement in Operation and Maintenance of Irrigation Infrastructure under Bharat Nirman
• Promotion of Micro-enterprises under NRLM
• Strategies and Programmes for Development of Scheduled Castes
• Gender Mainstreaming in Rural Development Programmes
• Mainstreaming Persons with Disabilities in Rural Development
• Credit Management for Rural Development
• Community Participation and Social Mobilization for Universalisation of Elementary Education
• Rural Development Flagship Programmes
• Gender Budgeting for Holistic Development
• Training of Resource Persons and Master Trainers on Training Skills
• Preparation of Development Plans at Grass Root Level
• Convergence of Land Development Programmes
• Rural Financing Institutions and Cooperatives for Rural Development
• ICT Applications for Management of RD Programmes
• Formulation and Appraisal of Projects for Sustainable Livelihoods
• Management of Rainfed Agriculture in Resource Poor Areas
• Leadership Skills Development for Elected Representatives
• Participatory Planning, Implementation and Monitoring of RD Programmes
• Mobilizing Wage Seekers under MGNREGS: Strategies and Measures
• Identification of Sustainable Rural Livelihoods
• IT for Data Management and Analysis
• Credit Delivery and Recovery Management
Sponsored Programmes (International)

A) Sponsored by the Ministry of External Affairs, GoI
   a) ITEC and SCAAP fellowship Programmes
      ● Management of Rural Infrastructure Projects: Drinking Water and Sanitation
      ● Training of Trainers on Training Methodologies for Development Professionals
      ● Management of Rural Infrastructure Projects: Rural Housing
      ● Community Based Disaster Management: Preparedness and Coping Strategies
      ● Good Governance and Rural Development
      ● Planning and Management of Rural Development Programmes
      ● Rural Development and Empowerment of Women
      ● Natural Resource Management and Sustainable Rural Livelihoods
      ● Participatory Rural Development
      ● Human Resource Development for Development Professionals

b) Training Programme for India Africa Forum Summit-II

B) Sponsored by the Ministry of Rural Development, GoI:
   NIRD-CIRDAP Collaborative Training Programmes
   ● Geo-informatics Applications for Rural Development

Workshops and Seminars

● Consultative Workshop on Networking with disabled persons’ Organisations and Parents Association
● Challenges in the Implementation of Right to Education
● Innovative and Proactive Initiatives in Livelihood Creation
● Identification of Acceptable Practices in Rural Housing (IAY)
● Mainstreaming Disaster Risk Reduction
● Entrepreneurship Development in Rural Areas
● Integrated Land Use Planning for Sustainable Rural Development
● National Colloquium of SIRDs and ETCs
● Geo-informatics Applications for Decentralized Governance in a Panchayati Raj Framework
● National Rural Livelihoods Mission
● Payment of Wages under MGNREGS
● Energy Security Management Strategies for Rural Areas
● Gender Budgeting
● Prospects of Indigenous Traditional Knowledge for Promotion of Sustainable Agriculture
● Renewable Rural Energy Technologies for RD
● Panchayati Raj Expert Committee on GP
● Role of Social Media in Rural Development
● Agrarian Crisis in India: The Way out
● Strengthening Accountability in MGNREGS

Research Studies

Undertaking research studies, with a mandate of understanding contemporary issues related to rural development, monitoring and evaluation of various development programmes in vogue, is an important endeavour of the Institute. The research mandate of the Institute enables to understand changing rural socio-economic scenario and to identify major constraints in implementation of rural development programmes. The ultimate aim of the research endeavour was to suggest suitable policy and specific interventions to enhance the standard of living in rural areas. Another important mandate of the Institute's research endeavour was to keep abreast with rural development contemporary issues and provide the insights as a training input as well. In addition, NIRD also undertakes research studies at the instance of various Ministries on issues pertaining to rural development.

The broad themes of research were rural livelihoods, credit, natural resources management, weaker sections, technology applications, decentralized governance and CBOs, human resources development, infrastructure, poverty alleviation etc.

The category of studies conducted include NIRD studies, Consultancy Studies, Action Research Studies, Collaborative Studies, etc. The details of the research studies are furnished below -

**Research Studies by NIRD faculty**

The faculty members of NIRD are encouraged to identify suitable research topics to undertake research studies, based on the expertise they possess, so as to bring out the contemporary issues, problems and prospects in regard to rural development scenario. In all, during the reference period, NIRD has initiated 30 research studies. The titles of the research studies are provided in Annexure-XXVII.

