

VOICE OF CIRDAP

Empowering The Rural Communities



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2024



Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP)

A Regional, Intergovernmental and Autonomous organization; established in 1979,
works for strengthening and promoting integrated rural development
systems for 15 Asia-Pacific countries

The Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) is a Regional, Intergovernmental and Autonomous organisation. It was established on 6 July 1979 at the initiative of the countries of the Asia-Pacific region and the Food and Agriculture Organization (FAO) of the United Nations with support from several other UN bodies and donors. The Centre came into being to meet the felt needs of the developing countries at that time as an institution for promoting Integrated Rural Development in the region.

From the original six members, CIRDAP has now grown up as a Centre of 15 member countries. The member-countries are Afghanistan, Bangladesh (Host Country), Fiji, India, Indonesia, IR Iran, Lao PDR, Malaysia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam.

The main objectives of CIRDAP are to:

- (i) assist national action;
- (ii) Promote regional cooperation; and
- (iii) Act as a servicing institution for its member countries for promotion: integrated rural development (IRD) through research, action research, pilot project, training, and information dissemination. Amelioration of rural poverty in the Asia-Pacific region has been the prime concern of CIRDAP.

The programme priorities of CIRDAP are set under four Areas of Concern:

- 1) Agrarian Development;
- 2) Institutional/ Infrastructural;
- 3) Resource development including human resources; and
- 4) Employment.

Within these Areas of Concern, the thematic areas identified are: Poverty alleviation through participatory approaches with emphasis on social sector development (e.g. health, education and nutrition); Employment generation through microcredit support, infrastructure development and local resource mobilisation; Gender issues; Governance issues; and Environmental concerns for sustainable rural development.

Operating through designated Contact Ministries and Link Institutions in member countries, CIRDAP promotes technical cooperation among nations of the region. It plays a supplementary and reinforcing role in supporting and furthering the effectiveness of integrated rural development programmes in the Asia-Pacific region.

Voice of CIRDAP – Monthly e-Bulletin of CIRDAP

Voice of CIRDAP (VoC) is a monthly newsletter published by CIRDAP. The purpose of the VoC is to highlight various facets of IRD in the Asia-Pacific region and activities of CIRDAP with stakeholders.

The designations employed and the presentation of materials in VoC do not imply the expression of any opinion whatsoever on the part of CIRDAP concerning the legal status of any country, city or area, or of its authorities or boundaries. News items, viewpoints on IRD and related issues are welcome. All correspondence should be addressed to the Editor.

United Nations General Assembly (UNGA) declared (July 6) of every year as the "World Rural Development Day" which is foundation of CIRDAP



The United Nations General Assembly (UNGA) has overwhelmingly declared July 6 as the "World Rural Development Day" on September 6, 2024 to commemorate the establishment of CIRDAP on July 6, 1979.

The declaration emphasizes the importance of connecting locally-driven development strategies to promote rural development and accelerate the 2030 Agenda for Sustainable Development. CIRDAP is a key regional organization in assisting national action and promoting regional cooperation relating to integrated rural development.

The resolution was initiated by Bangladesh and a core group comprising Bangladesh, India, Nepal, Peru, the Philippines, and Thailand; at least 30 countries co-sponsored the resolution, which was adopted by consensus by the member states of the UN without any voting. With the purpose of accomplishing SDGs, the resolution seeks to emphasize the vital significance of rural development and transformation. It also acknowledges the dynamic role that women play in advancing agricultural development, enhancing food security, eradicating rural poverty, and advancing their economic empowerment and full access to land ownership and respectable employment.

The Secretariat of CIRDAP proposed the date of 6 July to the UN FAO on 15 December 2020, as well as to CIRDAP member countries. The Governing Council of CIRDAP at its 23rd Session on 21st April 2022 held in Bangkok, Thailand endorsed the initiative to establish the World Rural Development Day on 6th July 2022 in order that the day can be officially recognized worldwide. CIRDAP launched the World Rural Development Day on 6th July 2022 (subsequently a portal in 2023) through a webinar presented by the then Director General of CIRDAP, Dr. Cherdsak Virapat and at the 43rd anniversary of CIRDAP held on 25th July, 2022.

