

The 2022 Ideal Village and WHEELS Conference on *Rural Transformation for Sustainable Growth*

Organized jointly by Stanford Ideal Village Program, WHEELS Global Foundation (Pan-IIT Initiative)
and Institute of Management Studies, Banaras Hindu University

Venue: BHU, Varanasi UP (India)
November 4-6 2022

Conference Organizing Committee

Dr. Sudhir Jain, Vice-Chancellor, Banaras Hindu University (BHU) India
Prof Sujit Dubey, Director, Institute of Management Studies, BHU
Arjun Malhotra, Hiten Ghosh, Ambassador Pradeep Kapur, Rajat Gupta – WGF Executive Board
Dr. K.J.S. Anand, Professor of Pediatrics, School of Medicine, Stanford University CA
Dr. Sundar Kamath, Senior VP, Sanmina Corp San Jose CA
Ron Mehta – WIN Foundation & WGF
Suresh Shenoy, President WHEELS Global Foundation (WGF)
Dr Smita Siddhanti, WGF and President EnDyna Corp
Dr Nandini Tandon, Founder IndUS SETU Global Foundation
Ashank Desai, Chairperson, WHEELS-India and MASTEK
CorpDr. Raj Shah, Chairperson, WHEELS Health Council

Conference Audience/Attendees

: Corporates (CSR), Government agencies (Rural, State & Central), Foundations, International agencies, NGOs, Academia, Public at large



The Annual Ideal Village Conference at Stanford



<https://www.wheelsglobal.org/>



<https://scienceforsociety.com>



<https://www.bhu.ac.in>



[https:// www.bhu.ac.in](https://www.bhu.ac.in)

Mission Statement

To launch a nationwide
Movement for creating *Ideal Villages*
which uplift and empower *underserved communities*
through the adoption of *Best Practices* in
Rural Development and appropriate *Technology*.

The **Ideal Village** concept focuses on
enabling **essential needs** for underserved and rural communities globally,
Through **holistic** and **sustainable** technology solutions,
By promoting **collaboration** among stakeholders and all organizations working on **social impact**.

Background: The Ideal Village Concept

The Pandemic has reminded us we live in a "Global Village"

Communities and countries are mutually dependent – the world is one family.

Climate change, pandemics and natural disasters do not respect national (manmade) boundaries.

Inequities in society seem to be widening as global wealth increases.

Almost two-thirds of the world's population lives in rural areas, with limited or no access to the essential needs for human existence.

Unconstrained urban development and consumptive lifestyles have led to risk scenarios for sustainability:

Fossil fuel emissions, polluted cities, processed foods, plastics, unmanageable waste, natural resource contamination by chemicals, pesticides, etc.

Rural programs should not repeat the mistakes of urban development.

Collaboration among various stakeholders, NGOs, Corporate entities, Government agencies, Universities, Civil Society, Media, and Foundations involved in rural development has been promoted through an **annual Conference held at Stanford University since 2016, as well as regular webinars and NGO activities organized by the WHEELS Global Foundation**

Enabling rural economies in developing countries will lead to new markets and consumers

India's target GDP growth rate of 8.5% per annum will not be possible without a healthy rural economy

Ideal Village: Enabling Essential Needs for the Rural Economy



Almost *two-thirds* of the world's population lives in rural areas with limited or no access to basic needs of human life

COLLABORATION

The **Annual Ideal Village Conferences at Stanford** have created a matrix for collaboration, networking and sharing of rural development experiences, knowledge, and project learnings between these organizations.



- LOCAL LEADERS
- RURAL COMMUNITIES
- NGOS, FOUNDATIONS
- CORPORATE (CSR)
- ACADEMIC INSTITUTIONS
- SOCIAL AGENCIES
- STATE, CENTRAL GOVT
- STARTUPS



The webinar series hosted by **WGF** has served as forum for thought leadership, best practices, key takeaways and practical outcomes in rural development.

