

# *PURA: A Strategy to Alleviate Poverty and Mitigate Climate Change*

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A Programme for Rural Transformation

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# Rural Development: Limitations

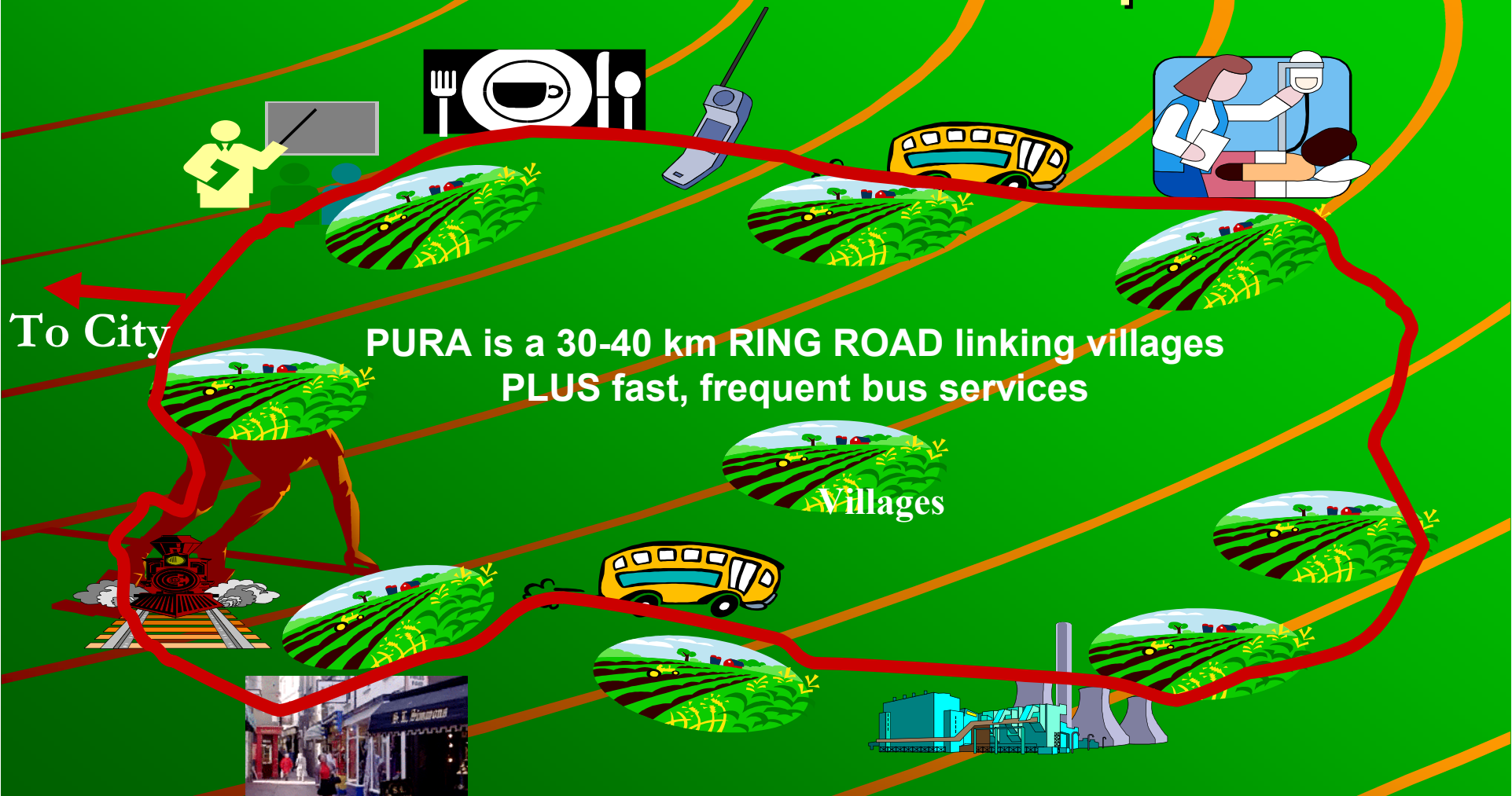
- ✦ Tackles only the very poor
- ✦ Leaves out the richer sections
- ✦ Handles individual villages
- ✦ Village populations too small for services
- ✦ Rich people need/ demand services
- ✦ Without services, rich emigrate
- ✦ Villages remain poor

*Solution: Develop cluster of villages*

# What is PURA?

- ✦ PURA is development of a cluster of villages
  - Not individuals villages, let alone individuals
- ✦ PURA develops modern, urban variety services
  - Schools, hospitals, markets, economic services
  - Also water, energy, Internet, economic services
  - As well as housing, state and recreation services
- ✦ None of these are viable in a single village
  - Hence PURA operates with a cluster of villages
  - Which will need quality transport links too

