

*Sambhram School of Management,  
Bangalore, India*

*&*

*School of Economics,  
Kenyatta University, Nairobi, Kenya*

**THE REPORT**

**INTERNATIONAL CONFERENCE**

**ON**

*DYNAMICS OF RURAL  
TRANSFORMATION IN EMERGING  
ECONOMIES*

**March 27-28, 2014**

SAMBHRAM SCHOOL OF MANAGEMENT, BANGALORE, INDIA  
&  
SCHOOL OF ECONOMICS,  
KENYATTA UNIVERSITY, NAIROBI, KENYA

**INTERNATIONAL CONFERENCE**  
**ON**  
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**Day I (March 27, 2014)**

**I. Inaugural Session and Scene Setting**

I. Inaugural Session and Scene Setting Sambhram School of Management in collaboration with School of Economics, Kenyatta University, Kenya had organised a two-day International Conference on March 27-28, 2014 at Hotel Atria Bangalore. The theme of the conference was “Dynamics of Rural Transformation in Emerging Economies”. It was inaugurated by the Chief General Manager, NABARD, Karnataka Regional Office, Mr. G.R. Chintala, Chief Guest of the program.

Dr. K C Mishra, Director, Sambhram School of Management, welcomed the dignitaries on the dais. In his welcome speech, he briefed about the conference theme, he said that rural transformation across the globe is taking place in a context that is loaded with fundamental uncertainties, climatic change, the impact of growing scarcity of land and surface water, triple impact of food, energy and financial crises. He remarked that human race should have the wisdom, will and capacity to engage in national and international collective actions to avoid disasters. He says that the rural transformation is all about developing human beings but not limited to development of things alone. He questioned the efficacy of subsidies that is being given by various governments to develop the rural masses.

Prof. Nelson Wawire, Dean, School of Economics, Kenyatta University Kenya, was the Guest of Honour. In his theme address, he says that the rural areas are characterized by high unemployment, poor state of infrastructure, low technology used in production, high poverty levels, gender disparities, low provision of public utilities, unfavourable land tenure system, retrogressive cultural practices, inadequate energy exploration, high population growth, low saving and investment, slow rate of growth of information communication and technology adoption and so on. He remarked that the conference needs to address the strategies to bring about dynamic rural transformation in emerging economies in the areas such as infrastructure, ICT, land tenure system, climate change, public goods provision in rural areas, security, peace and conflict resolution, human capital development, financial development among others.

In his key note address, Mr. Chintala said that the rural development has been given top priority in India providing a higher percentage of fund allocation by all Union Governments till now to enhance rural employment, education, food security and health care. The dynamic growth of Self Help Groups promoted the employment and earning opportunities of rural women. He noted the shifts in the structure of the world’s economy and the growth of the secondary and tertiary sectors. Still agriculture and related activities remain central, while many people continue to live in deprivation. He emphasized the need to energize the learning process across the country, experience of both academics and planners, not least few challenges remain very difficult to resolve. He put-forth before the house that there can’t be a single approach because of particularities in a given region context and the fusion of horizons as a backcloth for future work. With all the above Mr. Chintala felt more needs to be done with a strong partnership model between State, Markets and Civil Society

remaining relevant. He was of the opinion for a new global alliance and concrete plan of action to tackle the challenges.

Followed by the key note address, the conference proceeding was released.

Shri. B.N.Nagaraj IPS (Retd.), CEO of Sambhram Group of Institutions presided over the program. In his presidential address, he said that most of the emphasis is always on urban areas and not the rural areas. This is due to the tremendous progress in the IT sector. He remarked that there is exodus of people from rural to urban, sub-division and fragmentation of land holding mars the path to the rural development.

Prof. H.A.Raghavendra, Associate Professor, School of Management proposed the vote of thanks.

A total of 84 delegates from India and across the globe participated in the conference and presented their research papers on diverse topics related to the conference theme. The two-day conference made extensive deliberations on the various themes. It had opened up various issues relating to rural development and innovative avenues to achieve rural transformation.

## **2. Country Vision and Experiences – I**

A theme session on “Country Vision and Experiences” was chaired by Prof. S L Rao, Distinguished Fellow Emeritus, TERI and Former DG, NCAER. His co-panellists were Prof. B K Patnaik, Director, ISEC, Bangalore and Prof. Gopal Naik, Professor, IIMB.

