



World Rural Development Day

What is it, Why does it matter
& How to get involved

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What is it?

World Rural Development Day will be celebrated every 6 July as to inform and to remind everyone on his/her role and responsibility for collaborative actions on integrated rural development as outlined in the SDGs.

It is the day to celebrate together to ensure that no one will be left behind and thus rural development shall be everyone duty and responsibility.

The date of 6 July has been proposed to UN FAO on 15 December 2020 and to CIRDAP members for establishment.

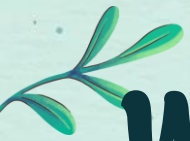


What is World Rural Development Day?

The day is an opportunity to call for global attention and response and to accelerate action on rural development to meet the Sustainable Development Goals in 2030.

It is also a chance to celebrate and appreciate what the rural areas has provided us with resource based and natural beauty that maintain ecosystem balance and support for food production, socio-economic and livelihoods.





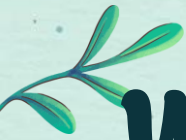
Why the World Rural Development Day Matters?



Poverty alleviation, food security, nutrition, local governance, trade, livelihoods, access the basic needs, sustainable development and efficient use of natural resources in rural areas are main burning issues of Asia and the Pacific Region and of the world that require special and immediate attention for sustainable development.

It is estimated that about 87% of the world's 500 million small farmers are in Asia and the Pacific region.

CIRDAP hopes that the Day will help inform the public on important role of rural areas and develop a worldwide movement to improve the quality of life of the far-reaching marginalized rural people who are living in our important areas in which improving of their well-beings will ensure our human survival.



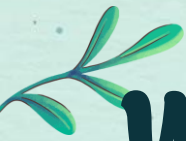
Why is current situations particularly important?



It is vital to help increase economic activity and employment opportunity in the fight against poverty in rural areas where 500 million small-scale and subsistent farmers are living.

According to FAO, almost 690 million people are undernourished in 2019, almost 46% of all children under five of South Asia is underweight. On average, underweight prevalence among children in rural areas is almost double that of children in urban areas in the developing world.

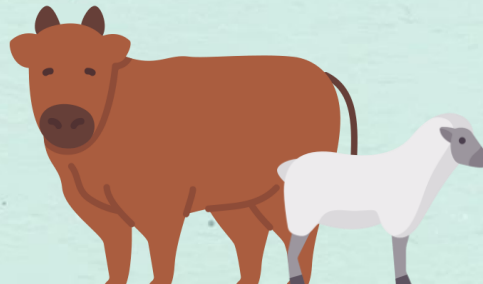




Why is current situations particularly important?

According to SDG Progress Report 2021 by ESCAP, the Asia-Pacific Region may achieve less than 10% of the SDG targets by 2030.

It is all part of the 2030 Agenda for Sustainable Development adopted by all UN members to end poverty and other deprivations, reduce inequality, spur economic growth, tackle climate change and sustainable management of our terrestrial ecosystems, forests, oceans and resources therein.

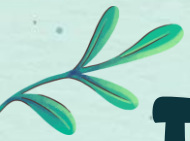


Who can get involved?



- > Everyone!
- > CIRDAP & its partners, research institutes, governments, NGOs, businesses and communities all around the world can plan local and global events involving millions of people.
- > But you do not have to be part of a group to get involved.
- > World Rural Development Day can be organized virtually, meaning anyone can sign up to hear about the relevant talks.
- > We expect that millions of people will discuss about it on social media.





Take Action: Plan Your Event



Arts



Exhibitions



Education



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Cleanups



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Competition**



**Pledges &
Commitments**



**Youth
Awareness**



**Tree
Planting**



Others

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