**Consultancy Studies**

NIRD provides consultancy support to various national and international organizations on different development themes. The Institute takes up impact evaluation, baselines surveys and feasibility studies as desired by the sponsoring agencies. In addition to the Ministry of Rural Development and other Ministries of Government of India, NIRD offers services to State Governments and many International Organisations. During the period under reporting, there were 19 Consultancy Research Studies. The titles of the Consultancy Research Studies undertaken are provided in Annexure-XXVIII.

**Action Research Studies**

Greater emphasis has been laid on undertaking action research studies keeping in view the practical insights and problem solving issues at the field level. The action research projects were carried out in...
specified locations by launching pilot projects at the field level to find out workable and affordable solutions to the problems by resorting to situational analysis. The solutions are applied in the context of certain existing situations and modified with a view to determine the possibility of their extension and replication at wider scale in different areas with participation of the people. Action Research helps in testing the feasibility of implementation of policy suggestions as well. During the period under reporting 8 Action Research studies were taken up. The titles of the Action Research Studies are provided in Annexure-XXIX.

**Collaborative Research Studies**

In order to strengthen research capabilities of faculty members from State Institutes of Rural Development and other Research Institutions dealing with issues related to rural development, NIRD also undertakes research studies in collaborative mode by extending academic and financial assistance. The purpose of collaborative research studies is to achieve wider reach to research problems and issues. During the year under reporting, 2 research studies were undertaken. The titles of the Collaborative Research Studies are provided in Annexure-XXX.

**Establishment and Strengthening of State Institutes of Rural Development (SIRDs) and Extension Training Centres (ETCs)**

The Ministry supports the training activities of States for effective implementation of rural development programmes by providing financial support to State Institutes of Rural Development (SIRDs) and Extension Training Centres (ETCs). The SIRDs and ETCs are State Government institutes for imparting training in the field of rural development to rural development functionaries, elected representatives of Panchayati Raj institutions, the need for providing training to elected representatives of Panchayati Raj Institutions and Village Community at State, District and Block levels.

a) **Establishment and Strengthening of State Institutes of Rural Development (SIRDs)**

These institutes aim at improving the knowledge, skill and attitude of rural development functionaries and elected representatives of Panchayati Raj Institutions at State and District levels. At present, there are 28 SIRDs, one in each State. 100% Central assistance is being provided to the SIRDs for non-recurring expenditure while recurring expenditure is shared equally between the Central and State Governments. In the case of North-Eastern States and Sikkim, the recurring cost is shared in the ratio of 90:10 between Centre and States from 2010-2011 onwards. Under the head, recurring expenditure, 100% funding support is also provided for five core faculty members of SIRDs. The funds under both recurring and non-recurring heads are directly released to SIRDs. The scheme is demand-driven. From 2007-08, the Scheme has been merged with the new scheme called "Management Support to Rural Development Programmes and Strengthening of District Planning Process" as a Central Sector Scheme. The courses conducted by the SIRDs include: Training Skills and Methodology for ETCs, Planning and implementation of RD projects, Rural Credit, Computer Information Systems for RD, Courses for BDOs, Voluntary Organizations, Management Development Programmes, Mahatma Gandhi NREGA, Integrated Watershed Development, etc.

b) **Establishment and Strengthening of Extension Training Centres (ETCs)**

The Extension Training Centres (ETCs) function under the State Governments at Regional level to impart training to the rural development functionaries and elected representatives of Panchayati Raj Institutions at block and village levels. So far, 89 ETCs have been established and upgraded all over the country with Central assistance. Consequent upon increase in the number of developmental functionaries and the need for providing training to elected members of Panchayati Raj institutions, the ETCs have acquired an added importance. The Central assistance is provided @ 100% for
Organization of Training Courses (OTCs)

The funds under this scheme are used for supporting proposals relating to capacity building, organization of workshops and training courses on the various rural development schemes and career management of departmental staff. From 2007-08, the scheme has been merged with the new scheme "Management Support to RD Programmes and Strengthening of District Planning Process".

Bharat Nirman Volunteers (BNVs)

Ministry has begun the BNV initiative for enhancing the effectiveness of programme implementation through field level training. BNV initiative aims at organizing the stakeholders into a Knowledge and Innovation Community (KIC) that will work together for full achievement of the objectives of various government programmes being implemented in rural areas for sustainable and inclusive development. Stakeholders involved in the implementation of the programmes in the block are identified and their interests and abilities mapped. The Initiatives is drawn up involving all the stakeholders under the leadership of the District Collector at the district level and the BDO at the Block level and organizing them into a cohesive group. Core Groups for proper execution of the initiative will be constituted at State, District and Block levels including representatives of various stakeholders. The Core Group is formed to identify key result areas/objectives under various programmes, actions required to achieve the desired results and indicators to measure performance. The action plan under the Initiative will ultimately lead to building people’s institutions, empowerment of village community improved management of natural resources and development of infrastructure.

