

Project Name: Financial Inclusion

Institute/Organisation: National Institute of Rural Development (NIRD)

Award Category Applied For: Financial Inclusion & Deepening Award

Status: Received the Skoch Award in Order-of-Merit Category

Brief Overview of the Project

The mission of the National Institute of Rural Development & Panchayati Raj, located at Rajendranagar, Hyderabad is to examine and analyse the factors contributing to the improvement of economic and social well-being of people in rural areas on a sustainable basis with focus on the rural poor and other disadvantaged groups through normal research, action research and consultancy efforts.

Further, to facilitate the rural development efforts with particular emphasis and focus on the rural poor by improving the knowledge, skills and attitudes of rural development officials and non-officials through organising training, workshops and seminars.

NIRD recognises that the cutting edge to the development is the quality of the key personnel implementing the developmental programmes. Its efforts are directed towards development of these human resources. Over the years it has sharpened its tools and techniques by developing appropriate training materials.

At NIRD, both training and research have a symbiotic relationship with one sustaining the other. Therefore, it engages in policy research and program based research, covering a wide diversity of subjects in human resource development and natural resource development with focus on improving the quality of life of the rural people.

NIRD offers expertise in formulating, conducting, monitoring and evaluating research aimed at gaining fresh insights into participatory development at the grassroots, exploring new dimensions to gender issues, identifying new avenues for rural employment, examining development perspectives to sustainable agriculture, environment and development communication, and improving the functional efficiency of community based organizations.

NIRD is an institution for practicing managers engaged in rural development, and overall conducts around 300 programmes involving about 3000 participants annually to mostly sensitizing policy makers, elected representatives of the people, young civil servants and media professionals. However, the emphasis is being given to train functionaries from the government and rural bankers from the various banking institutions to help carry forward the mission to attain the inclusive growth.

Objectives of the Project

NIRD invites Nationalised and Private Sector Banks to utilise the above facilities for Capacity Building of their officials in the field of rural banking. NIRD also conducts need based customized programmes. The programmes are conducted either free or with reasonable fee package suited to respective banks.

NIRD is also having a Regional Center at Guwahati, Assam – with all the infrastructures required. It conducts training programmes as per the requirements of the local banks with the faculty support from NIRD Hyderabad.

Apart from the above, NIRD also collaborates training programmes with the State Institutes of Rural Development (SIRDs), located mostly in state capitals. These SIRDs are the affiliates of NIRD at State level.

Challenges the Project Faced Pre-deployment

Since the banks are commercial institutions, financial inclusion genuinely do not appeal to most of the managers unless giving a loan to any person or maintaining a deposit account of a person makes a business sense. Therefore, to make financial inclusion more attractive, the focus is given on reducing transaction cost in the delivery of products and services by extensive use of low cost technology so that banking services can become more affordable to the weaker sections of the society. Streamlining this as part of 'awareness drive' was a tough goal to attain.

Description of the Solution Implemented

Centre for Rural credit & Development Banking (CRCDB) at NIRD conducts several programmes, workshops, seminars etc., for Junior, Middle & Senior Level Bank Officers of many Nationalized Banks, RRBs and Cooperative banks. Special programmes in Rural Development & Poverty Alleviation have been conducted for the international participants, mostly drawn from developing countries.

Recently, the Centre conducted sponsored Training Programmes for UCO Bank on Rural Credit Management for about 500 Branch Managers. NIRD has the state-of-art technology and infrastructure for training, with experienced subject matter specialists, and Senior Bank officers as faculty. Guest lectures by eminent persons in the field of rural credit and rural development are also arranged. Field visits / exposure visits are included wherever necessary. Quality study material (both hard and soft copy) is provided to all the participants.

Major Components of the Project

- . All banks, which have trained their officials at NIRD have increased their rural credit portfolio and improved their share under Priority Sector Lending.
- . All banks, which have trained their officials at NIRD, have formed large number of Self Help Groups (SHGs) – and increased their loans portfolio under this category.
- . All banks, which have trained their officials at NIRD, have diversified their loan portfolio under dairy farming, poultry farming and pisciculture.

Tags: #National Institute of Rural Development #NIRD #Business or ICT-based Innovation #Financial Inclusion #Skoch Financial Inclusion & Deepening Award #40th Skoch Summit #Finance #Inclusion #Banking #Innovation #Social Inclusion