Ambassador Muhammad Abdul Muhith, Permanent Representative of Bangladesh to the UN in New York, presented the resolution before the UNGA. The observance of the Day will create a comprehensive platform to assess the challenges and opportunities of rural development. The General Assembly invites all

Member States, organizations of the United Nations system, and other relevant stakeholders to observe the day by presenting and promoting concrete activities related to the sustainable development of rural areas and communities.

Rural Heartbeat

I am privileged to take up the responsibility as Director General of CIRDAP, which works for empowering the rural people.



Being born and brought up in a village and hailing from a farming family, this responsibility, serves as a great opportunity for me to serve the people whom I represent.

It is also a great news for CIRDAP family to have 6th July declared as World Rural Development Day (WRDD) every year by United Nations General Assembly in recognition of service rendered by CIRDAP to the region in Rural Development. It is to mention here that 6th July is also Foundation Day of CIRDAP.

It is the time to re-dedicate ourselves to the cause of rural community. CIRDAP is highly empowered to have Honorable Ministers of Rural Development of all the 15 CIRDAP Member Countries (CMCs) as members of Governing Council (GC), all the Secretaries of Rural Development of member countries as members of Executive Committee (EC), prestigious National Institutes of Rural Development as Technical Committee (TC) members. Their guidance is always source of wisdom, experience, expertise and dedication to CIRDAP family.

CIRDAP has the great potential to reach the unreached through CIRDAP member countries by creating cross learning opportunities through regional platform to acquire innovation, good practices and success stories.

While I start this responsible journey, overwhelmed by the support extended by the CIRDAP member countries, the Governing Council (GC), the Executive Committee (EC), the Technical Committee (TC) and all other Stakeholders.

The first step in this journey is to start this monthly e-Bulletin of CIRDAP "Voice of CIRDAP" to get connected with all the stakeholders regularly.

Best Wishes

Together, we can win

Biography of Director General

Dr. P. Chandra Shekara joined as Director General of CIRDAP on September 10th, 2024. With over 34 years of expertise in Agricultural Extension Management, Agri-entrepreneurship Development, Agricultural Marketing Management, Rural Development and Public-Private Partnerships; he has led several premier Indian institutions focused on Agricultural Development.

Prior to his current role, Dr. Chandra served as Director General of the National Institute of Agricultural Extension Management (MANAGE) from 2020 to 2024, where he supported the training of over 1,000 international executives and promoted Agri-preneurship by establishing more than 40,000 agri-ventures. He also headed the CCS National Institute of Agricultural Marketing (NIAM) as Director General.

Dr. Chandra achieved Ph.D. in Agricultural Extension Strategy from the University of Agricultural Sciences, Bangalore, India where he was honored with multiple gold medals. His extensive contributions to agricultural policy and rural development include publishing 81 technical papers and receiving several awards, including Extension Leadership Award in 2023, the NITTE-Karnataka Bank Limited Lifetime Achievement Award in 2019, and Dewang Mehta Education Leadership Award in 2019. Dr. Shekara's work has made a significant impact on rural development, capacity building, and agricultural policy across Asia and beyond.

Important Events

New DG for CIRDAP – Legacy Continues...



CIRDAP now has new Director General (DG) Dr. P. Chandra Shekara, an Indian national replacing Dr. Cherdsak Virapat, Thai national who has completed his four-year term (2020 -2024). Dr. P. Chandra will serve CIRDAP from 2024 to 2028. Dr. Chandra said that he is looking forward to leading the CIRDAP Secretariat by continuing the work his predecessors have done blending with his experiences and expertise to take CIRDAP further into the future and to achieve its vision. He also added that, he will strive to make the Organization ready for new challenges and strengthen the role for Integrated Rural Development in Asia and the Pacific region.



Cordial Moments of Director Generals

Memorable farewell to Former DG Dr. Cherdsak Virapat



A heartfelt farewell by CIRDAP staff to former Director General, Dr. Cherdsak Virapat who completed his four-years of journey with CIRDAP. Dr. Virapat joined on 9th September 2020. The CIRDAP secretariat organized a warm farewell ceremony for Dr. Virapat to recognize his valuable contributions for achieving the vision of CIRDAP – the Centre of excellence. With his exceptional leadership and contributions, he introduced CIRDAP in various platforms through engaging different types of initiatives.



