

Press Information Bureau

Govt. of India, Hyderabad

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**Promoting cost effective and Appropriate Technologies for Rural Development is the need of the hour: W.R.Reddy DG, NIRD&PR**

**14<sup>th</sup> Rural technology and crafts Mela starts from November 24<sup>th</sup> to 28, 2016**

**NIRD&PR organizing Film festival on Rural Development**

Hyderabad, 22<sup>nd</sup> November, 2016

The National Institute of Rural Development and Panchayati Raj (**NIRD&PR**), Hyderabad is organising the 14<sup>th</sup> Rural Technology and Crafts Mela from November 24 to 28 2016 at NIRD &PR campus, Rajendra Nagar, as part of Month long foundation day celebrations.

While addressing the media at NIRD &PR at Rajendra Nagar in Hyderabad today, the director General of NIRD & PR Shri. Dr. W.R. Reddy said that more than 300 stalls from the Self Help Groups (SHGS)/ Entrepreneurs/ Artisans/ Institutions/ NGOs/ Government Organisations, etc., from across the Country will put up their stalls at the mela to display, exhibit, and demonstrate their products and technologies. The Director General further said that representatives from 18 States will participate in various events. It is a great platform for them to display and sell their products and technologies. The Motto of the Mela is to attract the Urban Youth and Creating Awareness on crafts and Arts for Rural Development.

The Director General further said that a Film Festival on Rural Development will be organised by NIRD& PR for two days from November 24<sup>th</sup> and 25<sup>th</sup>, 2016 at NIRD &PR Campus. More than 50 Films including documentaries from across the country will be screened during the film festival.

Shri. Dr. W.R. Reddy further said that the objective of the film festival is to create awareness among the people about rural development by screening the documentaries and success stories which are gathered in various Grampanchayths across the country. Spreading the Technology by Demonstrating the Different Technologies to Rural people is the main objective of this Film festival the DG added. He said that some of the Former DG's of NIRD & Panchayati Raj will attend the inaugural function and they will inaugurate the Mela. The Mela will begin on November 24, 2016 in the evening. Each day of Mela will feature different cultural programs by professionals. Entrepreneurs, Innovators, Empowerment Groups from across the country will participate in this event.

Promoting the cost effective technology to the rural people DRDO former Scientists has developed nearly 17 technologies on Rural Products which enrich the life styles of the rural people in India. Plan of Action to the Cost effective technologies, the DRDO already developed several products like Drinking water purification, Eco- friendly Mosquito Nets, Better Toilets, Utilisation of Waste and Mushroom Farming etc. Panel Discussions will be conducted for the First Three days on different topics like Swachata on 24<sup>th</sup>, Rural Development on 25 and Women Empowerment on 26<sup>th</sup> during the Mela. The Most Significant factor in this Event is Plastic Free. As part of Swachata they are doing this exercise. After the conclusion of Film Festival, the best films will be awarded three prizes namely first, second and third.

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Ministry of Information and Broadcasting**

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