Prof. S L Rao emphasised what marketing managers“ needs to know what is actually involved in rural markets. There is no difference in any countries. Every country goes through a whole series of phases. We can learn a lot from the past as a way in which we can change the future. Indian population in rural areas has come down substantially. Agricultural production too has fallen down substantially. He explained that poor literacy and accessibility to media are the two major reasons for the low penetration of different brands to rural area. He quoted the case of HUL, the then HLL, which penetrated the vast rural segment and created a niche market at present. Presently, the companies are penetrating into rural markets because the urban India has not showed the growth it did in the recent past. The stumbling economy, reduced investments and savings have added to this. The companies felt that the rural markets are an opportunity. Income of rural migrants in urban segment plays a significant role in rural development. Also, growth of telecommunication technology and use of mobile telecommunication services in rural areas narrowed down the information gap between rural and urban population.

Prof. B.K. Patnaik emphasized that in both developed and developing economies, a major portion of the population live in the rural areas. The rural growth depends on the experience in the transformation of rural resources viz. use of land, manpower and undocumented knowledge of rural population. The „networking“ is essential for the interlinking of rural areas for a consistent and uninterrupted communication which, in turn, catalyzes the rural development. Integrating different actions such as communication, marketing, farming etc. will catapult the rural transformation in true spirit. The solution for the rural power issues like solar power, wind mills etc. will also boost the rural growth. He also compared the rural development strategies of different nations across the world.

In his presentation, Prof. Gopal Naik stressed on the need of effective implementation of the policies to ensure consistent growth in the rural employment, enterprises, farming, cottage industries etc. Economic liberalization and policies to reach the benefit of government allocations to the right level are essential for the rural development. The diversified culture, language makes the implementation of the policies more complex. Poor accessibility to rural areas and transportation costs are the other hindrances in the rural growth. Inadequate infrastructure development, inefficient delivery

services, government dominance in the policy implementation, corruption, improper implementation of subsidy policies are also bottlenecks in the rural development.

### **3. Country Vision and Experiences – II**

Another theme session on “Country Vision and Experiences” was chaired by Prof. Nelson Wawire and his co-panellists were Dr. B.B. Sahoo, AGM-NABARD, Karnataka Regional Office, Bangalore and Dr. K C Mishra, Director, Sambhram School of Management, Bangalore.

Prof. Nelson Wawire emphasized that challenges/problems exist in all most all rural areas but wealth also exist. He quoted that India and China have high investments on roads, electricity and education, the basic things that are required in rural areas. What is lacking is adequate attention to the rural areas, a proper understanding of the needs and potential political commitment. He says that a lot of money is being pumped into Indian rural areas but the returns are very low because of subsidy and governance issues and so on. He stressed that some of the rural areas are strategically positioned besides socio-cultural attributes to benefit from surplus capital. Rural economies and urban economies complement each other. Therefore, rural economies cannot be encouraged to grow against urban economies. There should a balance between the two. He pointed out that the vision of rural economies in emerging economies should be to facilitate growth and transformation and the foundation of development in rural areas lies in the investments made in public goods.

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Dr. B B Sahoo spelt out the agricultural scenario in the Indian context. He highlighted that India occupies 2.4% of the total land mass but it has about 18% of the world’s population. On the other hand, Karnataka occupies 5.6% of the land mass and occupies about 5.1% of the India’s population. He says that this is the critical problem of our country today. He pointed out the progress that has taken place in the last four decades. Post green revolution, India emerged as a food surplus and food exporting country. Shift from subsistence farming to intensive and technology-led farming system is prevalent now a days. He highlighted that the growth jumped from agriculture sector to service sector in the recent years is not a healthy sign for the economy. The subsidies given to farmers for agricultural operations are at a higher rate thereby there effective interest rate is either nil or -3%. The farmers are taking undue advantage of the benefit and divert the loan taken for non-agricultural purposes. More introspection is required in this context, he says.

Dr. K C Mishra pointed out that „subsidy kills innovation and interest of the people“. In his presentation, he brought out that subsidy and government interference makes the system more uncompetitive and thereby results in lack of transparency and even leads to scams. He concludes that no where in the world, business is done on subsidies but we still talk of subsidies draining money from the national exchequer. An effective public-private partnership model with sound implementation strategy can bring in an effective rural transformation across the globe.

## **Discussions**

A rich debate followed both the presentations. There was consensus that governments have a political and ethical commitment to overcome poverty, with a vision that we can see reduction in rural-urban inequality and the farm sector getting more emphasis when addressing environmental, energy and food issues. Achieving a balanced regional development, to give boost to agriculture as it remains important in all countries, it was agreed that it is necessary to increase the capacity of rural people to earn better income.

All the emerging economies consider strengthening grassroots democracy and local governance to be the key to sound rural transformation, but in general it was felt that there remains a lack of genuine empowerment of the poor. Hence, there is a need to respond to the specificity of the requirements of the rural poor and to build capacity at the lowest levels.