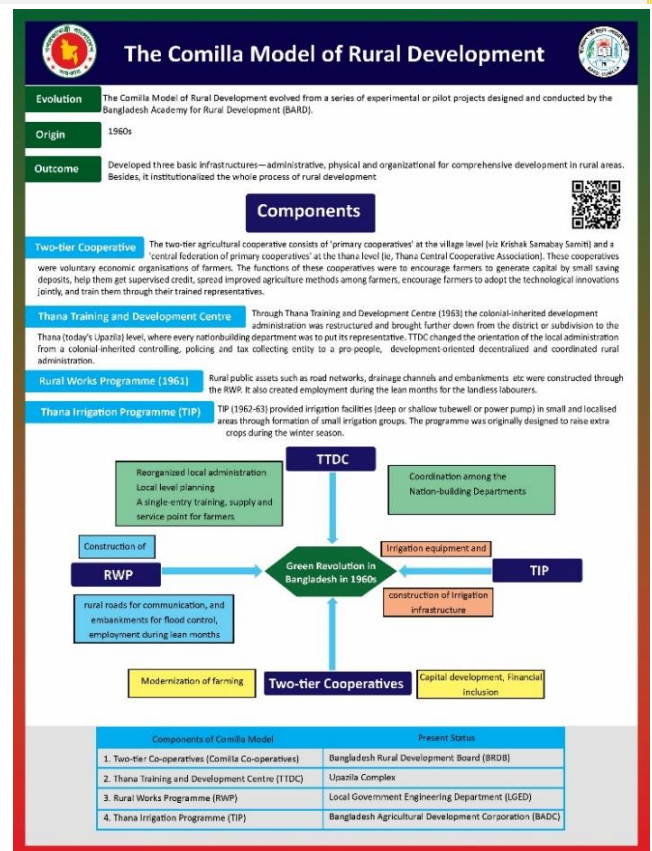
The honorable DG CIRDAP Dr. P. Chandra Shekara appreciated about Dr. Virapat's vision, passion and integrity in the welcome speech. The ceremony was concluded with a tribute to DG's accomplishments, and the reflections from staff along with a farewell video.

The Comilla Model of Rural Development: Good Practices for future

In the early 1960s, the Comilla Model was a set of action research initiatives conducted by the Bangladesh Academy for Rural Development (BARD). The model originated from a search for rural development innovation in a low-income, densely populated agrarian culture. Under the innovative leadership of Dr. Akhter Hameed Khan in the 1960s, the experiment was designed to grow into a model for rural development that was appropriate for the socioeconomic conditions of East Pakistan/East Bengal. It incorporated administrative and physical infrastructure, cooperative self-help, people's empowerment, local level planning, comprehensive area development, and an integrated strategy to establishing rural institutions for greater productivity and human resource development.

The main features of the Comilla Model included promoting development and refining of various institutions, , developing leadership in every village, developing three basic infrastructures, prioritizing decentralized and coordinated rural administration, integrating and coordinating developing services, institutions, and projects, education, organization, discipline, economic planning and technology, and developing stable and progressive agriculture.

The two-tier co-operative structure was created in Comilla during a five-year mechanization project from 1961 to 1966. . The Thana Central Co-operative Association (TCCA) was established to serve as a strong supporting organization in the village's surrounding. Between 1963 and 1968, the initiative was expanded to include the remaining 20 Thanas in the Comilla area.. It was adopted as a national program in 1970, named the Integrated Rural Development Programme (IRDP).The government accepted this two-tier co-operative in 1972. Under the Bangladesh Rural Development Board (BRDB), it was replicated across the country.



CIRDAP in World Agriculture Forum (WAF)



On September 18th, 2024, Dr. P. Chandra Shekara, Director General, CIRDAP delivered a talk in Norman Borlough Colloquy on Global Food Security and Sustainable Development organized by the World Agriculture Forum during the Occasion of the 2nd World Agriculture Award ceremony, 2024 held at Mumbai, India. The World Agriculture Prize was presented to Honorable Chief Minister of Maharashtra state, India Sri. Eknath Shinde by World Agriculture Forum in the grand award ceremony. The DG of CIRDAP participated in the program as council Member of the Forum. The

vice president of World Agriculture Forum William Dar made the introductory speech in which he informed about the nature of the prize and method of selection for it. The national director of World Agriculture Council MJ Khan proposed the vote of thanks. The honour was done jointly by the Governor, HE Mr CP Radhakrishnan and WAF Chair, Prof Rabbinge, joined by Cabinet Ministers and Ambassadors and HCs of 9 countries, and 1100+ farmers and prominent leaders.