In order to bring together different stakeholders to a common understanding and constitute the Knowledge and Innovation Community (KIC), training programmes are conducted in the Block and the District by SIRDs. Stakeholders are made aware of the availability of resources under various programmes and the manner in which the resource can be optimally utilized in a collaborative fashion. Stress is laid on enhancing the knowledge and programme management skills of the elected Panchayati Raj representatives, Community Resource Persons, Self Help Groups and other Peoples’ Institutions like youth clubs, mahila mandals, user groups, watershed committees, youth volunteers etc. Knowledge of latest innovations and best practices in programme management will be shared with all the stakeholders. In particular, use of community radio will be promoted alongwith other media of communication such as wall newspapers, leaflets, pamphlets, magazines, radio, TV, folk songs, dance, drama, puppet shows etc. to enhance programme literacy among the people.

Annual Statement showing number of persons with Disabilities & Minorities and Representation of SCs, STs & OBCs in NIRD are at Annexure-XXXI & XXXII.

Grameen Vikas Innovation Council

Grameen Vikas Innovation Council (GVIC) has been set up under Ministry of Rural Development, focusing on re-defining innovation in the development of rural sector identifying the critical areas inter-alia covering rural areas to offer innovative solutions to problems faced at village level in the country with an aim to harness core competencies, local talent, resources and capabilities to create new employment opportunities in the sector.
Information, Education and Communication (IEC)

Information, Education and Communication not only plays a pivotal role in creating awareness through dissemination of information but it also helps in capacity building through diffusion of knowledge, advocacy for behavioral change, mobilizing people and making development participatory. Hence, Communication Planning is an integral part of planning for sustained development. The development of human society has largely been due to its ability to communicate information and ideas with each other and to use such information and ideas for progress. Communication strategies may decisively influence both the individual and collective change, multipronged IEC strategy proves as a catalyst in the direction of creating awareness regarding availability of the opportunity sponsored by Ministry of Rural Development through its welfare schemes for the rural people. It is also critical for bringing about transparency in implementation of the Programmes at the field level and for promoting the concept of accountability through social audit.

The IEC Division of the Ministry caters to the IEC needs of the Ministry and formulates an Action Plan for carrying out the IEC activities on a sustained basis. The IEC activities are to be undertaken through the available modes of communication in order to inform the people with messages and details of Rural Development Programmes. The key objectives of the IEC Programme is to develop and implement a communication strategy which generally includes:

a. Developing key messages for various programmes
b. Creating awareness about various schemes at the grass roots level and beneficiaries of various schemes
c. Sharing of knowledge and good practices about the recent developments in the sector among various stake holders

In the past years, IEC activities were carried out in a centralized manner primarily by disseminating information through mainstream media like Radio, TV, Press and production of printed communication materials like guidelines etc. Besides, contact programmes, outdoor publicity etc. were used in a limited manner in select districts through the government agencies like DAVP, Directorate of Field Publicity, Department of Posts, Railways etc. During 2011-12, a paradigm shift in the IEC strategy had been made and implemented. The hallmark of this new highly decentralized IEC strategy has been the emphasis on community based mobilization and interpersonal communication directly targeting the rural households through a cadre of village based volunteers christened as Bharat Nirman Volunteers (BNVs). The Bharat Nirman Volunteers are trained and oriented on the entitlement and processes under various welfare and development schemes of Central as well as State Governments operative at the village level and specific number of households have been put in their charge for dissemination of information, awareness generation and helping them to avail optimum benefits of the schemes. This has turned out to be very effective in dissemination of the relevant information at the door step of the prospective beneficiaries and helping them in availing the benefits. This has improved articulation of demand and service delivery and participation of beneficiaries in the decision making process through Gram Sabhas. Funds have been allocated to State Institutes of Rural Development to coordinate and implement this. So far, 1.8 lakh volunteers have been enrolled. These volunteers are assigned up to 10 rural households in their village/neighborhood. During the year 2012-13, as a part of the new IEC strategy, large number of field visits including night stays in remote villages throughout the length and breadth of the country was undertaken by the officers of the IEC Division to undertake community mobilization of BNVs and also to acquaint themselves with the area specific and grassroots level IEC needs.