## **Some Challenges**

The challenges ahead of us are many. But the key challenges include: the need to address inequality across regions, importance of sectoral silos and work across sectors with people-centered development, technology transfer to be the key to rural futures, the need to water saving technology and sequencing of interventions and policies.

## **4. Paper Presentation – Track I: Human Development and Social Inclusion**

This presentation track was chaired by Prof. B K Patnaik, Director, ISEC, Bangalore. Four papers were presented.

A paper titled “Determinants of informal sector performance in the rural areas of Kenya: Evidence from Maukeni country” by Dianah M Ngui, Joseph M Muniu and Prof. Nelson H W Wawire. This paper threw light on the factors that determine the performance of woodwork and metalwork enterprises in the rural parts of Maukeni County in Kenya. The inference drawn from the study showed that working capital, licensing, competition and education level were important in the determination of profits. Loans at affordable interest rates have to be provided to entrepreneurs and monetary as well as non-monetary support should be given to supplement the working capital needs. Alternative business ventures should be encouraged and land should be allocated to entrepreneurs and business parks should be developed.

The second paper was on “Public policy initiatives to enable access to sustainable livelihood to Indian rural populace: A framework based analysis” by Dr. Geetha. R and Vijaylakshmi S. The paper emphasized the need to develop rural India to ensure balanced and sustainable livelihood to the rural populace. This paper explained the framework, dimensions, policies and schemes considered by the MoRD for providing livelihood to rural population. The presenter concluded by saying that apart from devising programs the Government should partner with different private agencies and NGOs to facilitate better implementation of schemes.

Bhabani Shankar Padhy and Dr. Kumar Bhaskar presented a paper on “Role of social entrepreneurship in rural transformation”. The presenter talked about Social Entrepreneurship, its growth at a conceptual level and about a framework that elaborates the three stage development of social enterprise and its role in shaping the contours of rural transformation. The presenter carves up the Social Entrepreneurial Development in to three stages namely-Initiation, Implementation and Expansion. The presenter concludes by emphasizing the need of Social Entrepreneurs and the transformation that they can bring to the society.

“Managing talent war and creative responses for competitive advantage: A paradigm approach to talent quality and quantity” was presented by Prof. Kiran R. The presenter talked about Talent

Management and the importance that it has gained from academics and practitioners in the recent years. He talked about Human Development Index as a composite indicator of economic development. He identifies four main perspectives on „talent management“: exclusive-people; exclusive-position; inclusive-people; social-capital. The paper lists out the various challenges in managing talent war. The presenter concludes on the note that talent management in the creative age is an inter-organizational and multidimensional process in which the traditional tools of HR and Capital Management are also strategic and organizational management practices.

## **Day 2 (March 28, 2014)**

### **5. Panel Discussion – I: Benchmarking of Rural Change Leading to Transformation**

The first panel discussion entitled “Benchmarking of rural change leading to transformation” was chaired by Prof. Nelson Wawire, Dean, School of Economics, Kenyatta University. Dr. Vithal D Potdar, Academic Coordinator, Nargarjuna College of Commerce and Management Studies, Bangalore and Dr. K C Mishra, Director, Sambhram School of Management, Bangalore were the copanellists.

Prof. Nelson Wawire pointed out the strategies like bottom-up approach to rural development. People participation in decision making and projects etc. are the key for success. Integrated planning should concentrate in both rural and urban areas in a balanced approach.

In his talk, Dr. Vithal Potdar spelt out the factors that influence the benchmarking of rural areas to include geographical conditions of the region, flora and fauna, socio-cultural aspects, economy, native knowledge, trade contacts, education and infrastructure. He says that some of the issues that we need to give more emphasis are towards preservation of rural entity, preservation of nativity, native knowledge and skills and self reliance and self sufficiency. He added that there is a need to bridge gap between rural and urban areas. Corporatization of rural India is one of the major challenges.

Dr. K C Mishra said that the rural transformation is not a concept of today. Benchmarking cannot be achieved in isolation. He puts forth three questions before we benchmark for rural transformation. Firstly, what are we measuring? Secondly, what is the purpose of benchmarking? Thirdly, what actions are to be taken after realizing the results? He quoted the cases of e-Panchayats, Sakala Mission, e-Choupal, e-Seva etc. as e-initiatives in rural India. He concluded that corruption is rampant; people are unaware about the government schemes, exodus of people from rural to urban, exploitation of farmers by middlemen and the delay in government delivery are some of the issues that need to be given attention.