OPTIMIZE RESOURCES, EFFORT AND INVESTMENT BY WORKING TOGETHER

HOLISTIC SOLUTIONS

- CLEAN WATER
- HEALTHCARE
- EDUCATION
- ENERGY
- LIVELIHOODS
- SANITATION
- ENTREPRENEURSHIP
- FOOD & HOUSING

*Enable essential needs to uplift **BILLIONS** living in rural and underserved communities - for example, in India alone the rural population numbers almost a billion, more than the combined population of North America and Europe.*

SOLUTIONS MUST WORK TOGETHER

SUSTAINABILITY

- ENVIRONMENT
- WOMEN EMPOWERMENT
- ORGANIC FARMING
- NATURAL PESTICIDES
- BIODEGRADABLE
- NON-FOSSIL ENERGY
- RAINWATER HARVESTING
- WASTE RECYCLING

AVOID MISTAKES OF URBAN DEVELOPMENT

2022 Ideal Village – WGF Conference in India

Scope / Overview / Best Practices Competition

- The 2022 Ideal Village - WGF Conference will be held in India in view of the Indian Govt's major push in rural development. India's target GDP growth rate of 8.5% per annum will not be possible without a healthy rural economy.
- This is not just a conventional conference but to initiate a global movement in Integrated Rural Development
- Given the high quality and diversity of topics, speakers, organizations and participants over the past six years, the theme for 2022 Ideal Village Conference will be "Rural Transformation for Sustainable Growth" to capture the lessons learnt and best practices from successful implementations and thereby define the future of global rural development.
- **Best Practices** will be chosen in each of the 6 tracks, namely, **Agriculture and Farming, Water and Sanitation, Healthcare and Nutrition, Education and Skilling, Energy and Environment, Livelihoods and Sustainability** through a global competition to be completed in the next 7 months.
- The three top best practices in each of the 6 tracks will be featured at the 2022 Conference to be held at the Banaras Hindu University (BHU), Varanasi, India.
- Corporate sponsors will be invited to support each of the 18 Best Practice (BP) candidates under their respective CSR (Corporate Social Responsibility) mandates.
- In addition, these BP solutions will be recommended to CSR programs, State and Central Govt agencies, Foundations, for financial support and scaling across the nation. These efforts will connect Panchayat - Block - District ...as the TEESRI Sarkar
- Criteria for Best Practice selection will include for example, Scaling potential, Implementation success, Impact metrics, Technology application/innovation, Collaboration levels, Stakeholder involvement, Sustainability, Unintended consequences (if any), Quality of funding, Holistic solution value and related factors.

2022 Ideal Village – WGF Conference in India

Goals / Expected Outcomes

- Identify Best Practices in rural development for Scaling Nationwide through CSR and Governmental support.
- Define the foundation for a Rural Economy Framework which can accelerate GDP growth globally.
- Create a Public-Private-Community-Partnership model for adopting programs, funding, measurable outcomes
Establish working groups of leaders from Government, Industry, Academia, and NGOs to track and report progress
- Establish an International Institute of Development (IID) which will help create Institutes for Rural Development (Ideal / SMART Village) in India and also at Stanford's new School for Sustainability; leading to a global network of such academic centers over the next 5-10 years
- Set up a collaborative Council for Rural Development in IITs, Regional Colleges, State and Community colleges to promote innovation and disseminate knowledge (eg. SVERI, Wardha, Unnat Bharat Abhiyaan etc); jointly with relevant institutions like Stanford, Harvard, MIT, Johns Hopkins in USA and others as applicable.
- Create/develop a National Database of rural development programs, skills, contacts similar to the European Network for Rural Development. Serve as foundation for Community Collaboration.

**GOAL – EG 25% OF THE RURAL POPULATION AND TIMELINE FOR IID...
BEST PRACTICE BENCHMARKS, MODELS?
CREATE COMMUNITIES OF COMMON INTEREST**

2022 Ideal Village – WGF Conference Agenda

Day 1 Evening Reception and Special Keynote – Dr Sudhir Jain, Vice Chancellor, BHU

Days 2 and 3 below:

Four Plenary sessions of all participants (90 minutes) plus lunch and dinner keynotes.

- Global Rural Development Efforts: AARDO, ENRD, US, Canada, Israel: Initiatives & BP examples
- National outlook: NITI Aayog – Challenges/Needs, Initiatives, Collaboration, Lessons
- State level: select from UP/Gujarat/AP/T Nadu/Maharashtra/Odisha/MP/Kerala - Empowerment of Rural communities. (Fireside chats)
- Framework for Academic Collaborative R&D (IITs/Stanford/Amrita/IIRD/IRMA/NIRD-PR & other Universities)

Multiple parallel sessions (90-120 minutes) on Technology Applications / Showcase NGO Projects of the Best Practice Winners.

