

## PROFESSIONAL USE OF RURAL TALENT (PURT)

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**Introduction:** Peoples are forgetting the problems and pains of others. Commercial Thinking actions are developing day by day in the societies. The Socio-political situations have isolated experienced and social; reformers towards silence. The real grass root people also become idle and adopted the available means for their colonies i.e. the villages which enforced them to be too distant from official contacts for any work done. These situations have created an environment of too slow growth in all essential parameters from livelihood to better health activities. The good students and laborious labours are migrating towards cities. No doubt; Govt. have started a number of programmes in the area – Their growth rate is too slow. Policy people used to modify the schemes after proper supervision and monitoring. Besides all efforts the rate of growth is declining day by day - Why?

**Practical understanding:** The project sanctioning authorities generally believe in progress report, attractive documentation & audit in time. The professionals at apex level have developed different formats for their rating; Monitoring & Supervision and arrange few introduction course interaction & workshop. But the manpower available at grass root level could not use their experiences because there are a thick & solid communication wall between the policy **communication gap between policy people and Target groups.**

Policy People	Target Groups
Policy people have got detail plan; working plan channelisation, networking cum training for execution – Good Budget assessment – Supervision and monitoring & outcome Indicator vast experiences. Highest level executives want 100% result and response level seems to be too poor	Target Groups – have no imagination; no planning no special thinking – No expectation – listening & forgetting tendency. <ul style="list-style-type: none"><li>• Who can prepare them for increasing their participation level?</li><li>• Who can win the confidence of whole family toward their changing scenario?</li></ul>

**Look Grass Approach:** The present social workers & social leaders have lost their community confidence. The outside professional have limited time, which is neither useful nor practical for rural areas. Few professionals from big institution take much interest among ruralities but the target groups always follow the concept of listening & forgetting.

At the same time the outside professionals have no aptitude for working in rural areas having lack of minimum required facilities. They always see their career at global basis, which is also too costly efforts. It is their compulsion to visit the area as a part to complete the assigned job or project. The intelligent school dropout in rural areas may adopt the working style of outside professional. Hence, if we arrange systematic exposure to such Rural Talent. Rural Talent; trained with available professional may act as very-very positive connecting link. We should encourage them to develop skills to implement the different schemes in rural areas. We may inculcate "Rural Professionalism" with the help of different management institutions through developing systematic project.

**RURAL PROFESSIONALISATION:** The rural mother believe in Gramin Dai (Birth Attendants) the general people of rural area follows the influential persons. The careers of good news were Barbers Pandit & Teachers & Washmen etc. in village which is being affirmed by the eminent persons may be accepted. The conscious individual's talented students & laborious labors) have started to leave their village to develop themselves. The frequent migration have reduced the quality people in rural areas. The good people have compromised with the situations and decided to lead their individual status without social interference.

The determining socio-political situation have given birth of middle men, the panchayat representative have broken the village unity for their own satisfaction Bal Mahila Kalyan (BMK) in Katihar has utilize the confidence of Gramin Dai in developing common SGH (Self Help Groups) and after same time they have developed their own separate SGH. We have developed them as primary animator as rural professional and she created healthy environment in the society.

**INSTITUTE OF RURAL TALENT (RRI):** The Gov/NGO may start a PRI on divisional basis as available Engineering Faculty. we should develop "Good selection plan having forces to identify their internal interest . We have to develop Grass root syllabus based on different local project need etc. we should take primary support from different available management institute / Faculty cum retired teacher of different available social work institutes ".

The ideas & expectation of policy people would be easily transferred to rural areas after proper training & encouragement. We should chalk out specific syllabus keeping in mind for easiest mode for its transformation and social change.

The Engineering sections have got different status from IIT, Regional College, Polytechnic to I.T.I. The similar chain of professional institute would be the basic need for Global development thought. doubt.

**VILLAGE RESOURCES :** It is being observed that the unsuccessful youth of UPSC/BPSC/PCS other competitive examinations adopt their family occupation few one take business activities and started to lead their unsatisfied life. They took interest only to lead their family life. We have analysed that the Rural areas have got "Gold mines of rural Talents (GMRT)".

It is common fact that there is acute shortage of Lady doctors in the communities. The entire rural health management systems of women depend on the village birth attendants. They have got same inherital experiences. Bal Mahila Kalyan (BMK) name identified that talent & arranged specific interactions with local ANM - Doctors - Nursing homes etc. Gramin dai has been motivated to spread different available opportunities - schemes ; importance of education etc.

