

PURA MODEL BY APJ ABDUL KALAM

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INTRODUCTION

- **Providing Urban Amenities in Rural Areas(PURA)** is a socio-economic system for sustainable growth.
- It is meant to ensure a better life for millions of Indians who live in deprivation – often a generation behind in basic human facilities especially in rural areas.
- PURA is a well planned drive towards achieving an inclusive and integrated development, starting at the village household level.
- PURA concept was given by Dr.A.P.J Abdul Kalam in his book **Target 3 Billion**.
- PURA was launched in 2004 to provide basic amenities like good road, drinking water, health care services to villagers.

PURA MODEL

- PURA model proposes that urban infrastructure and services can be provided in rural hubs to create economic opportunities outside the city.
- PURA model is based on connectivity of different aspects of development for the integrated economic growth and overall regional growth.
- The model basically involves three types of connectivity
 1. **Physical connectivity,**
 2. **Electronic Connectivity**
 3. **Knowledge Connectivity**

PHYSICAL CONNECTIVITY

- Physical connectivity can be achieved by establishing Ring Road, Rail Connectivity, Public Infrastructure.
- Physical connectivity can enable faster movement of people and goods.
- It improves better access to schools and health care system.
- Quality infrastructure will support social and economic mission.
- It reduces investments in distribution of power, water and communication network.

ELECTRONIC CONNECTIVITY

- Electronic connectivity establishes communication with suppliers, markets and other locations.
- Electronic connectivity can be established through broadband, fibre optics cable, wireless system, leased line etc.
- It provides services and networks.
- Tele-education can be done by satellite link, wireless connectivity, fibre optics connectivity, Public Call Offices(STD/ISD), Leased line connectivity.
- Tele-Medicine can be done through village Internet Kiosk, E-Government Access. Tele training on Faming, E-banking, ATM centres for villagers.

KNOWLEDGE CONNECTIVITY

- Knowledge connectivity can be done by providing access to state of the art technology.
- It can be done by establishing schools and hospitals,
- By providing vocational training, knowledge training,
- By developing remote sensing imagery for land and crop management, water management, forest management and protection of environment.
- By providing Proactive Health Care services, by establishing cooperatives and product marketing, it provides capacity building opportunities for workers, entrepreneurs.

ECONOMIC CONNECTIVITY

- Economic connectivity can be done by establishing Small Scale Industries, Agro-based industries, dairy, poultry and other non-farm products,
- By providing Warehouse, Micro Power Plants, Renewable Energy, education hubs.
- Village Markets can be developed to provide employment opportunities.
- Retail, healthcare, education, transport sector can provide employment.
- Women Empowerment is a necessity for regional development.
- All these will lead to urban decongestion, improved quality of life and increased purchasing power of the rural inhabitants.

- To achieve regional development, increased income and better human resources are required through economic connectivity coming out of the other three- Physical, Electronic and knowledge, the following conditions are necessary.
- Vertical Integration of the agro-manufacturing processes
- Adequate Entrepreneurship and planning in the service sector as the demand increases
- Value based society at the domestic level for capacity building
- Adequate room for physical, electronic and knowledge connectivity to account for the rise in economic connectivity with a more capable workforce.

THE MODEL OF PURA CREATION

- PURA model begins **at individual village household level** (atomic level).
- It ensures participation of all households according to their skills and needs with an opportunity to capacity building and gaining access to basic amenities.
- Next in hierarchy is the **village** where its implementation requires a careful analysis of available resources and prioritization of the needs of the local population.
- It also requires acceptance of PURA' vision for active participation of community.
- **Village cluster** is a group of villages sharing basic economic and social assets like connecting roads, markets, health care services, higher educational facilities and electronic connectivity.

PURA CLUSTER

- PURA cluster can vary from 10-50 villages.
- Cluster could be located close to each other.
- Cluster must have physically, culturally and linguistically some common element of resources or skills they have developed.
- PURA cluster would be the basic element of PURA design, each possessing its unique qualities, economic inputs and outputs and be capable of existing independently.
- There can be Aggregate level to start PURA planning.
- It exists independently as a socio-economic entity.

- Thus, by providing economic opportunities outside the cities , villages can become virtual city, with a potential to expand and accommodate more people.
- By providing urban infrastructure and services in the rural hubs, such as electricity to each household, roads, bus service, potable drinking water, telecom services, other social opportunities like health and education can develop and whole community can flourish resulting regional development.
- The late President Kalam felt, the schemes can also address the problem of rural poverty, bridge rural-urban divide, generate employment and enhance rural prosperity.

STRATEGY : PUBLIC-PRIVATE PARTNERSHIP(PPP)

- The Mission and Vision of PURA is to bring together the experience and expertise of both Public and Private to achieve the objectives.
- PPP will be between Gram Panchayats and private sector partners.
- Core funding shall be sourced from the Central Sector scheme of PURA .
- The private sector will bring operational expertise and investment.

PILOT TESTING AND UP-SCALING

- Seven pilot projects were implemented during the 10th Five year Plan in Basmath(Maharashtra, Bharthana(Uttar Pradesh), Gohpur(Assam), Kujanga(Orissa), Motipur(Bihar), Rayadurg(Andhra Pradesh) and Shahpura(Rajasthan).
- An evaluation study of these pilot projects was carried out by National Institute of Rural Development(NIRD) which identified the necessity of the community and private sector participation is must for success of the model.

CRITICAL ANALYSIS : PURA 2.0

- Critics discard the original vision of Kalam and said it as the utter failure
- The restructured version(PURA 2.0) is open to private investors to develop physical infrastructure in RURBAN areas.
- The Government plans to develop at least 500 clusters in the second phase of the scheme.
- The scheme allows the private partner to identify a gram panchayat, a cluster of geographically contiguous gram panchayat for a population of 25,000 to 40,000.
- They will plan for the development of selected infrastructure services along with economic activity and amenities of the area.
- Thus, the dream of APJ Abdul Kalam was partially fulfilled by developing rural areas by providing urban amenities for regional development.

Thank You

