



Capacity Building for Self Reliance



The Aditya Birla Rural Technology Park



The Aditya Birla Rural Technology Park

VISION

"People Empowerment through Capacity Building".

MISSION

"Harnessing Potential for Rural Prosperity."

OBJECTIVE

SHORT TERM OBJECTIVE

"To facilitate need based services to the rural community."

LONG TERM OBJECTIVE

"To facilitate sustainable development of villages through participatory model village development concept with customized training".

A GLIMPSE

Spread in 1.075 hectares area of land at Muirpur block of Sonbhadra District in Uttar Pradesh, The Aditya Birla Rural Technology Park is a center for building capacity of the rural people and undertakes integrated rural development activities required for sustainable development of the rural communities. Further, the Park extends technical support to the rural communities to transform their villages into model ones under Hindalco sponsored 3-Year Rolling Plan.

Under intergration, five sections have been set up to facilitate better living standards of the rural people and empower them by honing their potential and skills. The sections at the Park are Capacity Building Centre, Vocational Training-cum-Production Centre, Agriculture Research Section, Animal Husbandry and Rural Hospital.

Being developed as the Think-tank the Park is devoted to serve as research and training institute in co-ordination with government and non-government organizations through which our nationals and foreigners would enhance their knowledge for value addition to society.



Capacity Building Center

Capacity Building Center is the heart of the Technology park that has been established to hone and harness the potential of human beings for their sustainable socio-economic development. Equipped with staying facilities and communication means- Public Address System, LCD Projector and OHP, the centre is manned by highly specialized professionals and trainers. It aims at imparting multi dimensional development based training to rural development facilitators across the Aditya Birla Group of companies, and villagers in their area of interest and choice of vocation respectively. The center, to smoothen the process of rural



development, conducts the training programs in the following area:

- Entrepreneurship development for economic self-reliance.
- Formation and management of Self-Help-Groups.
- Land and water management.
- Watershed development : Dimensions and Utilization.
- Social forestry for rural development.
- Common Property Resource Management.
- Application of modern agricultural technology.
- Vermi and Nadeaf compost.
- Cropping scheme for increasing land productivity and yield.
- Manure Management.
- Seed treatment before sowing.
- Weed control and management.
- Agriculture & Horticulture.
- Cattle Diseases : Prevention and Control.
- Modern ways of animal rearing.



- Ways of maintaining hygiene and sanitation for better health.
- Control of Malaria and T.B. diseases in rural areas.
- Reproductive Child Health Care.
- Health and Nutrition of rural woman and children.
- Safe delivery system.
- Panchayati Raj Institution : Role and Responsibilities.
- Effective Rural Communication Skill.



Agriculture Research Section

The Technology Park aims at enabling farmers, through demonstration, to understand and practice the modern scientific agricultural technology in choosing the right inputs and their most appropriate application in modern agriculture so that the farmers could ensure their economic development. Hence this section covers the following area of agricultural development :



- Crop planning and budgeting.
- Assessment of soil fertility.
- Water management for crops.
- Weeds control and their management.
- Conducting research and training on developing non-monetary input resources,



reducing various losses of nutrients, water and agriculture products to increase efficiency of applied inputs for higher crop yields.

- Raising seeding and saplings of vegetables flowers etc. in green house.



- Promoting environment friendly agriculture practice.
- Imparting training to farmers for transformation of traditional agriculture into a worthwhile enterprise.
- Raising vermi and nadef compost to promote application of organic fertilizer in the field.

Animal Husbandry and Veterinary Hospital

This section of the Technology Park has been established with a view to rendering treatment to the ailing animals in the rural areas and making farmers understand and follow, through demonstration and class-room training, the application of modern farm management techniques, modern way of rearing animals for breed improvement and higher milk production. Focusing this core area of development, this section- Animal Husbandry and Veterinary Hospital, renders the services and arranges the facilities as:

- Training on cow (of exotic and local variety) rearing in dairy shed.
- Artificial insemination for breed improvement.
- Veterinary Hospital with ward facility for treatment of ill animals.
- Animal vaccination.
- Demonstration of energy production by Bio-gas plant.
- Organising regular animal medical camp in villages.



Vocational Training-Cum-Production Center

In order to properly utilize the energy of rural youth and women, the vocational training-cum-production centre has started up. It paves the way for rural entrepreneurs to hone their potential and identify the avenues of self-employment as per their area of interest. This center at the Park, thus, zeroes in on the following activities :



- Imparting training in vocations such as electric/electronic goods repairing, tailoring, Computer training diesel pump repairing, carpet weaving.
- Arrangement for production of garments, and San-sutali etc,



- Imparting managerial skill training to the entrepreneurs for arrangement of raw materials and marketing of finished goods.
- Linking the entrepreneurs to the respective govt. schemes after their training completion.
- Extending technical support to the trained entrepreneurs as per their need.



Rural Hospital

The Rural Hospital at the Technology Park helps community to ensure its good health and control the population with a four-bed patient ward, minor operation theater, operation theater and safe delivery center facilities. This hospital renders health and family welfare services for :

- Treatment of patients.
- Treatment of T.B. and Leprosy patients.
- Chronic disease treatment.
- Corrective surgery of disabled.
- Regular surgical camps like hernia, hydrocele, etc.
- Ante-natal & Post-natal check-up.
- Mother and child healthcare



- Treatment of reproductive tract infection and sexually transmitted diseases.
- Immunization to children.
- Polio vaccination to children.
- Counseling to women and men to adopt small family norm.
- Conducting sterilization camp for population control.
- Health, Hygiene, Nutrition, Awareness





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