Dr. Chandra, Director General also participated in World Agriculture Forum



Governing Board Meeting as a board member on September 19th, 2024. The Forum has Global representatives from all over the world. The World Agriculture Forum Board and its newly constituted Global Council met at the meeting. The meeting was attended by WAF Chair, Prof. Rudy Rabbinge; Vice Chair, Dr. William Dar; Board members: H.E. Mr. M Nardeosing, Secretary General, AARDO; Dr. Phat Cao, Board Chair, IRRI; among others, and online joined by Dr. Ameenah, former President, Mauritius; Dr. Hans Hoogeveen, Chairman, FAO Council; Mr. Richard Lackey, Chairman, World Food Bank among other members from 27 countries.



CIRDAP Knowledge Series (31)

September 17, 2024: The Advantages of Agricultural Intensification in Family Farming (the case study Alashtar area IR Iran)

Dr. Mohsen Ebrahimpour Mir, Associate Professor and academic member of the Agricultural Planning, Economic and Rural Development Research Institute (APERDRI), IR Iran addresses the benefits of agricultural intensification in family farming in the Alashtar area of IR Iran. Dr. Ebrahimpour focused on the initial questions include whether government policies, programs, and implementations reflect reality, are appropriate to farmers' roles and functions, and provide adequate support for agricultural efficiency. The research focused on comparing family farming systems in the Alashtar plain of Lorestan province, IR Iran, with other agricultural systems.

The study examined variations in yield per unit area and land use using data from censuses, field observations,

CIRDAP WEBINAR SERIES

Webinar on The advantages of agricultural intensification in family farming

17th September, 2024

12 pm (Bangladesh Time)
9:30 am (IR Iran Time)

[Click here for registration of the webinar](#)

Speaker
Mohsen Ebrahimpour Mir (Ph.D)
Associate Professor in Demography and Sociology of development Agriculture and Rural Development Research Department, Agricultural Planning, Economic and Rural Development Research Institute (APERDRI), IR Iran

Organized by CIRDAP | Venue: Virtual Via Zoom Conference | icd@cirdap.org | www.cirdap.org

interviews, and agricultural production reports. The study found that higher agricultural intensification leads to greater efficiency in family exploitation systems, as demonstrated in countries like Japan, China, and Taiwan. The preservation of family information responds effectively to changes in the market and climate and is a prelude to low-cost change, particularly technological change.

CIRDAP Knowledge Series (32)

September 29, 2024: Food Loss & Waste Reductions: Think globally, Act Locally

On the occasion of the International Day of Awareness of Food Loss and Waste CIRDAP organized a webinar titled. Dr. Nuanchan Singkran, Associate Professor, Mahidol University, Thailand addressed the issue and significance of Food Loss and waste worldwide.

A study shows that one third (1.3 billion tons) of the world's food is wasted every year and worth almost 1 trillion USD. Additionally, food waste is one of major contributors to climate change by emitting 8-10% of greenhouse gases to the environment. In the webinar discussion, great challenges against the sustainable development goals (SDG- 2): (end hunger, achieve food security, and improve

CIRDAP WEBINAR SERIES

Webinar on the International Day of Awareness of Food Loss and Waste

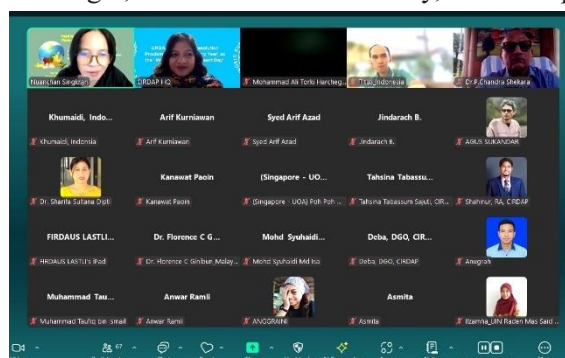
29th September, 2024

11:00 am (Bangladesh Time)
12:00 pm (Thailand time)

[Click here for registration of the webinar](#)

Speaker
Dr. Nuanchan Singkran
Associate Professor
Faculty of Environment and Resource Studies Mahidol University, Thailand.

