

# INDIA BEYOND 2020 CHALLENGES & OPPORTUNITIES

DIGITAL CONFERENCE



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## RURAL DEVELOPMENT

**Shri. Nallan Ramachandran** has worked upon the Vision of PURA (Providing Urban Amenities in Rural Areas) and Village Transformation. He has taken great efforts in the practical implementation of this mission by creating Periyar PURA. He has elaborated about the same with the help of diagrams, charts and graphs. Here are a few bullet points of Mission Periyar PURA:

- Identifying and addressing the socio-economic needs of villages.
- Sustainable use of natural resources and energy.
- Provision of infrastructure facilities like housing, roads, water, health and hygiene, power, communication, markets and industries.
- Dissemination of technological know-how and do-how.
- Enhancing knowledge and skills of children.
- Imparting vocational training to unemployed youth.

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## RURAL DEVELOPMENT

- Women Empowerment.
- Good agricultural practices to the farmers.

Periyar PURA has mainly undertaken four connectivities as follows :

1. Physical Connectivity
2. Electronic Connectivity
3. Knowledge connectivity
4. Economic Connectivity

The major motive of PURA is stopping the migrant labourers, migration from rural into urban.

Programmes undertaken in the area of Physical Connectivity:

- De addiction
- HIV/AIDS awareness
- General health and hygiene
- Family and child welfare
- Dental check up
- Mammogram
- Eye check up
- Legal rights
- Environmental pollution
- Dengue awareness
- BPO awareness

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## RURAL DEVELOPMENT

- Tree plantation

Programmes undertaken in the field of Electronic Connectivity:

- Awareness programme on climate change
- Healthcare programme by MSW students

Programmes undertaken in the area of Knowledge Connectivity:

- Skill development (Agro based)
- Skill development (Industry oriented)
- Mental health awareness
- Dairy farming
- Medicinal plants
- Environmental pollution
- Natural farming
- Sericulture training
- Self help awareness

Programmes undertaken in the field of Economic Connectivity :

- Sericulture
- Sugarcane drip irrigation
- Hybrid cashew

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## RURAL DEVELOPMENT

- Drip irrigation in coconut
- Hybrid mango garden

Future plans:

- Education (Comprehensive training, competitive exams, e-tutions, Akash tablet PC training, Periyar PURA Portal, village sports meet, network of schools)
- Skill training (Entrepreneur development programme, micro entrepreneurship development programme, Centre for University industry interaction Industrial based, Centre for Rural Development Agro based)
- Environment (Clean Tanjavor, zero carbon, promotion of green belt, tree plantation, soil testing and water analysis)
- Farm related activities ( Cooperative dairy units, calf and goat rearing, poultry farming, oil extraction units, vegetable and flower cultivation, precision farming, value addition and marketing)