To supplement the above IEC strategy,
dissemination campaigns were also undertaken through a centralised action plan by using the mainstream as well as the outdoor outreach and new and emerging media.

**Print Media**

- Press Information Bureau (PIB) is the frontline official agency to highlight the initiatives, programmes and other activities of the Ministry in the Print Media. Accordingly, the interaction of the Ministry with the Press is mainly undertaken through PIB. In order to sensitize media persons about issues and factors concerning the rural development, through PIB, the Ministry has been organizing Press Conferences at regular intervals and also facilitating visit of journalists to rural areas to highlight projection of Rural Development Programmes in the Media in proper perspective.

- Press notes/handouts on schemes and important events are circulated to the journalists for wide coverage in the regional and national dailies. The notes include the details of policies and planning as well as physical and financial progress so that the general public may become aware about the facts.

- As and when required, press advertisements on various themes relating to rural development schemes and programmes are issued on all India basis in Hindi, English and Regional languages in newspapers empanelled with DAVP for wider dissemination of information and penetration of the messages to the maximum possible extent. Press advertisements are also released during important events to invite the attention of the public/target groups as well as Panchayati Raj Institutions.

- Since the Panchayati Raj Institutions constitute the basic network for implementation of rural development programmes, to ensure capacity building of Panchayati Raj functionaries by providing easy access to information on Rural Development programmes, this Ministry publishes a monthly newsletter "Grameen Bharat". The content covered under the newsletter is extremely useful for the target group as well as the executing agencies. The feedback/success stories from the PRIs/State Governments are also incorporated in the news magazine. The newsletter is being published in Hindi and English and distributed to all the DRDAs and Blocks all over the country. It serves not only as a vehicle to communicate information and message on Rural Development Programmes but also as a reliable source of getting feedback on the implementation of the programmes at the field level in the form of responses from the readers.

- To add quality to the awareness campaign this Ministry is also bringing out a monthly magazine "Kurukshetra" in Hindi and English. The magazine is being brought out through the Publication Division, Ministry of Information and Broadcasting on behalf of the Ministry of Rural Development. In addition to serving as a forum for free, frank and serious discussions on problems/moot points related with rural development, the magazine projects the programmes and policies of the Ministry. This is a qualitative synopsis of RD schemes that includes well researched, informed, polished contents which are highly educative and can be progressively used by different stake holders like rural people, PRIs, DRDAs, educationists, students etc.

- The Ministry also brings out a large number of leaflets, booklets, brochures, FAQs, posters, flexboards and roll-ups on the programmes of the Ministry in Hindi, English and Regional languages having the IEC messages of schemes. In addition, manuals, guidelines on various programmes are printed and made available to rural development functionaries and even public.
Electronic Media

Radio

Considering the efficacy of the medium among the Primary target groups, Radio has been one of the main tools for orienting the target audience on the key initiatives of the Ministry. A number of purposeful innovations were formulated to expand the outreach of the medium in the previous years. Considering the reach and potential of Radio in rural areas, the Ministry has been disseminating through radio in special audience programmes targeted for the rural areas and news bulletins over AIR and its regional channels.

Television

Television is a highly powerful medium for developmental communications. Sensing its utility, a detailed exercise was conducted to design a media plan that had visible output indicators for the given target audience. And accordingly, the media planning emphasized on the reach of Regional Kendras and spots dubbed in Regional languages and local dialects. Since the reach and popularity of television including private TV channels have increased manifold and it is also accessible to the common masses, a seamless effort is also made to disseminate information on Rural Development particularly to the urban elites, opinion makers, NGOs to elicit their participation in the rural development process.

Outdoor and new and emerging Media

Outdoor outreach mode is considered as most impressive medium of communication which has the caliber to infuse right messages to the public in local parlance. Nation-wide/regional campaigns are thus undertaken by interspersing messages through folk and traditional art forms, direct contact programmes like rallies, door to door campaigns, village level meetings, film shows etc. Messages through wall paintings, electricity bills; glow signs in bus and railway stations having footfalls of rural people; messages on train / bus tickets etc. are also extensively used up to Gram Panchayat level.

