



**Dr. B. R. Ambedkar Open University**  
Department of Public Administration  
Hyderabad  
In collaboration with  
**Indian Institute of Public Administration**  
(Telangana & Andhra Pradesh Regional Branch)  
Presents



**PRATIBHA WEBINAR SERIES**

(Civil Services Examination Orientation)

On

**Topic: Civil Services As A Career: Charisma and Challenges**  
by  
**Sri P. Narahari, IAS**



**25<sup>th</sup> September 2021**

**Time: 4:30 PM**

**(On Zoom Link)**

**<https://us02web.zoom.us/j/8961660894>**

**E-Certificates shall be issued to the participants**

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## About the University

Dr.B.R.Ambedkar Open University (DRBRAOU) , India's first Open University is established on 26th August 1982 through an Act of the A.P. State Legislature (APOU Act 1982). Later the University was renamed as Dr.B.R.Ambedkar Open University on 26 October, 1991 by the Government of Andhra Pradesh. All the UG, PG, M.Phil and PhD programmes offered by the University are recognized by the University Grants Commission, New Delhi. With The motto **"EDUCATION FOR ALL"** the University is providing services to the student community of diverse group through a wide network of 213 study centres spread across both Telangana & Andhra Pradesh States, including 23 regional co-ordination centres and exclusive study centres for women students, Army Jawans and Prisoners.

Looking back at the achievements, over the four decades, the University is striving its best to ensure social justice in higher education by providing access to large number of non-formal learners to the undergraduate programmes, designing courses innovatively under Choice Based Credit System(CBCS), Application Oriented Courses, Producing quality materials for interactive learning in Telugu, English and Urdu, Setting up a wide network of support services, Widening access to research, postgraduate and professional programmes, giving hands on training for laboratory practice in Science and Technology Courses, Using multiple modes (Print and Electronic) for delivery of instruction.

## About the Organizing Department

The Department of Public administration, one of the largest Departments in the Faculty of Social Sciences, was established in the year 1983. Public Administration is one of the most popular subjects of study opted for by distance learners of the Open University. The Department is offering Undergraduate Programmes, Post-graduate Programmes and the Research Programmes.

The Department has been adorned by the very eminent personalities such as Prof.V.S.Prasad, Prof.P.Narsaiah, Prof.K.Murali Manohar, Prof.I.Ramabrahmam and Prof C.Venkataiah. They have contributed immensely for the growth of the discipline and also contributed for the practice of public administration in their various capacities. At present the department has qualified and committed faculty with rich teaching, research and administrative experience.

The Department imparts education through its quality Self-instructional material, Radio and Tele-Lessons, Tele-Conferences which are broadcast /telecast through AIR and Doordarshan respectively which are developed in association with the different distinguished experts from highly reputed Universities like IGNOU, Hyderabad Central University, Osmania University, Kakatiya University etc and Institutes of Excellence like National Institute of Rural Development, National Council of Rural Institutes, Regional Centre for Urban and Environmental studies, Centre for Good Governance, Marri Chenna Reddy Institute of Human Resource Development and Non-Governmental Organizations as well. Department organizes seminars, symposia and lectures on contemporary issues from time to time.

## About the PRATIBHA Webinar Series

To commemorate *Azadi ka Amrut Mahotsav*, 75 years of *Indian Independence* and 40 years of DBRAOU, Department of Public Administration, DRBRAOU is organizing Pratibha Webinar Series, Civil Services Orientation for the students from September 2021 to August 2022.

As we are aware that the process of governance involves several sets of activities to deliver effective services to people and civil services play a pivotal role in providing shape to policies that reflect people's needs and aspirations. In the modern administrative state, public administration has become so significant that our development, upliftment and progress depend mainly upon the efficient functioning of civil services that are the bedrock of public administration. Civil services have assumed more important role in democracy to ensure good governance, both in developing and developed countries. This is the reason why majority of the students are inspired to aspire for Civil Services. But due to lack of right guidance at the right time only few students are successful. Especially students from the rural and tribal areas are at disadvantage.

In order to bridge this gap, this webinar series is initiated with the Senior Bureaucrats, Academicians and Civil Service Toppers as the Resource Persons/Speakers on the contemporary topics each month. Student Community from all the disciplines and sections will find this webinar a great relevance.

# INAUGURAL WEBINAR

## Chief Guest



**Prof. K. Seetharama Rao**  
Vice-Chancellor  
DRBRAOU

## Guests of Honour



**Sri M. Gopala Krishna IAS (Retd)**  
Chairman, IIPA (Regional Branch) &  
Former Chief Secretary, Govt. of Assam



**Prof. E. SudhaRani**  
Director Academic, Dr BRAOU



**Dr. G. Laxma Reddy**  
Registrar, Dr BRAOU

## Chairman of Webinar Series



**Prof. Ghanta Chakrapani**  
Dean, Faculty of Social Sciences &  
Former Chairman  
Telangana State Public Service Commission



**Convenor & Moderator**  
**Dr. Pallavi Kabde**  
Head, Dept of Public Administration  
DRBRAOU



**Co-Convenor**  
**Dr. AVRN Reddy**  
Controller of Examinations  
DRBRAOU



## About the Speaker



### P. Narahari IAS

Secretary  
Department of Micro, Small & Medium Enterprises (MSME)  
&  
Commissioner  
Industries  
Govt. of Madhya Pradesh

**Parikipandla Narahari** (born 1 March 1975) is an Indian civil servant, lyricist and author. The Better India recognized Sri Narahari as 10 most inspiring IAS officers of the year 2017.

Born and brought up in a humble family of Karimnagar district of Telangana state, Sir is inspiration for all the rural students who dream high.

An engineering graduate from Osmania University, Sri Narahari has bagged many prestigious jobs in organizations of national importance before joining civil Services. He joined the Indian Administrative Service in 2001. Sri P Narahari IAS is presently posted as Managing Director, Madhya Pradesh State Cooperative Marketing Federation (MP Markfed) and as Commissioner Food Safety and Controller, Food and drugs Administration, Govt of Madhya Pradesh

Sri Narahari is one among of those rare professional officers to be credited as Publicity Advisor to three successive governments of different parties. Sir has written five books including “Who Owns Mhow?” And “The Making of Ladli Laxmi Yojna”. The latter concerns the Ladli Laxmi Yojana, an initiative of the Government of Madhya Pradesh planned by Narahari which later inspired Beti Bachao, Beti Padhao Yojana. In 2020, he started the program of Swachhta Ke Sur[6][7] under Swachh Bharat Abhiyan to make people aware, which included Bollywood singer Shaan, Shankar Mahadevan, Javed Ali and others.

Sri Narahari has several Awards to his credit. He has been awarded by India Book of Records for organizing a tree plantation event in which 1,33,000 plants were sowed in one day (2014), received Manthan Award for usage of Active Tracker Device to eliminate female foeticide under Save girls campaign (2014), received National Award for "Empowerment of Persons with Disabilities" by President Pranab Mukherjee for creation of barrier-free environment for the persons with disabilities in Gwalior district (2016), received Excellent Contribution Award in "G Files Governance Awards" for his unique socio-economic development initiatives in state of Madhya Pradesh (2018).

Above all Sri Narahari is a great human being. Through Aalaya Foundation, Sri Narahari is serving the society in all domains. Education, Healthcare, Women and Child Development, training and employment are the different areas where Aalaya Foundation is working.

Sri Narahari's abilities as a great administrator and a humble human being attracted a large following on Social Media which includes 2.5 million followers on facebook and 57K followers on Twitter. He received award from the Internet and Mobile Association of India for his efforts relating to use of social networks to engage citizens.