# How PURA is Developed



PURA is a 30-40 km RING ROAD linking villages PLUS fast, frequent bus services

Villages

*PURA integrates villages to create a large urban-sized market*

# Expanding the Economy

More Industry

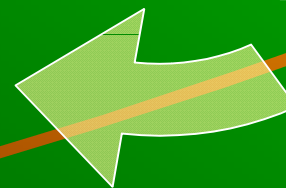
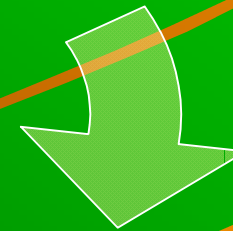
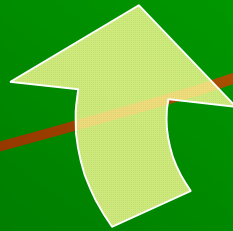
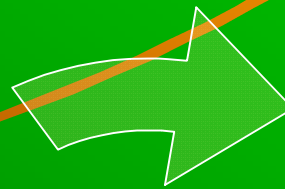
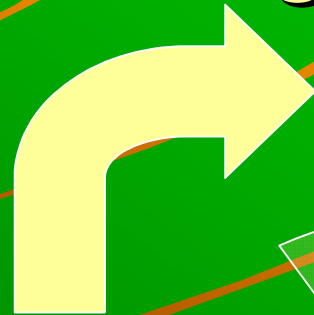
Services

Industry

Housing

Employment

Agriculture is saturated; does not expand fast



# Implementation

- ◆ Urban services require lots of money
- ◆ Villagers are too poor to afford them
- ◆ Hence, they need rich patrons
  - Patrons that will stay in the villages
- ◆ Patrons require employment, services
  - Hence, they need modern industries
- ◆ PURA will work best with SEZs

# Our Villages Have No SEZ

## ✦ Solutions

- Add an SEZ
- Add at least a small industry
- Build at least one house per employee
- Set up a wide range of urban services
- ✦ Distribute services, housing etc
- ✦ Connect villages by quality transport

# Suppose No Industry Is Available

- ✦ Build a Secondary Care hospital
  - Or, a high quality school
- ✦ Build houses for every employee
- ✦ That gets richer people to come in
- ✦ Link together as many villages as possible
- ✦ All three - Hospital (school), housing, transport
  - Will all be much cheaper than in Kolkata
- ✦ Can our villages afford at least that much?



# The City That Satish Magar Built

Satish, the managing director of Magarpatta Township Development and Construction Co. saw that many individuals had sold small plots.

One or two buildings came up in 'fragmented development' with nil infrastructure

So he decided to plan a township

Most of them had the same surname as his -- Magar.

His family owned 40 per cent of the land.

# How Magarpatta Was Built?

Oh, we were very stingy on our expenses. We hardly had any overheads, one small office, not charging anything to the company, the farmers with tractors were shifting the soil. We were doing everything ourselves. That was our second aim. Make the second-generation farmers our partners in the development process – Satish Magar



# How Magarpatta Was Built

30% of the sale proceeds was treated as the land cost.

By selling land, we will get Rs 80 a square foot.

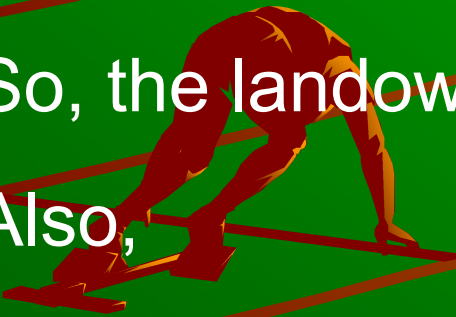
We started selling at Rs 1000

So, the landowner got Rs 300. . . .

Also,

The second generation was trained in different activities

Everyone did whatever they could.



# The Mantra For Success

Magarpatta had not bought the land.

We all pooled our land into the company. That was the strength.



*It's a simple three-D formula.  
Desire, Devotion and Dedication.*



What Magarpatta Farmers Have Built On Their Own

With a school like this



# Then, what next?

- ✦ Magar came from a powerful political family
- ✦ Satish is a determined, persuasive organiser
- ✦ The Magars owned forty per cent of the land
- ✦ Magarpatta was within urban limits of Pune
- ✦ Our villages do not have these advantages
- ✦ How can they organise themselves?

# Can Our Farmers Do It?

- Can our farmers unite?
- Can they form a commercial corporation?
- Can they meet state regulations?
- Can they develop real estate?