



- ▶ Women Empowerment & Sustainable Development
- ▶ CSR & Rural Development

# 4<sup>th</sup> National RURAL MANAGEMENT

**Konclave**  2<sup>nd</sup> September 2023



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Konclave 2023**

## Context

“Learning gives creativity, creativity leads to thinking, thinking provides knowledge, and knowledge makes you great.” -Dr. APJ Abdul Kalam.

Over last 75 years, there has been a transformation in rural life and livelihoods through different initiatives of facilitating agencies including government, NGOs and corporate bodies. There is a shift in perspectives of empowerment and development on rural issues. Besides, ‘women empowerment’ is being considered as one of the important cross-cutting areas in development field. Similarly, ‘Corporate Social Responsibility’ (CSR), as a supplement to government’s development intervention, has been recognised as one of the catalysts in socio-economic and environmental transformation especially for the poor and marginalised section of population in rural areas.

However, the current rural scenario demands a lot of efforts with appropriate strategies in accelerating the development interventions and achieving Sustainable Development Goals (SDGs) in inclusive manner. In this context, the following two themes seem to be very pertinent for this 4<sup>th</sup> National Rural Management Conclave 2023: Empowerment of Rural Women for Sustainable Development; and CSR and Rural Development.

### Objective

The overall objective of the conclave is to bring development/business practitioners, academicians and students to a common platform and discourse on various challenges and way forward with special reference to ‘Women Empowerment and Sustainable Development’ and ‘Rural Development through CSR Initiatives’.



### **THEME-1**

## **Empowerment of Rural Women for Sustainable Development**

The frontiers of sustainability in rural contexts have been challenged by the emerging issues of associating rural women with their socio-economic, environment and political dimensions of development. It needs to be managed professionally with appropriate knowledge, attitude and skill sets. The trained and skilled professionals are expected to face and overcome these challenges of empowering women for ensuring sustainability in development.

**In this context, the following questions need special attention:**

- ▶ What are the important frontiers of women empowerment potentially link to sustainable development?
- ▶ How innovation and collaboration are vital for women empowerment and sustainable development?
- ▶ What are the challenges and prospects of women development in the context of climate change and natural resources degradation? What are the possibilities in ensuring intergenerational equity through women empowerment?
- ▶ What are the roles and possibilities of institutional mechanisms (at what level) in empowering women for achieving SDGs?
- ▶ In the context of SDGs, what are the possible means to ensure women empowerment?

### **THEME-2**

## **Corporate Social Responsibility (CSR) and Rural Development**

In India, CSR has gained a significant attention in recent years due to the country's increasing focus on sustainable development and the role of businesses and corporate sector in achieving this goal. Many companies engage themselves in CSR initiatives mostly to enable the rural community in accessing quality education, health care services, better livelihood skills and opportunities, conserving the natural resources, protecting environment and biodiversity, and protecting the local culture and values. The role of CSR has been observed to be phenomenal in covering the last mile in development and bringing happiness to those, who are otherwise not able to take care of themselves.

**However, the following questions, in this context, need special attention:**

- ▶ What are the important operational links between CSR and the domains like livelihoods, health, education, environment and biodiversity?
- ▶ What are the important challenges and way forward in ensuring innovation and technology adaptation through CSR in rural economy?
- ▶ What are the important frontiers of supporting and co-creating in rural areas that need focused attention?
- ▶ What role a CSR program can play in overall rural development?



# About KIIT

Kalinga Institute of Industrial Technology (KIIT), a household name in the education sector today. It has become a sought-after destination in India for professional studies. It is admired for the quality of its academic courses, its community outreach work and a university of compassion and humanitarianism.

KIIT started in 1992-93 as an Industrial Training Institution. However, 1997 is considered the base year for the University. Today, KIIT offers professional education to around 40,000 students from across India. This includes 2000 international students from 65 countries. The alumni of KIIT, over a lakh of them, have made their mark in their respective careers in academics, corporate organisations, civil services and enterprise.

Dr. Achyuta Samanta, the Founder of KIIT and KISS, who started the institute with all of Rs 5000 as the initial investment. The modest institution is spread over a vast 25-sqkm academic township. Its 25 lush green campuses employ over 2500 eminent faculty and researchers and 15000 staff.

KIIT is ranked in the cohort of 601-800 in the Times Higher Education 'World University Ranking'. KIIT has been accredited with an A++ grade by the National Assessment and Accreditation Council (NAAC) with an all-India 16th rank by the NIRF, Ministry of Education. It has also been the top university for innovation among private institutions. It has been ranked among the top 151-200 universities in the world as per the Times Higher Education Young University Ranking 2022.



## About KSRM

KIIT School of Rural Management (KSRM), caters to the needs of the rural enterprises, rural development organizations, voluntary sector and corporate houses with rural business interests across India. It was established on 20<sup>th</sup> November 2006 by Dr. Achyuta Samanta, Founder KIIT and KISS group of institutions and Late Dr. Verghese Kurien, Father of the White Revolution in India to offer MBA (Rural Management) for personnel engaged in rural sectors. Its flagship programme, MBA (Rural Management) was launched in 2007 and similarly MBA (Agri-Business Management) in 2019. Besides these, the school is also offering other programmes like, Post-Graduate Diploma in Community Development (PGD-CD) and Ph.D.

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Deemed to be University U/S 3 of the UGC Act, 1956

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