

VOICE OF CIRDAP

Empowering The Rural Communities



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Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP)
An Intergovernmental and Autonomous Organisation Working For
Strengthening Integrated Rural Development Systems in
15 Asian and The Pacific Countries

 WWW.cirdap.org

CIRDAP-Voice of Rural Communities

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:

- ❖ Assist National Action;
- ❖ Promote Regional Cooperation; and
- ❖ 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:

- ❖ Agrarian Development;
- ❖ Institutional/ Infrastructural;
- ❖ Resource development including human resources; and
- ❖ 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.

RURAL HEARTBEAT

Dear Partners,



“ONE FOR ALL AND ALL FOR ONE’ is the philosophy of Cooperative movement which suits to the philosophy of CIRDAP, a regional organization having 15 member countries. There are 9.3 Million Cooperatives in 15 CIRDAP member countries, out of which less than 5 percent are Agri Cooperatives. The performance of these Agri Cooperatives is critical for Agriculture and Rural development. The Amul of India, which is a global success story, benefits 16 million farmers every day. The Nangpo Dairy cooperative of

Ratchubury province of Thailand demonstrated a sustainable marketing model of selling the milk to government to feed the school children. Thanks to Government of India for funding a project to design a impactful training module for Agri cooperatives management for which CIRDAP is closely working with India, Thailand and Bangladesh. Strengthening of cooperatives in general and Agri cooperatives in particular is need of the hour.

Micro enterprises need to be promoted in rural areas, which would reduce migration of rural youth, Create urban amenities in rural areas and provide employment opportunities to rural communities especially women. Happy to share with you all that, CIRDAP has inked MoU with National Institute of Micro, Small and Medium Enterprises, India, completed a webinar on Micro enterprises in Rural Development and also planning for an International training in February, 2025.

I had the opportunity to visit a school run by an NGO benefitting tribal students in Bangladesh. This school demonstrates the necessity of strengthening Public Private Partnership in Education especially in rural areas. Also visited a garment factory which employs 4000 people mostly women. Garment sector can benefit, Agriculture, Employment and Export, besides entrepreneurship, deserve great attention to achieve sustainable Rural Development

Thank you all for your wholehearted support to CIRDAP activities and enriching the strength of CIRDAP to serve rural communities better.

Dr. P. Chandra Shekara, Director General

A Tri Country Training Design Workshop on Agri Cooperatives Management in Asia and Pacific and Study visit to Successful cooperatives in Bangkok, Phetchaburi, and Ratchaburi Provinces, Thailand was held on 10-15 November, 2024. The DG of CIRDAP inaugurated the workshop and this workshop was attended by the officials from all the three countries namely Thailand, India and Bangladesh including CIRDAP Experts.

The objective of the workshop was to Design a Syllabus for a 2-3 week Training on Agri Cooperatives Management in Asia and the Pacific and a study Tour of selected successful cooperatives in Thailand. Special emphasis was given to Supply Chain Management, Post-Harvest Technologies, Food Processing, Climate Change Adaptation, Disaster Risk Management, Gender Mainstreaming in the training design.



As a part of the workshop, the participants visited Nongpho Ratchaburi Dairy Cooperative Limited. The cooperative produces pasteurized and U.H.T. milk and supply various milk products to the entire country. The government of Thailand provides free milk to schoolchildren produced by this dairy which solved the marketing issue once for all.

The team also visited Hubkapong project demonstration Centre, Patchaubury province of Thailand supported by H.E King which brought water and agri revolution in the area; also visited Micro Enterprises and progressive farming to learn good practices. The team visited Co-operative Promotion Department of Thailand and had detailed discussion. Besides, the group visited Thailand Agriculture Marketing Cooperative Federation and had interaction with officials.

