A
Proposal
On

"Establishment of Rural Resource Center
(Rural Kiosks) in villages"

By

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Foreword

1. Introduction

The purpose of establishing Rural Resource Center (RRC) in villages leading to this report was to explore how villages in India can collaboratively approach to improve the quality of living and village economy, Promote rural development activities and for generating reasonably Knowledge Human resource ,well-informed, Industry ready and self assisted employees in rural youth.

This report provides information about collaborative activity that aims at channelizing all efforts by putting village educated youth in forefront.

This report:
   a. Discusses the factors that underlie the need for improvements in the present **rural economy**.
   b. Provides examples of ways in which village youths can collaborate to improve the quality of living and rural economy between them and among villages and towns around and commercial agencies located far way.
   c. Identifies and comments on issues arising from the collaborative initiatives; and
   d. Identifies ways forward in using collaboration to improve quality of living.

This report is based on:

   a. Desk research into Industry expectations from educated village youth.
   b. Visits to few villages & towns and interviews with them at various levels.
   c. Conclusions of Interviews with staff in other agencies and Top level management executives from industry.

The term ***collaborative*** is used broadly in this report to convey joint activity, whether within a village or across two or more villages and with external agencies. The essence of collaboration is sharing views and working together. Collaboration to improve standards of living as well as the overall personality of the village youth includes any collective activity by our staff to address various productivity issues. It signals that responsibility for the quality and effectiveness of rural development is held at team, sector-wide and corporate levels.

2. Context: Factors underlying need for development of this plan

There is an urgent need to upgrade the quality of living and education in rural India and to produce and prepare rural educated youth for better career opportunities.

In brief our plan is "Making educated rural youth more Employable and self-assured" by imparting required level of technical expertise as well as innovativeness while in their training.

Scenario of Present rural Living Standards

Presently, rural education produce ten lakh graduates and sixty lakh tenth graders and above per year. Large percentages of them are neither of the expected confidence, nor well-groomed young citizens capable of facing the world with confidence nor fit to do agricultural activities.

Low competency coupled with lack of employment opportunity forces 65 to 70 per cent of these graduates to languish as unemployed or underemployed. Year after year their **number** will multiply. Unplanned expansion of education and continually lowering the quality of **education** are the causes of this appalling situation. This situation forced us to come out with a plan that can at least increase technical/behavioral proficiency in the youth to survive in the present environment.

Narrow Access to Knowledge Society and Inadequate Participation

Except for a few Villages connected by roads, water and power or those are in Andhra region; most of Villages do not have adequate facilities or connected with other Knowledge Society to create awareness in rural people about citizen services and self capacities. This deficiency should be removed by establishing Rural Kiosks with an integration of Governance, Farmer Societies, Mahila Mandal Groups and youth Organisations as a community in the villages.

Limited Guidance and Support

The rural youth in villages are facing difficulties in retaining skills, entrepreneurism, Guidance and Support which is really creating a hard time for the development of rural infrastructure. At the same time industries are feeling little insecure to set up Rural Resource Center (RRC) in villages as they do not possess the required Human Resource to handle their requirements.

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Findings from our previous observations

With our best knowledge from a survey on Collaborative initiatives taken up by few NGO from India and Abroad for the rural development, we can list down the following observations.

a. The institutions which is standing forefront in improving quality of living and rural development is offered funding by the Industrial sector and International Institutions for carrying out their projects in the Rural Resource Center (RRC).
b. Increases the count in number of industries knocking door for placements for these rural youth.
c. Enhances confidence levels of rural youth about their career and lives and keeps them more focused on what they are mostly interested in.

3. Issues related to collaborative initiatives

How the initiative arose

Education, from any rural villages, is definitely not the end of story. For hundreds of thousands who emerge out of these villages, it is just the beginning of a life-changing process called "job search and quality living."

To help village youth tide over this tricky phase and land good opportunities, Govt. often arrange some schemes. But these schemes are not enough and leaves majority of them unemployed as they are not impressive enough to handle any given work and even they misfit in agriculture. The rural employment demands for quality to deliver service to create value additions.

Faced with a "talent crunch," the companies/local businesses are not happy about the products of these villages. The solution: **Hire and train**.

The Governments spends a fortune on rural development. But then, what about the Corporates that are supposed, at least theoretically, to take on that role? "There is a complete **disconnect** between the rural, urban and industry. Of the 1.0 lakh graduates and scores of tenth pass, who come out of the schools/colleges in this country, only less than 5 per cent are ready to be employed".

How the initiatives are to be implemented

Firstly the rural villages must identify or helped to indentify the areas in which quality has to be improved and must carry out certain initiatives by setting up the objectives. From our observations we would like to suggest the following areas in which quality has to be improved.

Qualitative improvements are needed in
- (i) Determination for training capacity and integration of services
- (ii) Scope and understanding of village needs
- (iii) Facilities for setting upa Information center in village for citizen services
- (iv) Extra curricular activities and personality development.
- (v) Rural project definitions.