### **6. Panel Discussion – II: Rural Policy making in an Environment of High Volatility, Risk and Uncertainty**

This panel discussion entitled “Rural policy making in an environment of high volatility, risk and uncertainty” was chaired by Prof. R S Deshpande, Former Director, ISEC, Bangalore. Prof. Gopal Naik, Professor, IIMB and Dr. Dr. B B Sahoo. AGM, NABARD, Bangalore were the co-panellists.

Prof. R S Deshpande started with a pose, “where is the policy making”? First of all we need to think do we have a consistent rural policy making?” The great grand old man of India, Mahatma Gandhi had certain ideas about rural policy making. After his death it was thrown in the dust bin. And nobody remembers the famous book or writings in HIND SWARAJ. It was 1901-03 at the first Irrigation summit it was said the surface irrigation after the construction of major dam should be handed over to the users with immediate effect. Except the maintenance of the dam site the rest of

the things shall be managed by the people. Not only that Sir M . Vishweshwaraiah also told the same thing in his plan. When we think of rural policy making we have a lot which are historically available. But after Independence rural policy was something which was a tragedy on the major policy making in the country. This happened in several phases. Why have we faced the volatility? Because, we do not have a consistent ideological policy- making nor consistency in development thinking. Many times we were wavering around States, markets, sometimes on the combination of them.

In our constitution we have promised right to work. This was debated for a long time in different phases. We have taken major steps in rural decentralization. In community development, the first step was the decentralization of development. He mentioned about the great stalwart who brought the major changes in the development at the Block level none other than Jayaprakash Narain. He insisted that the major decision making program should be handed over to the community level. He felt sorry that the Gram Sabha has not been given proper required power. Panchayat is only for the name sake. Even though the ladies are given the post they are controlled by the men who are behind them. It has become PATHI PANCHAYAT instead of SATHI PANCHAYAT. He also mentioned about the risk of uncertainty which should be dealt in the policy making

Dr. Gopal Naik listed out some of the major uncertainty of rural policy making. He mentioned about the two categories of policy making namely long-term and short-term. Long-term rural policy making includes urbanization, technology which is going to change the society as a whole; this technology has made the people to come closer, Information and Communication Technology has developed the concept of work from home even from rural areas as well. The technology also determines the extent of the rural policy making. Due to migration of the rural people to urban places the small towns and cities are expanded in their geographical areas. This situation makes the rural policy making complex since there will be no difference between rural and urban policy.

Globalization is another factor of rural policy making. This has led to the development of tourism which is helpful in increasing the facilities in the rural areas. The climate changes also have an impinging impact on the rural policy making.

He also mentioned about the short run policies which include employment opportunities in schemes like MNREGA. In the late 90s there was migration from urban areas to the rural areas. He mentioned about the globalization, which according him, means the ability to have anything what we need. He said we dont understand the issues and debate on the issues; we rather first debate the issues and then understand. This has made the development slow.

At the end of his speech the following questions were immersed.

- a) Do we call the short term policies as fire fighting approach?
- b) We have something called long term policy over the last six decades, what has been the experience in; (i) The policy making either in India or else where; (ii) What are the components that enter in policy making in environment which is uncertain; (iii) Is the policy making conducive to the implementation bottle necks that are forth coming or in other words has the policy making kept in view the kind of implementation bottlenecks that can come up; (iv) Why is that we have frequent failure of policy at the threshold level of implementation, why are we corrupt, why I am corrupt, what is the justification that I give. We are corrupt. We do not fall in discipline of aggregate policy of aggregate ethical norms that the policy provides.

Dr. B B Sahoo remarked that agriculture is subject to risks and uncertainties. We cannot control the events like weather or price changes in the market. But they have direct impact on the income of the farmer. There is an increase in the cost of agriculture. However, in the last 8 years the credit flow has increased around 20% but in income increment is around 2.9%. This has led many farmers to quit agriculture and go for some other vocation for their livelihood. Dr. Sahoo had made an

intensive study of farmers especially of small size. The objective of the study was to study the risks the farmers have been facing, to determine the vulnerability of farming community and suggest a suitable solution for their problems. The study was conducted in 20 villages in the districts of Kolar and Bidar. He discussed the reasons why the farmers go for private loan instead of the bank loan and loans from other financial institutions. Following policy implications emerged:

- (a) Production risk: Watershed development, practice of inter-cropping (awareness creation), shorter duration drought-resistant crop genotype, additional activities other than crop cultivation and adopting dry land farming approach
- (b) Price/Market risk: Meaningful tie-up between farmer and market players, setting-up Producers' Company and Contract farming, etc., wasteland development and horticultural crops.

Over the years, SHG/JLG movement has made tremendous impact on the life-style of the rural households. If nurtured well, these groups will bring positive revolution and help reducing agricultural risk and vulnerability.