Meeting with the Inspector General of MOAC and Director of BoFAA, MOAC, Thailand

On November 14, 2024, the DG of CIRDAP HE Dr. P Chandra Shekara met with the Inspector General of the Ministry of Agriculture and Cooperatives (MOAC), Mr. Taworn Thunjai and the Director of Bureau of Foreign Agricultural Affairs (BoFAA), MOAC, Ms. Praiya Savetjinda in a courtesy meeting. The officials discussed about strengthening CIRDAP-Thailand working partnerships.



Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM)

DAY-NRLM seeks to catalyze a comprehensive transformation in the rural landscape of India, with a primary focus on enhancing the livelihoods of the rural poor. Through a combination of strategic interventions, DAY-NRLM aspires to achieve multifaceted objectives, with the ultimate aim of improving the socio-economic well-being of millions of rural households. At the heart of this initiative lies a commitment to promote sustainable livelihoods, community participation, and the nurturing of self-help groups (SHGs) as engines of change at the grassroots level.



Building Sustainable Self-Reliant Communities in Rural India

Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM):

A flagship programme of the Ministry of Rural Development (MoRD) that was initiated in the year 2011. The program is aimed at providing sustainable income to rural poor households by building strong community institutions of and for the poor. Rural women are posited at the core of the program.

DAY-NRLM provides continuous nurturing and supports the community institutions in undertaking economic activities till they attain appreciable increase in income over a period of time to improve their quality of life and come out of abject poverty, helping rural women to develop socially and economically.



On September 24, 2015, the Indian government launched its flagship initiative, Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM). The program's decentralized and community-centric approach, coupled with a rigorous monitoring and evaluation framework, underscores the government's dedication to ensuring that DAY-NRLM delivers tangible and lasting impacts on the lives of those it is designed to uplift. With an emphasis on women and underprivileged populations in particular, it aims to mitigate poverty and enhance the standard of living for rural Indian households. The mission carries the name of Pandit Deendayal Upadhyaya, a well-known social and economic development leader and scholar.

The key objectives of DAY-NRLM include:

- **Poverty Reduction:** The mission aims to alleviate poverty in rural areas by creating sustainable livelihood opportunities for rural households. It targets the most vulnerable and marginalized communities, including Scheduled Castes (SCs), Scheduled Tribes (STs), and other socially and economically disadvantaged groups.
- **Women Empowerment:** DAY-NRLM places a strong emphasis on women's self-help groups (SHGs) and their empowerment. It seeks to promote women's participation in decision-making processes and the economic activities of their households.
- **Financial Inclusion:** The mission promotes financial inclusion by facilitating access to formal banking and financial services for rural households.
- **Livelihood Promotion:** DAY-NRLM supports a variety of livelihood activities, including agriculture, non-farm activities, and microenterprises.
- **Social Inclusion:** The mission works towards social inclusion by addressing social and economic disparities. It encourages the participation of marginalized communities in local self-governance and community development initiatives.
- **Convergence and Community Institutions:** DAY-NRLM emphasizes the convergence of various government programs and resources to maximize impact. It also focuses on strengthening community institutions, such as Self-Help Groups (SHGs) and Village Organizations (VOs), Vulnerability reduction Fund (VRF) to ensure local participation and decision-making.
- **Sustainable Livelihoods:** The mission aims to build sustainable livelihoods for rural communities, reducing their dependence on seasonal and low-paying jobs and improving their overall economic well-being. For more information, visit : <https://aajeevika.gov.in/>

CIRDAP KNOWLEDGE SERIES -35 CIRDAP KNOWLEDGE SERIES WEBINAR ON SMALL ENTERPRISES TO STRENGTHEN RURAL ECONOMY: CHALLENGES AND OPPORTUNITIES



The webinar, “Small Enterprises to Strengthen Rural Economy: Challenges & Opportunities,” organized on 19 November 2024, spotlighted the critical role of small enterprises in bolstering the rural economy. The session featured Dr. S. Glory Swarupa, Director General of the National Institute for Micro, Small, and Medium Enterprises (ni-msme) under the Ministry of MSME, Government of India, as the key speaker.

