National Rural Youth Fest (NRYF) : Concept

TISS is based on a different imagination of academics which combines progressive ideas of development and social change. It has been creating avenues for rural communities to articulate their respective issues and to act on issues based on ideals of sustainable development. NRYF is one of the initiatives conceived by the students of SRD. It aims at generating and sustaining a platform for exploring, exchanging and reflecting on ideas of rural development across a wide range of actors, such as social sciences students, development practitioners, scholars, researchers and the youth in the village communities.

In 2008-09, SRD made the first attempt to reach out to rural youth in the Marathwada region by organizing the first Rural Youth Fest. The response was very encouraging and about 400 youths participated in the festival. TISS-SRD expanded the idea of organizing the Rural Youth Fest in subsequent years. In the academic year 2010-11, SRD expanded the event to the national level. More than 2000 rural youths across the nation participated in the events. Surprisingly, the event crossed the administrative boundaries of India and SRD hosted near about 40 participants from the neighboring country, Nepal. This year, we aspire again to making the Rural Youth Fest a national level event, thereby promoting a dialogue among rural youth, students, development practitioners, scholars, and researchers.

Objectives :

• To establish a dialogue between the youth, academicians and rural development agencies across the nation with the prime aim of mapping ideas and stimulating debates on rural development.
• To sustain and reinforce the spirit of volunteerism amongst the youth so as to ensure a people-centered development practice in rural areas.
• To highlight multi-dimensional facets of cultural heritage and to promote the participation of youth in various activities.

NRYF aims at mapping and analyzing gaps in rural progress so as to define our role as youth, academia, civil society organizations and Government agencies in developing rural India.

About TISS Tuljapur

Tata Institute of Social Sciences (TISS) has global recognition for its commitment to inclusive, equitable and sustainable development as well as affirmative action. The TISS, Tuljapur Campus, also known as the Rural Campus, works towards promoting initiatives for sustainable, eco-friendly and equitable socio-economic development of rural communities with a focus on gender and social justice. It conducts a three-year Bachelor’s degree (Hons.) in Social Work (BASW) and a two-year Master’s degree in Social Work (MASW) with specialization in rural development. Currently, it has started an interdisciplinary 5-year integrated BA-MA in social sciences programme.

SRD Diary

We have had a journey for 25 years - a journey that contains many stories, some told, some perhaps waiting to be discovered. For many of us – faculty, students, alumni, staff, parents and other stakeholders, TISS conjures up images of lush green spaces, resonant with birdsong, memories of inviting classrooms, innovative field work, animated discussions and above all a spirit of camaraderie and freedom.

We have been a part of this memorable journey that started in Tuljapur in 1986 and continued to 2012, as TISS expanded with new campuses in Hyderabad and Guwahati. Here we celebrate this continuing journey, this rich legacy of an institution that has always reached out to society, through relevant education, research, and field action, with commitment to social justice for all.

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National Rural Youth Fest 2013

Theme for the Fest : Youth and Water - “Making Every Drop Count”

NRYF 2013

25-27 January, 2013

School of Rural Development
prevents
National Rural Youth Fest 2013

Chief Minister Mr. Prithviraj Chavan Inaugurating Water Harvesting Campaign on 19 Oct, 12
Theme for the Fest: Youth and Water - "Making Every Drop Count"

The pressure on global water supply has been increasing for the past couple of decades. At present, about 41% of the world's population lives in what UNESCO calls "severe water stress", and that proportion is predicted to rise to two-thirds by 2025. TISS, Tuljapur located in Marathwada, plays an important role in defining our engagement with rural communities. Large proportions dalits, nomadic tribes and de-notified tribes in the region lead a life characterized by exploitation and oppression. Cyclical droughts compound hunger and insecurity, making migration a way of life for the landless and marginal farmer and trafficking of women a regular feature. Every year, the water in the region is dwindling as the area faces lack of rainfall.

The average rainfall of this region in 767 mm in the year 2012, the annual rainfall was only 387mm that is, a 49.5% shortfall from the normal. Inadequate rainfall in the last two years has dried up many small irrigation projects and the water in dams is not sufficient to last till the next monsoon. We are trying to make the residents aware of the crisis of water shortage and what steps we can take a step towards water justice.

The crisis of water in the region is vastly compounded by the agro-ecologically unsustainable cropping pattern in the region. Sugarcane is one of the dominant and profitable crops cultivated in the region. The cultivation of such water-intensive crops is not only affecting the water table of the region and increasing water stress, but it also accentuates the existing inequalities, particularly unequal access to resources and livelihoods.

SRD has been doing some groundwork since 2011 for taking stock of the varying perspectives of different stakeholders in the region on drought conditions. Responding to circumstances of drought and water stress in the past two months, we have given training and demonstration to six thousand rural stakeholders including women, youth groups and Gram Panchayat members from 45 different villages. We realize that the current understanding and perspectives of stakeholders are largely shaped by a technocratic understanding of the problem and the voices of the people who are victims of the drought conditions are relegated to the periphery of these discussions. We realize there is a need to develop a social sciences perspective on the question of water. The issue of water is neither a question which can be answered within the basic science disciplines nor a problem that can be addressed through technocratic solutions. The role of state and market in the process of conservation, commodification, controlling and distribution of limited water resources needs to be examined and debated. The impact of water crisis on various social strata needs to be examined. Further, we cannot leave the impact of water crisis as neither detectable nor insurmountable for the people in the region.