Besides, the focused strategy to reach out to the Primary Target Groups comprising BPL families (landless farm labourers, wage earners, small and marginal farmers, rural artisans), vulnerable groups within rural community (Women, SCs, STs, other socially oppressed groups, Senior Citizens, Widows, Disabled, Destitute etc.) and Implementers (PRIs, DRDAs, SIRDs, Line Departments, Banks, Financial Institutions); efforts were also made to reach out to the Subsidiary Target Groups like:

- NGOs/Civil Society Organisations
- Policy Makers (MLAs and MPs, Planners, Bureaucrats)
- Opinion Makers (Media, Community Leaders, Rural School Teachers, Post Masters, Village Level Workers- Anganwadi Workers, ASHA (Health Workers), members of Nehru Yuvak Kendras, youth clubs)
- Industrialists (Entrepreneurs, Members of FICCI, CII etc.)
- Tax Payers

Budgetary Allocation

During the year 2012-13 an integrated IEC action plan was drawn up with a budget provision of ₹ 43.00 crore which include 35.00 crore under Management Support to Rural Development Programmes and Strengthening District Planning Process and ₹ 8.00 crore under other programmes viz. ₹ 1.00 crore from NRLM, ₹ 2.00 crore from IAY and ₹ 5.00 crore from MGNREGA.

Major highlights of IEC activities during 2012-13

1. To ensure a highly decentralised area specific and need based IEC targeting right up to the rural household, a village based cadre of volunteers-BNVs-were identified and enlisted. So far, 1.8 lakh volunteers are enrolled till December, 2012. Each of these volunteers was assigned up to 10 rural households in the same village/neighbourhood.
2. 200 short films (training films, documentation of community mobilisation by BNVs, best practices, inspirational films etc.) are under production in local/regional languages by NFDC in collaboration with the SIRDs, in addition to 104 films already produced.

3. Video guidelines on all the major programmes of the Ministry were produced. Besides, hosting them on the website, these were widely shared with the training institutes of the Ministry.

4. During the year, funds have been provided to SIRDs for developing them as IEC Resource centres to facilitate creation of local IEC content/up-scaling of BNVs.

5. Regular round-the-year campaigns based on audio and video spots on schemes of the Ministry were run from 198 stations of AIR/22 Kendras of Doordarshan including Delhi Doordarshan News and AIR National News.

6. Another campaign was rolled out from 22 Doordarshan Kendras based on the bonus airtime accruing out of the campaigns done in 2011-12.

7. A video magazine programme "Gaon Har Hafte" based on MoRD schemes were telecast on Delhi Doordarshan every Sunday till 6th May, 2012.

8. A contact programme up to Gram Panchayat level through Song and Drama Division was rolled out in selected backward districts including LWE districts.

9. Multiple copies of films were distributed to SIRDs, ETCs, State Governments for screening/dissemination up to village level.

10. Besides, many printed IEC materials (guidelines, pamphlets, brochures, booklets, Annual Report) were designed, printed and distributed.

11. Several Press advertisements on schemes/events etc. were designed and released on a nationwide basis.

12. Funding was given to Kuruskhetra journal and Grameen Bharat newsletter printed.

13. Organised 2 Press conferences and participated in 4 Colloquiums.

14. Created a Photo Bank/revamped the website and updated the website for Training and IEC viz, www.ruraldikhsha.nic.in.

Library

The "Library" of the Rural Development Ministry acts as an "Information Resource Centre". Established in 1954, the Library collects, selects, processes, organizes, maintains, preserves, retrieves and disseminates information to cater to the information and reference needs of the Ministry and research scholars coming from all over India. The Library has a fine collection of almost 30,000 books. During the year 2012, Library has enriched its collection of books by more than 1000 titles on various subjects. The books are purchased by Library on the recommendation of Library Committee and on the request of senior officers as well. The books on Hindi Language are procured in tune with the Official Language policy. The main subjects covered are Rural Development, Panchayati Raj, Water Resources, Land Reforms, History, Economics, Politics, Education, Art, Culture and General reading. The library also provides good Hindi and English magazines for member readers in the Department.

Main objects of the library are:

- To serve as a "Resource and Service Centre" of national and internationally acclaimed published literature on Rural Development, Water Resources, Land Reforms etc. for the Ministry and research scholars from all over the country
- To promote usage of resources among users, by collecting, storing and disseminating information and by offering manual/computerized services to the users
- To offer technical guidance to the Officers/Staff on collecting, storing, sharing and disseminating information
● To establish/facilitate the establishment of referral and/or research centre and maintain a central computerized union catalogue of books, reports and non-book materials of the library
● To facilitate and promote delivery of documents manually or mechanically
● To develop specialized bibliographic database of books, and non-book materials
● To possess and maintain electronic and mechanical equipment for speedy communication of information and delivery of electronic mail
● To coordinate with other government libraries for exchange of information and documents

A computer database system provides access to all material available in the Library. The Library also offers spacious, comfortable study facilities to the readers.