Four Half days sessions, with a Keynote speaker & 3 Best Practice winners (1st 5 tracks)

- **Agriculture & Farming:** agritech, organic farming, high yields, low water usage, innovative solutions
- **Healthcare & Nutrition:** Telemedicine, Access/Digital clinics, Mobile clinics, Public health, rural hospitals
- **Education & Skilling:** rural campuses, vocational, on-line / digital, community, girls, skills development
- **Water and sanitation, waste management:** rainwater harvesting, conservation, low cost filtration, clean drinking water, STP....
- **Energy and Environment:** clean energy (solar, wind, hydro...), energy storage, microgrids, Climate change management
- **Livelihoods & Sustainability:** Agriculture, Rural SMEs, Social entrepreneurship, Women empowerment
- **Adarsh Grama / Ideal Village Success Stories – best showcase**

WORKSHOP Format (3x90min sessions) leading to recommendations & action plans

- Empowerment & Social Inclusion
- Micro-financing and credit facilities
- Rural Administration, Policy framework, Legal structures and Governance

EXHIBITION & POSTER SESSION

For different stakeholders (Payment for stalls)

Mobile exhibition that can travel to various States.

2022 Ideal Village – WGF Conference

Speakers Framework

- Keynote addresses by Global leaders: PMO, UN SDG, etc (30,000ft view)
- Invited speakers to address various points-of-view (15,000ft view):
 - Central government priorities – Ministry of Rural Development & Panchayati Raj
 - State Government – State Chief Ministers
 - Local Governments – Panchayat Members panel (Mission Samriddhi led)
 - Academic/Research Institutes: IITs, Stanford (Directors panel)
 - Industry CSR initiatives : CSR Panel
- Speakers from practitioner (Ground level view):
 - NGOs from each field (Parallel sessions): From a global competition of Best Practices, winners in each of the Tracks will be invited to present in their respective sessions:
 - Agriculture & Farming
 - Water & Sanitation
 - Health & Nutrition
 - Energy & Environment
 - Education & Skilling
 - Livelihoods & Sustainability
 - Best Practices Awards – Special VIP Invitees (Corporate / Govt)

2022 Ideal Village – WGF Conference

Leadership, Partners, Sponsors and Patrons of each verticals

- **Lead Organizations:**

- WHEELS Global Foundation
- Stanford Univ. School of Medicine & Science for Society – Ideal Village
- BHU

- **Partner Organizations:**

- IITs, Regional Colleges; Stanford, Johns Hopkins, & other US/Global Universities
- Mission Samriddhi; Magan Sangrahalaya Samiti, Sarjan Foundation, Annapoorna Trust, Divine Mother & Child Health, Shree Sai Healing Trust, Jagriti, etc
- IEEE Smart Village
- Ministry of Panchayati Raj of GOI: Special Invitee: Sunil Kumar; National Institute of Rural Development: Special Invitee: Dr Dilip Pal
- Niti Aayog Special Invitee: Dr Vinod Paul

- **Industry partners / sponsors – see Table**
Patrons for Fund Campaign and each of the six verticals:

- **Global partners in Rural Development**

- AARDO – Africa and Asia
- ENRD – European organizations and initiatives
- Canada – Canadian Rural Revitalization Foundation (CRRF), Canada Rural Development Network (RDN)
- USDA – Rural Development Agency

Potential Sponsors for 2022 Conference & CSR Awards

India based organizations	US based Organizations
Tata Trust, Tata Sons, TCS, Tata Power	Facebook, Google, Apple, Microsoft, Intel, Cisco,
Reliance Group, Mahindra & Mahindra, ReNew	Amazon, WalMart, Boeing, Proctor & Gamble
Gautam Adani Group, Aditya Birla, Hero Motors	Coca-Cola, Pepsico, Fedex, DHL
HCL, Wipro, Infosys, L&T, NASSCOM	Merck, Roche, GSK, J&J, Abbott, Janssen
Vedanta, Bajaj, Kirloskar, Hindustan Lever	Nokia, Ericsson, GE, Alstom,
CII, FICCI, HDFC Bank, SBI, ICICI,	USIBC, USISPF, USAID
SBI Fdn, Piramal Fdn, Bosch Fdn, Invest India	Ford Fdn, MasterCard Fdn. Hewlett Fdn, Gates, Rockefeller, etc...
TVS Group, Murugappa Group (Chennai)	
Public Sector SCOPE: HAL, BHEL, BEL, SAIL, IOC, ONGC, BP etc	