Rural institutions/Colleges can individually or in **partnership**, set up well-equipped industrial workshops, to serve as practical training centers and as well as skill development centers for training and producing technicians, who are needed in large numbers and are always in short supply in our mega project sites. These centers can also execute project

prototype development and execution orders on a commercial basis for industries and mega projects. For example huge construction sites, shopping mall and other infrastructure development projects need trained youth in towns and villages.

Objectives of the Initiative

a. To create an environment in which rural villages selected under the Program can achieve their own set targets for excellence and sustain the same with autonomy and accountability.
b. To support development plans including synergistic networking and services to community and economy of competitively selected villages for achieving higher living standards**.**
c. To improve efficiency and effectiveness of the scientific Agriculture in villages selected under this Program.

4. Impact of the collaborative initiative

Changes and Benefits

This initiative can stimulate extensive thinking and discussion on learning new technologies, particularly in villages where the rural youth and their villagers can identify and analyze the commercials to be tackled and develop strategic marketing of their products jointly.

Participants can experience a change of culture towards greater openness, experiment and development in their work. Many participants feel good, especially where there was a climate of encouragement and reassurance in their own villages. A positive dynamic in project groups can help to stimulate innovative thinking.

This initiative can promote a significant change of attitude towards emphasizing the diversity of learning needs rather than learner performance in general.

Sharing and discussing experiences and ideas with others can support rural development. Sharing within a village, for example through observation, team teaching, and discussion with peers, mentors or managers, can carry benefits both to the individual and to the consistency of quality across the rural students group. Sharing across villages and across disciplines of work increase exposure to different ideas and perspectives and promote the sharing of good practice and expertise. Sharing and discussion among groups promote teamwork and ownership of problems and their solutions. There were also benefits in terms of increasing confidence, for example, to disseminate good practice, run workshops for villages and evaluate practice objectively.

5. Services Transfer Issues

Fields of Interest

        With the survey that we have conducted for about a year we could come to a conclusion in writing down the necessities/technologies that are really happening in the industry. And fortunately our Technical team managed mastering those. Various Fields of Interest for this project include:

1. Computer Hardware /software handling
2. Handheld / Mobile Computing (Pocket PC / PDA/ Smart Phone Applications)
3. Digital Cameras/Video cameras
4. Linux/MS OS Operations
5. GSM/ GPRS/ CDMA based Applications &repairs
6. Telemedicine
7. Industrial Automation
8. Power (Electrical & Electronics)
9. Minor civil construction and fabrication
10. Machinery repairs
11. Agriculture Market research
12. Agriculture Seed & Fertilizer procurement
13. Agriculture produce Management
14. Liaison with Local & State Govt. functionaries
15. Health & Agriculture insurance
16. Accesses to info on State & Central Govt. schemes on rural development.
17. Delivery of these schemes and its implementation.

In House Domain Expertise Development

        At Rural Resource Center/ kiosks we strive a lot to improve the domain expertise in various above described fields of rural needs. This could help villages to augment the level of expertise they have at present or there is no expertise at all. It ultimately leads to increase in the standards of living that they currently encompass.

Plan of Action and Strategic Model

Plan of Action:

        To implement the proposed model for the betterment of Rural lively wood we planned to carry out the series of activities as mentioned below.

1. Identification of Potential villages for launching this program.
   The villages accepting for the establishment of Rural Resource Center/Kiosks should support us in getting the required space and other amenities in their premises.
   Estimated Deadline: _____

2. Setting up required Infrastructure with the support of the hosting village.
   Estimated Deadlines:
   Setting up of Infrastructure   - _____
   Deployment of Other Equipment - _

3. Deployment of our Technical Faculty in the hosting Village.
   Estimated Deadline: _____

4. Training the assigned Resource Person (1 in Number) of Hosting Villages in various fields of interest mentioned above.
   Estimated Deadline: _____

5. Reaching out to educated rural youth and providing them the required training for carrying out the projects to be assigned.
   Estimated Start Date: _____
   Estimated Deadline: _____

6. Advanced Training to the assigned Resource Persons of Hosting villages in various fields of interest mentioned above.
   Estimated Start Date: _____
   Estimated End date: _____

7. Project assignment and other strategic moves for execution of the same.
   Estimated Start date: _____
   Estimated Deadline: _____

Strategic Model:

After many brainstorming sessions with the villages as well as in-house experts we came out with the following model so as to make this much viable for villages to welcome.

This model is designed around two working entities, the hosting Villages (Villages accept to host this initiative) and the Central Resource Center. The proposed roles and responsibilities of each entity are as follows.

The Roles and Responsibilities of Hosting Village:

- To provide required space and infrastructure to conduct activities proposed in the model.(The details of required infrastructure is attached in annexure I)
- To provide sufficient funds for procurement of various equipment for the functioning of this activity. (Details of required funds is attached in annexure II)
- To motivate its staff members to actively participate in the activities Proposed by us and to suggest us ways to implement this initiative in a better way.
- To monitor and generate feedback reports on the activities for the betterment of the program.