Organized by CIRDAP | Venue: Virtual Via Zoom Conference | icd@cirdap.org | www.cirdap.org



nutrition and promote sustainable agriculture); SDG- 12: (ensure sustainable consumption and production patterns); and SDG-13: (take urgent action to combat climate change and its impacts) were discussed with a framework for food loss and waste reduction.

CIRDAP partners with World Agriculture Forum (WAF)



CIRDAP and World Agriculture Forum, Zuidwolde, Netherlands signed a Memorandum of Understanding (MoU) in the presence of the global representatives during 2ND World Agriculture Award ceremony, 2024 held on September 18, 2024 at Mumbai, India. The MoU was signed by Dr. P. Chandra Shekara, DG, CIRDAP and Ms. Leena Jacob, International Programs Director, WAF. The DG of CIRDAP took this initiative of forming a collaboration and cooperation to accelerate the integrated rural development leading to sustainable development thus leaving no one behind.



The World Agriculture Forum (WAF) was envisioned during the Global Agriculture Summit in 2017 in New Delhi, India and later discussed at the World Food Summit in Des Moines, USA in 2019; as a neutral, global platform for nations, industries, experts, and institutions to converge, collaborate, and catalyze sustainable agricultural development, fostering a culture of innovation, inclusivity, and collective problem-solving. Following extensive and in-depth consultations with experts and global leaders, a consensus was reached to establish the World Agriculture Forum, modeled on the pattern of World Economic Forum, to address the pressing needs and opportunities in the agricultural sector.

Enrich Rural Life with Micro Enterprises: CIRDAP signs MoU with National Institute for Micro, Small and Medium Enterprises, (ni-msme), India



CIRDAP signed a Memorandum of Understanding (MoU) with National Institute for Micro, Small and Medium Enterprises, (ni-msme), Hyderabad, India on September 19, 2024 through a virtual ceremony. The Director General of CIRDAP Dr. P. Chandra Shakara and the Director General of Ni-msme Dr. Sunchu Glory Swarupa were present at this important moment. Mr. Sarath Muthyala Asst. Registrar (I/C), (Ni-msme) and Mr. F.A.M Zakirul Huq, Administrative Officer, CIRDAP signed the MoU on behalf of the organizations.

Ni-msme, Hyderabad, is a pioneer entrepreneurship development Institute of International importance under



the Ministry of Micro, Small and Medium Enterprises, Government of India.

Established back in 60 years ago, the Institute provides a

host of services with focus on Capacity Building, Research, Consultancy, Skilling, Education and Extension. Both the organizations will collaborate in training and Capacity Building; research and development; Advocacy; and research sharing etc. All the faculties and staffs of both organizations were presented at the MoU signing event.



Together, we make a difference

DG CIRDAP with Dignitaries' in Dhaka



With H. E.
High
commissioner
of India



With H. E.
Ambassador
of Indonesia



With H. E.
Ambassador
of Thailand



With H.E. Governing
Council Chair (Bangladesh)



With H. E.
High
commissioner
of Pakistan



With H. E.
FAO
Representative
of Bangladesh



With H. E. Advisor,
Ministry of Finance,
Bangladesh

With H. E.
Secretary
of Rural Developme
nt and Co-
operatives
Division,
Bangladesh



Attended
BIMSTEC
Foundation
Day



With H. E.
Ambassador
of Nepal

Announcements: Forthcoming International Trainings in Malaysia and Pakistan

CIRDAP in collaboration with Institute for Rural Advancement (INFRA) of Malaysia, is going to organize an International Training Programme on “Rural Tourism towards Integrated Rural Development” from October 9th – 17th 2024 in Penang, Malaysia.

International Training Programme on “Climate Change and Disaster Management” will be organized in Pakistan during January 12th – 19th, 2025.



**Chameli House
The Headquarter of CIRDAP**



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