Dr. Swarupa presented a comprehensive overview of the MSME sector and its transformative impact on rural livelihoods. Highlighting its contribution to 29% of GDP in 2021–2022 and its position as the second-largest employer after agriculture, she emphasized the sector's pivotal role in employment and economic growth. Notably, MSMEs accounted for 44% of exports in 2022–2023, producing nearly 6,000 goods.

She also elaborated on ni-msme's efforts as a Center of Excellence in Innovation and Entrepreneurship, noting the training of 11,019 international executives from 145 developing countries, showcasing the institute’s global outreach and capacity-building efforts. The webinar provided valuable insights into the challenges and opportunities for small enterprises in advancing rural development and underscored the need for collaborative action to unlock the full potential of the MSME sector.

Partnership multiplies our strength to serve

CIRDAP enters Partnership with the Prestigious Organizations

CIRDAP and IFPRI led Harvest plus Programme

CIRDAP entered its partnership with International Food Policy Research Institute (IFPRI) and its HarvestPlus Program for strengthening the collaborative linkage between CIRDAP and HarvestPlus for promoting agricultural research and development. A Memorandum of Understanding (MoU) was signed between the organizations on November 25, 2024 at CIRDAP secretariat.

HarvestPlus improves nutrition and public health by developing and promoting biofortified food crops that are rich in vitamins and minerals, and providing global leadership on biofortification evidence and technology. HarvestPlus works across CGIAR as part of the International Food Policy Research Institute (IFPRI). CIRDAP role is to spread the good practices of Harvest Plus in Member Countries.



CIRDAP and Shobhit Institute of Engineering & Technology (SIET)

CIRDAP and Shobhit Institute of Engineering & Technology (SIET), Meerut, Uttar Pradesh, India signed MOU to Empower Students in Agriculture and Rural Development through Education CIRDAP and SIET entered into a partnership through a MoU and the agreement was signed on November 27, 2024 outlining the objectives of strengthening agricultural and rural development in CIRDAP member countries (CMCs) through educational programs.

The MoU emphasizes collaboration in areas like sustainable agriculture, rural livelihoods, climate change, and the efficient use of natural resources. It also highlights the provision of scholarships for students from CIRDAP member countries to participate in various Bachelor's and Master's programs at SIET. The collaboration aims to build the capacities of dynamic young leaders, equipping them with the necessary skills to combat poverty and challenges in rural development.



CIRDAP and REEDS

CIRDAP entered partnership with Rural Economic and Educational Development Society - REEDS, India through a Memorandum of Understanding (MoU). The MoU was signed virtually on November 6, 2024.

The objectives of the MoU: (a) Facilitate exchange of information, views and experts, and share successful experiences; (b) Take up studies, generate information and documentation in mutually agreed areas; (c) Organize training programs and workshops / seminars in various fields towards capacity building in rural development; (d) Conduct policy dialogue, seminars and workshops; and (e) Develop and implement, wherever possible, programmes and projects jointly, and evaluate and monitor them.



CIRDAP and Orissa Foundation

CIRDAP signed a Memorandum of Understanding (MoU) with Orissa Foundation (OF) virtually on November 25, 2024. The objectives of the MoU are Strategic Cooperation to Operate the Collaboration from State Coordination Office of Orissa Foundation in Bhubaneswar, Representation of CIRDAP - OF Collaboration in Dialogues and Fund raising Opportunities with State Governments and other stakeholders & Collaborate to mobilize and implement Projects in Odisha and Neighboring States to Promote Integrated Rural Development in the Region.



