

Conclave Theme: Paradigms of Rural Reconstruction: Driving Sustainability, Productivity, and Green Growth

The IPL Centre for Rural Outreach (ICRO), partnering with the Department of Lifelong Learning and Extension (REC), Visva-Bharati, Sriniketan, hosts this 1.5-day institutional conclave designed to cultivate discourse among students, researchers, agrarian stakeholders, and industry-administrative executives.

The symposium operationalises a quadruple-helix model—uniting academia, industry, community, and governance—to translate empirical research into actionable rural development strategies. Central to the agenda is the fortification of agrarian and youth capacities, the deployment of climate-resilient agricultural frameworks, and the co-creation of sustainable ecosystems. Through strategic knowledge dissemination, pedagogical enrichment, and the incubation of rural entrepreneurship, this platform aims to catalyse institutional frameworks for resource-efficient practices and transitional green finance mechanisms.

About IPL Foundation:

ICRO is the outreach and capacity-building arm of Indian Potash Limited (IPL), focused on rural outreach, farmer and youth capacity development, and the promotion of environmental sustainability. The IPL is a major player across multiple value chains and input streams and is steadfastly contributing to and advancing agrarian growth and farmers' prosperity in India. Under this series, IPL Foundation is proposing to organise a full-day compact consultative conclave at the university campus on the theme 'Sustainability, Productivity and Green Growth.'

To enhance rural outreach and build the capacity of farmers and youth, the ICRO was launched by IPL in collaboration with the National Productivity Council (NPC), an apex organisation established in 1958 under the Ministry of Commerce & Industry, with Dr. Rajeev Ranjan serving as Founding Director (ICRO) since 2021. Since its inception, the ICRO Amrit Internship Programme has reached out to over 2.50 lakh farmers across 45 districts in Nine states, including West Bengal.

Organisers:

IPL Centre for Rural Outreach (ICRO): The strategic extension and capacity-building arm of Indian Potash Limited, driving rural empowerment through agricultural training, institutional outreach, & community development initiatives.



Campus Conclave
On

**Paradigms of Rural Reconstruction: Driving
Sustainability, Productivity, and Green Growth**

11-12 July 2026

Organized by:

**Department of Lifelong Learning & Extension (REC),
Palli Samgathana Vibhaga, Visva-Bharati, Sriniketan**

IPL Centre for Rural Outreach (ICRO) & IPL

Foundation, New Delhi



Broad Themes of the Conclave

- **Rural Reconstruction- a heritage experiment for sustainable rural development**
- **Innovation-led productivity** for green growth
- **Improve productivity** and efficient technologies
- **Access to knowledge of soil health and increase food production** with technological upgrades
- **Institutional strengthening:** ESG and Green Finance.

Department of Lifelong Learning and Extension (REC),

Visva-Bharati: A premier academic extension unit dedicated to rural rejuvenation. The department bridges tradition and innovation, empowering communities to achieve self-reliance and enhanced quality of life by blending cultural heritage with modern socioeconomic resources.

Key Objectives:

- ✓ To operationalise Tagore's historic vision of rural reconstruction by synthesising Sriniketan's rich legacy of community self-reliance with contemporary green finance, resource-efficient practices, and multi-stakeholder capacity building.
- ✓ Enhance the capacities of students, interns, and farmers through hands-on training, skill development, and innovation-driven approaches to improve agricultural productivity and resilience.
- ✓ Foster effective linkages among research institutions, extension agencies, and grassroots stakeholders to facilitate the adoption of sustainable and climate-resilient agricultural practices.
- ✓ Promote awareness and understanding of Environmental, Social, and Governance (ESG) principles and green finance opportunities among MSMEs, educational institutions, and community organisations.
- ✓ Strengthen outreach and knowledge dissemination through internships, community engagement, and strategic partnerships, thereby accelerating the adoption of climate-smart technologies and practices.
- ✓ Showcase successful models and best practices while building collaborative networks and institutional partnerships that support inclusive, sustainable, and long-term green growth.

Registration Fee

No Registration Fee

Important Time & Dates

- Registration: 1:30 PM on 11 June, 2026
- Inauguration: 3:30 PM 11 June, 2026
- Technical session: 10:30-13:30, 12, June, 2026

Venue: Day 1, Bangladesh Bhavana Seminar Hall

Day 2, PSB Community Hall, Sriniketan

Visva-Bharati, West Bengal

Chief Patron

Dr. Probir Kumar Ghosh
Honourable Vice-Chancellor
Visva-Bharati
Santiniketan, West Bengal

Patron

Professor Amit Kumar Hazra
Director,
Studies, Educational Innovation & Rural Reconstruction

Chief Guest

Dr. Rajeev Ranjan, IAS (Rtd.)
Senior advisor
IPL Foundation, New Delhi

Guest of Honour

Shri Madan Mohan
Ministry of Culture, Government of India, New Delhi

Special Guest

Professor Debabrata Basu
Vice-Chancellor
Uttar Banga Krishi Viswavidyalaya
Pundibari, Kochbehar

Vote of Thanks

Dr. Atig Ghosh
Public Relations Officer
Visva-Bharati, Sriniketan

Organizing Secretary

Dr. Subhrangsu Santra,

Associate Professor, Department of Lifelong Learning &
Extension (REC) &
Coordinator, IPL Foundation
Visva-Bharati