Special Events: Position paper presentation on public-private partnership in water management, demonstration of water conservation techniques during the fest, alumni meet and exhibition will be part of these events.

Sports and Cultural Events

Cultural: Culture defines people, unifies them and also brings out their uniqueness. The events will give all the participants the space to discover themselves and flourish as better human beings. These include folk dance, folk songs, street plays.

Camera events: One doesn't need a camera to capture the right picture but you need the right idea to capture the right picture. We have philosophy competition and documentary making under this competition.

Literary Events: The events under this are debate, competition, paper presentation, national science quizes and slogan writing. The visibility of the sponsors will be at a national level as they will gain a space on our webpage and social media.

Sports and games: These include, volleyball, basketball, football, Kho-Kho, Cabaddi and cricket. The participants for these events will be from rural areas and local colleges and also our own campus. The sponsors get the best-promotional opportunity to advertise their brand name which will also be on the prizes and mementos that will be distributed.

Why Sponsor us?

Tata Institute of Social Sciences is a premier social work institute in India. Our fest is a unique endeavor to bring together students, practitioners, academicians, researchers, civil society organizations and the youth in rural progress. This will give an opportunity to our sponsors to exhibit their brand names and product names. It should be seen as an effective medium for the sponsors to reach out to diverse groups and promote their stakeholders.

The underlying objective of this rural fest is to mobilize the youth in mapping the best practices and techniques of water conservation and facilitate massive water literacy. We thus anticipate your contribution to this fest which intends to bring awareness development among the participants and local stakeholders to make the best use of water in view of the increasing pressure on water in the area. We will make sure that our sponsors are given as much advertisement space as possible during the entire fest. The sponsor's banners, posters, logos and other promotional materials will be put up in the most visible areas throughout the campus. We realize that the sponsors play a vital role in the making of a successful fest and hope you will support us in our efforts to mobilize rural youth. We hope sponsoring this event will be as beneficial to you as organizing it is fulfilling for us.

Platinum Sponsorship Package and Benefits (5 Lakhs)

Pre-fest: Fest will be published as "Partners of National Youth Festival. Publicity in correspondence to over 200 Social Work and Rural Development colleges across India. Sponsor logo with link will be displayed on the homepage of the official website of fest. Publications published in social networks like Facebook media. Promotional posters will be displayed in colleges and villages of Marathwada region.

During Fest: Banners/flex boards will be put up strategically across the SRD campus and Tuljapur town. Pamphlets, promotional material and visual ads during the festival events. Stalls of water conservation demonstration will carry flex of sponsors as display. A section of lawns (festival hot spot) will be provided for stall/venue. Pamphlets, promotional material and visual ads during the festival events.

Gold Sponsorship Package and Benefits (4 Lakhs)

Pre-fest: Fest will be published as SRD-TISS presents National Rural Youth fest in association with Gold sponsors. Publicity in correspondence to over 200 Social Work and Rural Development colleges across India. Sponsors Logo (with link) will be displayed on the homepage of the official website. Publication and article in popular social networking and online media. Promotional postes will be displayed in colleges and in the villages of Marathwada Region.

During Fest: Banners/flex will be put up strategically across the SRD campus. Audio Visual advertisements will be broadcast during events in the campus.

Post events: Logos on trophies and other mementos. Half page advertisements in Festival souvenir for all kinds of participants. Half page advertisement in festival reports will be mailed to all institutions of social work and rural development.

Special Events Sponsorship - Position Paper Presentation on Water Policy: Public Private Partnership and (3 Lakhs)

All publications leading to the event will carry the name and logo of the event sponsor. All posters and banners related to the event will carry the name and logo of the event sponsor. The fest website will feature the name and logo of the event sponsor. Display on banners and distribution of promotional materials.

Sponsorship for Theater Performance (2 Lakhs)

Banners/flex will be put up strategically across the SRD campus specially as backdrop in amphitheater during the performance. Sponsors Logo (with link) will be displayed on the homepage of the official website.

Media Partnership: The media partners will provide publicity to our fest on their respective channels, newspapers and magazines. Their names and logo will be displayed on the fest website and on hoardings and banners throughout this fest.

T-shirt Sponsor: The design of the t-shirt will be submitted by the organizers of the fest. The t-shirt will feature the name and logo of the sponsors on one of the sleeves. All publications, posters and hoardings leading up to the fest will carry the name of logo of the t-shirt sponsors. The fest website will feature the name and logo of the t-shirt sponsors.

Bank Name: State Bank of India, Branch Name: Tuljapur

Account Name: Tata Institute of Social Sciences

Account Number: 11520643799, IFSC Code: SBIN0003674