DG CIRDAP meeting with Foreign Advisor of Bangladesh and Ambassador of IR Iran to Bangladesh



With the Honorable Adviser for Foreign Affairs of Bangladesh Mr. Md. Touhid Hossain



With the Ambassador of IR Iran to Bangladesh, H.E Mansour Chavoshi

UPCOMING TRAINING PROGRAMME in PAKISTAN

CIRDAP-AHKNCRD International Training Programme on “Disaster Management and Climate Change Adaptation” will be organized in Pakistan during January 12th – 19th, 2025 in collaboration with Akhter Hammed Khan National Centre for Rural Development, Islamabad, Pakistan

DG CIRDAP's courtesy visit in CARE Bangladesh, Dhaka



The DG of CIRDAP, HE Dr. P. Chandra Shekara had a courtesy visit to the CARE Bangladesh, Dhaka and met with the Country Director Mr. Ram Das on November 28, 2024. The meeting marked a significant step toward fostering collaboration in rural development and innovation through enhancing visibility.

During the visit, DG CIRDAP engaged in discussions with CARE Bangladesh's leadership team, focusing on shared priorities in advancing sustainable rural development. The meeting concluded with a commitment to explore collaborative actions that align with CIRDAP's regional focus and CARE's implementation expertise.

DG CIRDAP Visits Garment factory in Gazipur, Bangladesh

On November 23, DG CIRDAP HE Dr. P. Chandra Shekara visited Simftex Apparel Factory in Bhubanipur, Gazipur. The Head of Administration, Mr. Zulfikar, welcomed DG CIRDAP and gave an overview on the factory's operations and safety procedures followed by a tour of the various production areas. The visit aimed at understanding the functioning of the garment sector, which employs 4 million people in Bangladesh.



For the Attention of the CIRDAP Experts

CIRDAP would like to seek the support of the CIRDAP Experts for their greater involvement in enriching the lives of rural communities on CIRDAP platform.

Experts are invited to contribute in the following ways:

1. Provide updated information as indicated below. ***This reply will be treated as Experts renewed interest in CIRDAP Activities.***

- i. Name, Designation, Office, Contact details
- ii. Photo
- iii. Country
- iv. No of years of Experience
- v. Areas of Expertise in Integrated Rural Development (Mention only FIVE important areas)
- vi. Complete CV

2. CIRDAP knowledge series (the Webinar series) involves the Experts Covering Member Countries as audiences. It is a great opportunity to share your Expertise with member countries. Hence, please indicate

- * A Topic for Webinar – Any topic of your Expertise in Rural Development and related subject.
- * Convenient month and date (please provide during 2025 and preferably on any Tuesday to Thursday of a week)

3. A monthly e-bulletin "Voice of CIRDAP" has been started by CIRDAP which is reaching 1.28 lakh stakeholders covering member countries every month. Experts are requested to give at least one Innovation on Rural Development with good photos in not more than 2-3 pages.

4. Please provide 2-3 minutes **video on any innovation, experience in Rural Development** which would be added to newly created CIRDAP YouTube Channel.

5. CIRDAP will be very happy to process/forward any of your national/International projects on Rural Development to funding agencies through **Project Facilitation Centre** of CIRDAP. If approved, the project will be led by the expert who prepare the project.

6. CIRDAP is planning to bring out **three International Publications** on “*Innovation in Rural Development*”, “*Disaster Management and Climate Change Adaptation in Asia and Pacific*”, and “*Rural Tourism*”. Experts are requested to give an article of around 10 pages. The authorship will be appropriately acknowledged. The article may be sent before end of December, 2024.

You are requested to send all the above information to Ms. Hurain Jannat, Communication Officer, CIRDAP Email: communication_officer@cirdap.org with copy to DG_chandradg@cirdap.org.

OPPORTUNITIES IN CIRDAP

“Unleash your potential and make an impact in Rural Development!”

CIRDAP is looking for dynamic Senior Professionals to take up the organization's activities in the realm of Rural Development and Poverty Alleviation in Asia-Pacific region.

- 1. Director Research,**
- 2. Programme Officer (Research), and**
- 3. Programme Officer (Learning)**

Last Date of Application: December, 31st, 2024

For more Details and Application process, visit our website: www.cirdap.org/



**Chameli House
The Headquarter of CIRDAP**



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