The panel discussion was very much interactive with the active participation of the audience who had many questions all of which were satisfactorily answered by the panel members.

## **7. Paper Presentation – Track II: Jobs and Economic Diversification**

This presentation track was chaired by Prof. R S Deshpande, Former Director, ISEC, Bangalore. Five papers were presented.

Dr. B B Sahoo presented a paper on “Risks, vulnerability and coping mechanisms by agricultural households in drylands areas in Karnataka”. He analysed why the farmers have to depend on the informal sector for the finance, the risk of repayment and vulnerability to loss or inability to pay off the debts due to the uncertainty in crop production, climatic change and market fluctuation. He had highlighted the reasons for the farmers averse to agriculture of which the main points are increasing risks and reducing farm income.

Suresh Patil, Vijaykumar. N and Rajesh D. Shelke presented a paper on “Behavioural aspects influence the rural marketing activities in Maharashtra- A survey analysis of rural industry”. They analyzed coordination of village level functionaries, marketing decisions indicators, economic judgements in rural products marketing, financial implications in rural marketing and the factor efficiency in decision making in rural business. The study found that rural development programs are largely production-oriented; an action plan should invariably be drawn to provide marketing support to the target group at government level.

Dr. Chandrakanta Sahoo presented a paper on “Methodological framework for conducting research on CSR from community perspective”. He stressed on the pros and cons of CSR and stated that CSR is an opportunity for the companies to invest in health care, education, rural enterprise etc to help rapid transformation of rural India. The empirical investigations on CSR in India had revealed that CSR practices have been restricted to a limited set of practices, viz., community development (education, health, social issues), and HR practices. Within these practices one cannot overlook the importance placed on the „community development“ practices dominating every other CSR practice.

N.S Ravikumar and C V Guru Prasad presented a paper on “A study on impact of microfinance for Indian rural poverty and social upliftment”. He illustrated that how the concept of microfinance was emerged from Bangladesh and how it had helped the Indian rural economy to bring up rural women through micro finance scheme forming „Self Help Groups“. He concluded that micro finance

support to self help groups in Karnataka gave financial freedom and potential to support the education of children and the family security. He had focused on the reasons for growing poverty in rural India. He had focused on the impact of micro finance on socio economic development and its role to uplift the rural economy.

Shashikala.V presented a paper on “Rural banking: achieving inclusive growth in India”. She analyzed the scenario of banking facilities extended to rural population, role of rural banking in financial inclusion for achieving growth, major initiatives and policy measures taken by RBI and Government of India and to identify the most probable scenario of banking facilities and to address the constraints that exclude people from full participation.

## **8. Paper Presentation – Track III: Environmental Services and Energy**

This presentation track was chaired by Prof. N.R.Govinda Sharma, Associate Professor, SDM Institute for Management Development, Mysore. Five papers were presented.

Shivananda R Koteshwar and Smitha Hemmigae presented a paper on “18 practical sutras for environmental sustainability tailored to the Indian marketplace”. The main thrust was on the existing 8Rs - Refuse, Reduce, Rethink, Reuse, Repair, Respect, Replenish and Recycle and the New Rs - Repent, Reverse, Repay, Redefine, Resolve, Review, Redirect, Rezone, Remote, and Reunite. This paper focused on environmental sustainability, green development; cyclic development and low carbon development as the part of measurement metrics. As per new regulations, companies need to have strong sustainability strategy linked to their business strategy. A case was explained along with slide for each „R“ to highlight the prominence of it in the current world.

Kumara.N.J Dr. Maruthi. T.R presented a paper on “A study on contemporary legal issues on water resources governance and rural development of Karnataka”. The presenter talked about water status in different parts of Karnataka, steps taken to conserve water level, stop deforestation etc. Their study were on the water issues in rural Karnataka like scarcity, depletion and contamination and had explored to find if there was any effective and efficient legal regime for controlling and regulating in proper manner, and the mechanisms successfully carried on in the light of sustainable development of water resources in rural areas. The main thrust were on the availability of water resources in rural areas of Karnataka and the development initiatives of Government. The other areas focused were Water Laws in India, Constitution of India and water resources, national water policies, legal framework on groundwater, drinking water availability in rural areas and integrated watershed management program.

Dr. Rahul Basu while presenting his paper on “Alternative energy sources for rural development” pointed out the usage of bio-fuel in times of petrol scarcity, use of bio-gas for cooking etc. The highlights are about India’s various biogas programs and subsidies for bioplants with advantages such as low cost and low tech, low investment and capital, No chemical additives, uses waste input and produces sludge useful as fertilizer or secondary energy source. He stressed that as the delicate ecological balance with global warming and extinction of coral reefs and many marine and land species and the dangerous unforeseen effects of modifying bacteria.