The Roles and Responsibilities of Rural Kiosks Program In charge:

- To prepare action plan and Activities schedule
- To develop required Documentation and Material for carrying out this activity. The Material includes all the required content for execution of Services and other activities.
- To provide Required man power for carrying out the activities
- To train staff members of Hosting Villages in various fields of interest mentioned in the above description.
- To monitor and report the progress of activities proposed at Rural kiosks and do the necessary for improvements.
- Industry to reach out and Technology transfer from various Industries to the hosting Village.
- To conduct Exhibitions in the Hosting village for Show casing the Rural Kiosks activities.

To implement and demonstrate various activities for the improvement of the Village. Some of the projects that we are planning to demonstrate include:

a. Energy Utilization Efficiency/Solar energy
b. Using of credit cards / Smart card based for Transactions in : Banking, Insurance and Other Fee, etc
c. Establishment of Kiosks helpful for rural youth in their course work and having access to their examination results .
d. Deployment of R ural Kiosks helps during natural disasters, Medical emergencies where ever required in the Villages.

Note: The above mentioned Projects will be implemented by our technical team with the help of educated rural youth of the hosting village.

6. Conclusion:

The drive to improve rural development through collaborative approaches generally arose from the need to improve low retention and achievement rates which will in part attribute to the village's success in widening access to learners with diverse learning needs.

1. Projects will generate educated rural youth motivation, ownership and enthusiasm.
2. Villages might develop ways of embedding focused projects and initiatives into existing systems.
3. For the rural Youth, nothing could be more valuable than advice from experienced industry/Institution personnel themselves, which they can get through this initiative.
4. and many more……

Here's how we would like to map the areas of improvement for the students all geared up for a job as well as Interest towards Rural kiosks.

**"We are looking forward to your response
to implement this initiative in your
Villages"**

"**Power without Knowledge is Dangerous**,

Knowledge without Power is Useless"

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7. Annexure I:

Space and Infrastructure requirements:

Note: 1. The following are the details of the infrastructure required for the establishment of Rural Kiosk. The below mentioned facilities are to be provided by the Hosting Village.

1. A room setup with electrical connection with a seating for about 5 members.
2. Rural kiosks with following Infrastructure:

   a. 5 X 2.5 feet tables ----2 and   --- 8 chairs

The personal computers should have internet connectivity along with a Back up UPS for at least a period of 30 minutes.
Details of required PC:
P4 /Equivalent Processor, 1 GB RAM, 80 GB HDD, DVD Combo drive, USB 2.0 Support, 17" Monitor, built in Wi-Fi Card.

   b. Computer Printer cum scanner   --- 1 in Number
                     Digital camera   --- 1 in Number

3. Power Supply, Lighting and other basic amenities in the Kiosks room.

The total Estimated Expenditure for development of this facility would be as follows:

For PC: 1X15, 000   = 15,000 /-
Towards Printer/scanner/UPS/ Digital camera   = 10,000/-

Total Expenditure towards Infrastructure: 25,000/- INR

8. Annexure II:

Requirements for Kiosks Setup:

The following are the required equipment for setting of Rural kiosks. With the proposed system the rural educated youth as well as staff can work/experiment on various issues related to their development. This Kiosks with the proposed equipment can serve various R&D projects to a greater extent to commercial and Govt. institutions.

Table 1:

The Infrastructure described in this table will be already present with in the hoisting Village and if the hosting village is interested in creating these the below given table could give them an idea.

S.No	Description	Qty	Estimated Cost / Piece	Total Cost
1.	Regulated Power Supply With six Power outlets	6	200/-	1,200/-
2.	Two fans	2	500/-	1,000/-
3.	10X 10 room	1	200/-sq ft	20,000/-
4.	Electrical wiring		1,000/-	1,000/-
5.	Discrete Components	Not Applicable		500/-

Estimated Total1: 23, 700/- INR

* This is an optional investment to the hosting Village.

Table: 2
This table details about the required staff and compensation towards their services

S.No	Description	Number Required	Service cost for entire program
1.	Staff members proficient in various technologies. These faculty members have to stay in hosting institution as well as at our facility.	2 in Number	12monthsX Rs 1,000 X2 24,000 /-
2.	Internet connectivity Exhibitions, Competitions etc	---- NA ------	Rs 500 /-x 12 for one year. Rs 6000/-
3.	Guest Lectures and towards Program Manager	-------- NA ---------	As off now

Total Expenditure for manpower   = 26,000/- INR

Consolidated Expenditure for the entire program:
Equipment Required costing :   Rs. 25,000/- (Sponsored)
          Total Expenditure towards Infrastructure: Rs. 23,700/- INR* (Optional)
    Total Expenditure for manpower: 26,000/- INR (self generating)

Total amount in INR: 74, 700/-