

## **ORIENTATION WORKSHOP ON LAB TO LAND INITIATIVE**

### **Introduction**

A host of programmes sponsored by Government of India and State Government are being implemented in the field of rural development, agriculture, animal husbandry, fisheries, watershed, forests and environment, health, education, nutrition, public distribution system, industries, development of women, children, ST/SC and physically challenged persons, rural electrification, management of land records and so on. These programmes have a direct bearing on the well being of the rural community. Most of these programmes are being implemented under the supervision of Deputy Commissioners and BDOs. In the implementation of these programmes large number of stakeholders comprising Line Departments, NGOs and PRIs are involved. The achievement of the objectives of the programme depends on the commitment and cooperation among the stakeholders and proper knowledge and understanding of the programmes.

### **Objective: Enhancing Effectiveness of Government Programme**

There is considerable scope to enhance effectiveness of the programmes by building leadership, disseminating knowledge and encouraging innovations. Lab to Land Initiative aims at organization of 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. In the initial phase of this initiative, one block has been identified in each State for this purpose. Stakeholders involved in the implementation of the programmes in the block will be identified and their interests and abilities will be mapped. A programme will be drawn up to engage and involve all the stakeholders under the leadership of the Deputy Commissioner at the district level and the BDO at the block level and organize them into a cohesive group. Core Committees for proper execution of the initiative have been constituted at State, District, Block levels including representatives of various stakeholders. The Core Committees will identify key result areas/objectives under various programmes, actions required to achieve the desired results and indicators to measure performance. This will constitute the action plan under the initiative which will be taken up for implementation. The action plan will ultimately lead to building people's institutions, improved management of natural resources, development of infrastructure and better marketing of rural products to ensure steady flow of rural income.

**Training:**

In order to bring together different stakeholders to a common understanding and constitute the knowledge and innovation community (KIC), training programmes will be conducted in the block and the district by SIRD. Stakeholders will be made aware of the availability of resources under various programmes and the manner in which the resources can be optimally utilized in a collaborative fashion. Stress will be 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, JFMC, 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 along with 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. Quizzes may be organized to enhance the knowledge and understanding of the community on the programmes of government. Regional Kendras of Doordarshan and AIR, Department of Field Publicity and Song and Drama Division, Broadcasting Ministry of Information and Broadcasting, Government of India, Information & Public Relations Department, GoHP may be requested to provide support.

**Implementation**

The action plan prepared under the Initiative will be implemented with available resources under various programmes. Training programmes will be completed in one block within a period of three to four months. The total implementation period may typically be for a period of two years. On successful completion of the training programme in three to four months, similar activities will be taken up in other blocks of the district by the District Administration. State may take another block in another district for undertaking this initiative. The achievements in the block may be showcased in a conference of DCs who may use the experience as a guide for adopting the initiative in their blocks. In this manner, coverage of the implementation of the initiative will progressively expand.

**Documentation, Evaluation and Award**

The planning and implementation process under this initiative will be documented by production of films and printed books. These may constitute training material for further expansion of this initiative in new areas. Evaluation of the implementation of initiative will be conducted by the Ministry of Rural Development by calling for presentations from each District before a panel of experts. Exceptional contributors will be suitably awarded.

## Participants of the Workshop

- I. Development/Line Departments of State Government
  1. Agriculture,
  2. Horticulture,
  3. Animal Husbandry & Dairy Development,
  4. Fisheries,
  5. Forest,
  6. Cooperation,
  7. Rural Development,
  8. Land Reforms,
  9. Panchayati Raj,
  10. Irrigation and Public Health,
  11. Rural Water Supply,
  12. Rural Electrification,
  13. Village & Small Scale Industries,
  14. Roads and Bridges,
  15. Transport,
  16. Science & Technology,
  17. Environment,
  18. Information Technology,
  19. Planning (VMJS),
  20. Economics & Statistics Deptt.
  21. Food, Civil Supplies & Consumer Protection,
  22. Tourism,
  23. Elementary Education,
  24. Higher Education,
  25. Technical Education,
  26. Youth Services & Sports,
  27. Health and Family Welfare,
  28. Ayurveda & ISM,
  29. Welfare of SC, ST and OBC,
  30. Social Welfare and Nutrition,
  31. Police
  
- II. Rural Development Department
- III. Deputy Commissioner of selected District
- IV. Project Director (DRDA) of selected District
- V. Line department officers of the selected Block
- VI. BDO of selected Block
- VII. National Informatics Centre, HP State Unit
- VIII. NABARD, HP

## Expected Outcome of the Workshop

The workshop will provide an opportunity for sharing of schemes implemented by each department. In particular, it will enhance the knowledge and understanding of the officers about the best practices and innovations adopted by other department. The workshop will thus enable transfer of learning across different departments and facilitate effective implementation of different welfare and development programmes in rural areas. It will also contribute to building collaboration among Districts, SIRD and State Government Departments. It is expected that each development department will prepare and give a brief presentation of 5-10 minutes indicating the details of different schemes (Central, State Sector or other sources) which aim at well being of the rural community. The presentation and write up of each department may be sent on the e-mail address: sirdhimachal@gmail.com by 26<sup>th</sup> March, 2011, positively indicating:

- a) What are the benefits available to rural masses under the scheme
- b) What are the entitlements to avail the benefits of the scheme
- c) How are those benefits available to people, procedures thereof
- d) Name of the nodal officer in the block to avail the benefits

### Venue:

The workshop will be held at HP State Institute of Rural Development-HIPA, Fairlawns, Shimla-171012.

### Date: Time

2<sup>nd</sup> April, 2011, Registration will begin at 9.30 am. Workshop will start at 10.15 am.

### Web Resources

<http://rural.nic.in/Lab-to-LandIntiative.htm>

[http://rural.nic.in/Presentation\\_workshop2\\_260710.htm](http://rural.nic.in/Presentation_workshop2_260710.htm)

<http://himachal.nic.in/hipa/LTLI.htm>

### Nodal Officers

For any clarification or assistance following may be contacted:

<p><b>1. Sh. Amarjeet Singh, HAS,</b> Joint Secretary (Rural Development) Government of Himachal Pradesh Shimla – 171009. Telephone No. 0177-262-3830 Email : rddhimachal@gmail.com</p>	<p><b>2. Sh. Rajeev Bansal,</b> Research Officer, HP State Institute of Rural Development-HIPA Fairlawns, Shimla – 171012. Phone No. 0177-2647-902 Email: rajeev.bansal@nic.in</p>
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