## **CHAIN OF PROFESSIONALS:**

- (A)
- a) Gramin Dai is on illiterate talent.
  - b) They got their professional respect in the community
  - c) They brought few message of innovative schemes
  - d) These schemes become the mutual interaction among family & neighbors.
- (B) CRITICAL MOMENT OF ADOPTION HAVE -TO SUFFER
- a) Involvement of Middle man
  - b) Neighbors; having jealous feeling create confusions
  - c) Goodman advised to get it a confirmed.
  - d) The general people take too much time to get it confirmed as well as they have to face hesitation to ask with staff/official
  - e) The intelligent rural youth may explain – but the villager understand then as non-technical
  - f) “The rural talent” got training will win the confidence of low income groups as well as he acts as an permanent resource person of ruralite.

The experience & result during catalytic use of Gramin Dai compelled us to develop a series of rural professionals. We should encourage them. It will be compulsion for rural professionals. We may identified to be continue in their assignments .

We have appreciated the schemes to select best students of rural areas as (Shiksha Mitra) to make improvement of quality education of grass root level education system. We may develop Gramin Dai (village birth attendants) in health sector by providing basic training – at the same time – few school drop-out girls of Novodaya (unsuccessful candidate of various medical and other competitive examination) may develop as rural health professionals.

Similarly we may generate people in the field of income generation – more skilled & knowledgeable persons can continue momentum to adopt innovative projects in the rural areas – otherwise general people would continue their existing situations.

## **SUGGESTED ACTION :**

1. We should survey the potential members of rural areas .
2. We should organize general workshop to promote feeling towards downtrodden people. We should develop same technique to judge their internal felling – interest& dedication (During initial days the selection/screening team have to be too conscious-after some days it will take the shape of common culture among above.
3. we will also develop a team of retd. persons from different institutions for their support at local level (we may also trained them for future actions) .They may give more time to our groups talent.
4. we may also develop a team of professionals / retd. faculties from academic institution at apex level
5. The both the team will interact at least three times in a year
  - a)at Grass root (b)at Apex profession Institute (c) as per mutual discussion to develop a practical action plan as well as to formulate a “supervision cum monitoring schedule” for their regular interaction & outcome indicator.
6. The selected candidates would have to perform rural assigment in real sense as student of social work have to do infield.

7. Sensitive points & Documentation – In BMK – Ms Najama has lost Rs 1000/- when she was on way to open their “SHG” in Bank- she become nervous when she reached Bank – It was hard work that she returned to her home through that path she become vary glad to found that money . These incidence have spread in the locality – other members adopted concept of SHG without more pain & effort. Ms, Mina(Gramin Dai) got invitation card from big landlord first time in child Birth day programmed which she never imagine – a no. of girls child ,who used to rear goat - get admission in schools etc. in which Ms Arjum(BMK’s memers & now renounced sportsman) & Ms Anila (secretary) have to interfare.
8. Performing Institution / Individuals interactions should be encouraged in initial phase till it take the shape of common culture in day to day we(In netarhat & Good residential school it is a common culture to interact junior student with their seniors. The National dedication feeling develop in the student of military school etc)

**REFERENCE :** Dr Bhupen Srivastava – Dean (Academic ) & Director fellow programmed, International Management Institute New Delhi (bhupen@imi.edu) have giving full supervision & Guidance . Dr Siddiqui Jambia University New Delhi (husain\_siddiquie@yahoo.co.in ) & a no. of national scholars have shown their positive remarks.

**DONOR INSTITUTION:** The donors have got no time to see the outcome of their donation. They believe in Reports, attractive documentation & audit, the donor institution should keep a common team of few professional institute they may send their students team as a part of their study. It should be the part of project the continuous visit itself create positive environment for better output it should be judged during primary screening of proposal.

**CONCLUSION :** “Professional use of Rural talent- PURT” would be the basic formula for rural welfare. The policy makers and donor institutions do not go the surface.– They believe in their own machineries & working team. Their knowledge & dedication could not break the communication wall of grassroots, the poor & illiterate communities have no time to listen – No imagination – No planning – No thinking –No expectations. Few one develops due to some adhoc association with good persons in the society.

In general neither social workers, Nor Social leaders, nor outside professionals can change the mass. Bal Mahila Kalyan (BMK) has utilised above concept smce refresher courage of village dai on health issues against Feticides/ Female infanticides- they have got achievement in Formation & linkage of “self help groups” (SGH) BMK has deputed rural artisans (illiterate ) to apex institution in jute(institute of Jute technology Kolkata ) have given very positive & fruitfull response. The BBC has also selected our grass root social worker (out of Four identified in katihar) in their recent road show, she has got association with BMK as Jute artisan.

Hence “PURT” is the need of day for all basic rural projects. It will generate basic formula to each & every works of implementation of differency. This will not only help in proper implementation of different project but it will uproot the birth of social criminals; community courage to face against the new born wrong politician and criminals. It may start a phase of good environment in all respects.