Dr. I Janaki presented paper on “Agro forestry for sustainable development”. She discussed the relation between human activities and nature. Sustainable development is a concern towards natural resources. There has to be a merger of agriculture and forests. She highlighted that a suitable market information system to be introduced to inform farmers about major buyers, prevailing price trends, procedures etc. The existing laws should be amended in such a way that they encourage agroforestry in the country.

Dr. Shilpa.S. Warad Dr. Shivaraj B Warad and Dr. Vanitha Bhargav presented a paper on “Bridging the gap between urban health and rural health in India: towards millennium goals, health to all by 2020”. They focused about Primary Health Centers, telemedicine, community development program, and the role played by PHC in rural areas. Their thrust of research study were on the holistic approach medicine system in public and private health sectors and also emphasized to earmark adequate financing for the public system should aim to reach 5% and to introduce collective insurance for best managed health care.

Mubeen Taj K presented paper on “Empowerment of rural masses through enabling government strategies”. She emphasized the rural women development strategies and had analyzed the new rural paradigm of policies and governance in developing countries. The main findings of the study were that majority of the rural masses are unaware of the government schemes and globalization has not brought any changes in the rural development.

### **9. Paper Presentation – Track IV: Changing Paradigms of Rural Development**

This presentation track was chaired by Dr. K C Mishra, Director, Sambhram School of Management, Bangalore. Five papers were presented in this track.

Kennedy Nyabuto Ocharo, in his paper on “Remittances and Economic Growth in Kenya (1970-2010)” talked about the need for a substantial inflow of external resources in order to fill the savings and forex gaps. His study uses the ordinary least squares estimation to determine the effects of remittances on economic growth. The presenter shows the trends in remittances and GDP growth rate in Kenya. He defines various variables like FDI, Portfolio Investment, Human Capital and their impact on economic growth. He concluded by saying that the government should put in place institutions to help recipients of remittances to make the best use of these funds.

Manjula Shekar and Aparna Bhirangi presented a paper on “Augmentation of Socio-Economic Status of Rural Women Entrepreneurs through Microcredit”. The presenters began by highlighting the importance of Microcredit and its role in the upliftment of the socio-economic status of Rural Women Entrepreneurs. The paper throws light about the channelization of microcredit by banks through the Self Help Groups (SHG). SHGs have been instrumental in motivating and generating awareness among rural women in setting up new ventures which could lead to the alleviation of poverty to a very great extent. They concluded by saying that the micro-finance schemes have helped in augmenting the socio-economic status of rural women entrepreneurs through income generating activities, improved health care, capacity building and empowerment.

A paper on “E-choupal: A Rural Transformation Initiative by ITC-A Case Study Analysis” by Prof. Manikeemadhuri Sharma and Prof. Abhay Tiwari .The presenter talked about the role of CSR activities and its contribution towards society. Companies tend to clinch CSR activities when the market naturally weds profits to social interests or when the Government imposes such a regulation. In this paper the presenter states the benefits of E-Choupal and also the brand building exercise taken up by ITC through the E-Choupal initiative. The presenter discussed the model developed by him for this research and also the E-Choupal module having three components- Digital Transformation, Credit Insurance and Leadership Development. On a concluding note he says that ITC retains an able aggressive advantage as an after-effect of its first-mover status, ample multisector experience and availability of banking resources.

J. Krithika and Dr. B. Venkatachalam presented a paper on “Rural women entrepreneurs- Challenges and Strategies”. She talked about the challenges faced by rural women entrepreneurs and the strategies adopted for rural women entrepreneurship. The presenter is of the view point that startup finance is the single biggest challenge faced by entrepreneurs followed by lack of qualitative education, management skills and family ties. Some of the strategies that she discussed included

providing training assistance to rural women entrepreneurs, programs on leadership qualities and decision making strategies.

### **10. Paper Presentation – Track V: Urbanization and Rural-Urban Linkages**

This presentation track was chaired by Dr. Vithal D Potdar, Academic Coordinator, Nargarjuna College of Commerce and Management Studies, Bangalore. Four papers were presented.

Dr. V. S. Adigal and Prof. Shraddha Singh presented a paper on “Corruption as a gateway to economic inequalities: An Indian perspective”. In their paper, they highlighted that corruption is a global phenomenon and it is omnipresent. The authors stressed that corruption in India is a consequence of the nexus between bureaucracy, politics and criminals. The study asserted that there should be strong will coupled with dedication to fundamental values for which the Indian Constitution must stand rather than escaping from the responsibility.

