

Rural Development

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PURA

- **Provision of Urban Amenities to Rural Areas (PURA)** is a strategy for rural development in [India](#). This concept was given by former president [Dr. A.P.J. Abdul Kalam](#) .

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- The vision of the scheme in particular is to provide the dual benefits like rural infrastructure development coupled with economic regeneration activities; it is the first attempt of the government in this direction of delivering basic amenities, infrastructure through this model to people in remote rural areas.

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- All the efforts are directed to obtain dual benefits, provide a different framework for the efficient implementation of rural infrastructure development schemes and benefit from the private sector efficiencies in the management of assets and delivery of services.

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- Another major purpose and scope of the scheme is to involve private players to utilize their expertise and select them to develop livelihood opportunities, urban amenities and infrastructure facilities to prescribed service levels and to be responsible for maintenance of the same for a period of ten years in select Panchayat(s)/cluster of Panchayats.

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- PURA proposes that urban infrastructure and services be provided in rural hubs to create economic opportunities outside of cities.
- Physical connectivity by providing roads, electronic connectivity by providing communication network, and knowledge connectivity by establishing professional and Technical institutions will have to be done in an integrated way so that economic connectivity .

Objectives

- Replacing agriculture by connectivity as the Driving Force of rural development.
- Job creation should be concentrated in industry and services and farm employment should decrease.
- iii. Providing high cost advanced technology to village.

- Providing same per capita **INVESTMENT** to rural areas as cities do.
- Rural fund are for **INVESTMENT** not for consumption.
- Treating rural development as corporate social responsibility. The PURA scheme envisages.
- Sub-leasing the land to employers both for business and for employee residences within walking distance of each other. That will virtually eliminate daily commuting to work, an unavoidable evil in city living.

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- Linking a loop of villages by a ring road about 30 km. in circumference with frequent bus services. That will integrate the population of all connected villages into one market. Those, those villages become a virtual city with a potential to expand and accommodate 3-5 lakhs population.

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- Identification of village clusters with growth potential
- Creating following types of connectivity within them i.e., Road, Transport and Power; Electronic (IT, Telecom); Knowledge (Educational Training Institutes) and Market Connectivity

Agro-based industries



The agro industry is regarded as an extended arm of agriculture. The development of the agro industry can help stabilise and make agriculture more lucrative and create employment opportunities both at the production and marketing stages.

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- The broad-based development of the agro-products industry will improve both the social and physical infrastructure of India. Since it would cause diversification and commercialization of agriculture, it will thus enhance the incomes of farmers and create food surpluses.

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- The agro-industry mainly comprises of the post-harvest activities of processing and preserving agricultural products for intermediate or final consumption. It is a well-recognized fact across the world, particularly in the context of industrial development, that the importance of agro-industries is relative to agriculture increases as economies develop.

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- Agro based industries are those industries which depend on agricultural products as raw materials ex: cotton textile industries use cotton as raw materials and then process them to make dresses.

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- It should be emphasized that ‘food’ is not just produce. Food also encompasses a wide variety of processed products. It is in this sense that the agro-industry is an important and vital part of the manufacturing sector in developing countries and the means for building industrial capacities.

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- **The agro Industry is broadly categorized in the following types:**
Village Industries owned and run by rural households with very little **CAPITAL INVESTMENT** and a high level of manual labour; products include pickles, papad, etc.

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- Small scale industry characterized by medium **INVESTMENT** and semi-automation; products include edible oil, rice mills, etc.
- Large scale industry involving large **INVESTMENT** and a high level of automation; products include sugar, jute, cotton mills, etc.

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- The development of agro-based industries commenced during pre-independence days. Cotton mills, sugar mills, jute mills were fostered in the corporate sector. During the post-Independence days, with a view to rendering more employment and using local resources, small scale and village industries were favored.

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- The increasing environmental concerns will give further stimulus to agro based industries. Jute and cotton bags, which have begun to be replaced by plastic bags, have made a comeback. It is the right time to engage in mass production of low cost jute/cotton bags to replace plastic bags.