Centre for Sustainable Development and National Council of Rural Institutes, Hyderabad jointly organised two Youth Sensitisation Program (YSP) on theme Youth Leadership and Rural Advancement. The first YSP was organised on 22-23 February, 2011 at Government Polytechnic, Sundernagar and the other one was organised on 25-26 February, 2011 at Abhilashi Group of Institutions, Nerchowk. Off late it is being observed that students of professional courses move on to urban areas for their job and career leaving their native places. Even during the last decade of economic reform process, started in 1991, the dismal state of rural infrastructure has hardly improved. As we are aware the energies and talents of Indian youth are neither fully tapped by society nor realised by the youth themselves. Being the largest demographic segment Indian youth has tremendous potential, who can contribute enormously to community development. However, a well-defined approach of engaging young people needs to be articulated and the policies and programmes should provide them the right direction and develop the appropriate mindset so that their energies are properly channelled into productive, forward-looking and worthwhile contours.
organised for the students pursuing professional course like MBA, B.Tech, Pharmacy, BBA, BCA etc. to sensitise them on rural challenges and involve them in the rural reconstruction activities. The objectives of YSP are: • To give proper orientation on various challenges, and involve in the activities where they can provide necessary assistance to rural communities. • To improve their entrepreneurship, knowledge and skills • To inculcate leadership qualities to shoulder the responsibilities for community mobilisation Day 1 of the program will have various technical sessions covering topics related to Rural Areas like Rural Entrepreneurship, Processing and Supply Chain of Rural Products, rural Tourism, Rural Technology, Rural Finance etc. On Day 2 the participants will be taken on an exposure visit to rural industries and SHG’s followed by group discussions and valedictory session. After the workshop the students will attain adequate orientation on the socio-economic and other challenges prevailing in the rural sector, and will be motivated to take-up leadership responsibilities and involve in various developmental activities. There will be a scope for Rural Entrepreneurship Development and change in the attitude, behaviour, personality and life perspectives of the youth.