“Rubanomics-Breaking the Dichotomy between Rural and Urban”, a paper by Prof. N.R.Govinda Sharma and Prof. Ashwini Kumar B.J. highlighted about urbanisation and the benefits of urbanization in enhancing productivity and increase in material wealth. Rubanisation is to describe the concept of rebalancing the disparity between the city and countryside. It is a concept of human settlement, a combination of rural and urban form. There are two ways of meeting the aspiration: one is the present situation of the rubans migrating to cities in search of opportunities; and the second to provide opportunities in the rural areas. The presenter concludes by saying that rural community should have access to good health, education, employment and the strategies to improve gender inequity in rural areas have to be re-devised.

Dr.Geetha. R. presented a paper on “Transitional trends in rural human transformation: A conceptual framework” analyzed the outcomes of developmental initiatives on Human Developmental parameters like literacy rate, birth rate, death rate, gender ratio etc. The objectives stated by the presenter include analyzing the trends in key human developmental indicators and examining the effectiveness of public outlays on rural development. The presenter suggests the formulation of policies to reduce gender gap.

Dr. Md. Imrozuddin presented a paper entitled “Pluriactivity and occupational multiplicity: A study with reference to Mudigere taluk of Chikkamagalur district in Karnataka State”. He says that pluriactivity is identified as a capital accumulation strategy implemented by income groups in order to increase their household resources. When the term pluriactivity is considered, it could be defined as the outcome of farmers’ attempt to engage in more than one income generating activity whether on or off farm. The presenter throws light on the current state of coffee cultivation in Karnataka and that of coffee growers.

Priyanka Singh, C Dinesh Bharadwaj, Prof. Anil B Gowda and Dr. Y Rajaram presented a paper on “Role of IT in the development of rural India”. They say that IT has penetrated every sector and has become the core of every business activity. The presenters highlighted the contribution of IT and the role of IT in the rural development of India. The paper discusses the various schemes and the role of IT and E-Governance in rural development. They conclude by saying that with the implementation of IT a great deal of growth can be achieved but there has to be a proper channel for bringing resources into play.

### **11. Paper Presentation – Track VI: Governance, Policy and Institutional Services and Energy**

In this track, five papers were presented. Dr. K.C. Mishra , Director , Sambhram School of management chaired the session.

Ouma Duncun in his paper on “Effects of East African Community Regional Trade Agreement on member’s agricultural exports”, analyzed the effect of the Regional Trade Agreements on the Agricultural Sector. There are five countries and all in the East African region – Kenya, Tanzania, Uganda, Rwanda, Barundi. Kenya and Tanzania benefitted from the regional trade agreement. But, the other three nations have yet to get the benefit from the regional trade agreement. The regional trade agreement helped the economy growth due to the increase in agricultural activities, rural employment and agri- trade.

Ayesha and Bhavya Bhanu presented a paper on the „The role of NGOs in rural development: A case analysis of Sri Guru Raghavendra Charitable Trust, Doddaballapur“. The authors illustrated the role of NGOs in promoting literacy in Rural India. Literacy is one of the driving forces in all walks of people in economic growth. The over dependency on the „fund providers“ reduces the effectiveness of the function. Hence, participation of the government in the activities of NGOs will reduce the financial over-dependency on donors and private agencies. The NGOs plays a vital role in the rural development through health care, nutrition management, education, women empowerment etc. The vocational training on information technology helps the rural youth to access more information through internet.

Shivashankari.V.R discussed the „Role of technology in rural transformation-A case study of the Edusat program“. She analyzed the effect of „Edusat“ in „rural education. Rural students have always been deprived of the benefits of the urban students and Edusat Program is an effort made to prove this as wrong. With the help of Edusat Program, rural students are exposed to latest technology; exposed to urban teaching styles, many practical illustrations etc., and is forced to update them. From the above study we can conclude that the edusat program has made an effort in changing the delivery of lectures and that the presentation methodology , use of power point and other teaching aids in better understanding of the topic by the students. Most of the students are of the opinion that the Chalk and Board teaching is more appropriate because of the few technical difficulties faced in delivery of the program. If these are seriously addressed then there is no doubt that this program can reach all the rural students more effectively in all the districts of Karnataka.

Murali .N and Rajesh P enlisted in their paper, “Rural Development – A mission to structural change”, different rural development schemes of Government of India. The rural development programs implemented by the Government have helped to enhance employment, entrepreneurship and agriculture. healthcare, education, irrigation, supply of drinking water and rural infrastructure development. In this process, the local administrative bodies have been given more importance for better implementation of all developmental schemes.

## **12. Valedictory Ceremony**

The Valedictory ceremony was presided by Mr. . V. Nagaraj , Vice Chairman, Sambhram Group of Institutions, Bangalore. The valedictory function started with a concluding note from Dr. K C Mishra and Prof. Nelson Wawire. Dr. K C Mishra expressed his optimism that every participant of the program would have something to take away to lead further. Prof. Nelson Wawire emphasized the need of improving quality of papers by incorporating factual data with proper analysis.

The participants expressed their gratitude for organizing the conference and appreciated efforts of the Sambhram team in realizing this conference in a great way.

In his speech, Shri. V. Nagaraj appreciated Dr. K C Mishra for successfully organizing the conference with confidence and perfection. He expressed his gratitude to the Vice-Chancellor of Kenyatta University and the delegate from Kenyatta University for the longstanding relation between Sambhram Group and the Kenyatta University. He emphasized the need of research activities by both the Institutions and involvement of faculty and students in such activities.

The best paper award, sponsored by Event M, was awarded to Mr. Ouma Duncun , Ph.D. student, School of Economics, Kenyatta University , Nairobi, Kenya for his paper “Effects of East African Community Regional Trade Agreement on Member’s Agricultural Exports”. He was honoured by Mr. V. Nagaraj. The Intellect Best Paper Award was sponsored by “Event M”, Chennai.

The conference ended with a vote of thanks by Prof. Rema Narayanswamy, Associate Professor, Sambhram School of Management, Bangalore.

### **Conference Statement: Bangalore Declaration on Rural Transformation In Emerging Economies**

The rapid change in the above context is creating conditions of huge risk and vulnerability for rural people; at the same time the whole gamut of new opportunities are emerging linked to infrastructural development, renewable energy and provision of environmental services, ensuring change has become far more complex for the present generation as it needs to deal with many challenges: poverty, inequality and injustice, agrarian structures, lack of rights and social marginalization of large groups in the rural population, lack of access to health, education and basic services and insufficient private and public investment. But despite such a huge inheritance, our hope for ultimate success is based on the evidence of the impressive achievements in the emerging economies in terms of poverty alleviation and all sorts of developments.

#### **The Agenda**

The rural transformation is about human development and we have identified an agenda standing on the edifice of the following three pillars:

- I: Need of heavy investment for inclusive, sustainable and diversified rural development to occur;
- II: The need for the right governance systems, institutions and policy processes; and
- III: Improving the efficiency and effectiveness of public policy and programs.

#### ***I: We define the core of rural transformation agenda by the following imperatives:***

- a) Reducing poverty and inequalities caused by the process of rapid change itself to facilitate all move simultaneously.
- b) Accelerating agricultural development and ensuring food security with a relevant role to small-producers and family members.
- c) Rural economic diversification as a major driver of job creation.
- d) Checking/managing the complex issue of rural-urban migration.
- e) Propelling the growth of rural towns to strengthen the links between them and their rural hinterlands.
- f) Meeting environmental challenges: increasing environmental services, judiciously using scarce natural resources and leveraging a green agenda for the benefit of rural poor.
- g) Significant expansion of financial resources with improvements in the efficiency and institutional sustainability of rural financial system.
- h) Strengthen land reform and land tenure systems facilitating educated rural youth join new non-farm rural jobs. This will fetch innovations in rural transformation.
- i) Using ICT revolution to promote innovation, research and development focusing the needs of the rural poor.
- j) Ensuring all social support systems (cultural development, employment guarantee, pension system) leading to inclusive economic growth.

***II: The above is impossible if not accompanied by better governance, social participation and policy process. These include the following:***

- a) Rural includes many intermediaries; their development has called for a deliberate investment in their rural social and economic infrastructure.
- b) The challenge of coordination across government levels, across sectors and between market, State and civil society actors.
- c) The challenge of public-private partnership at a time when clear-cut policy for private sector is unavailable to partner with.
- d) The huge burden of coordinating the disadvantaged regions and social groups in rural areas.
- e) Gender relation on the basis of equality.
- f) Accountability of local self governments
- g) Challenge of strengthening civil society processes to better contribute to and be the drivers of rural transformation.
- h) Not allowing urban politics to spoil rural polity thus strengthen the Gram Sabha for ensuring the real Swaraj.

***III: The third pillar 'efficiency and effectiveness of public policy and programs' include:***

- a) To sequence priorities of rural development.
  - b) To allocate resources more effectively and with transparency.
  - c) The approach to target and to social control of investments
  - d) Strengthening monitoring and evaluation systems, learning systems, research on rural development, and build adaptive and evidence-based policy making.
  - e) Facilitating learning experience of rural panchayat representatives by seeing other experiences of development.
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