



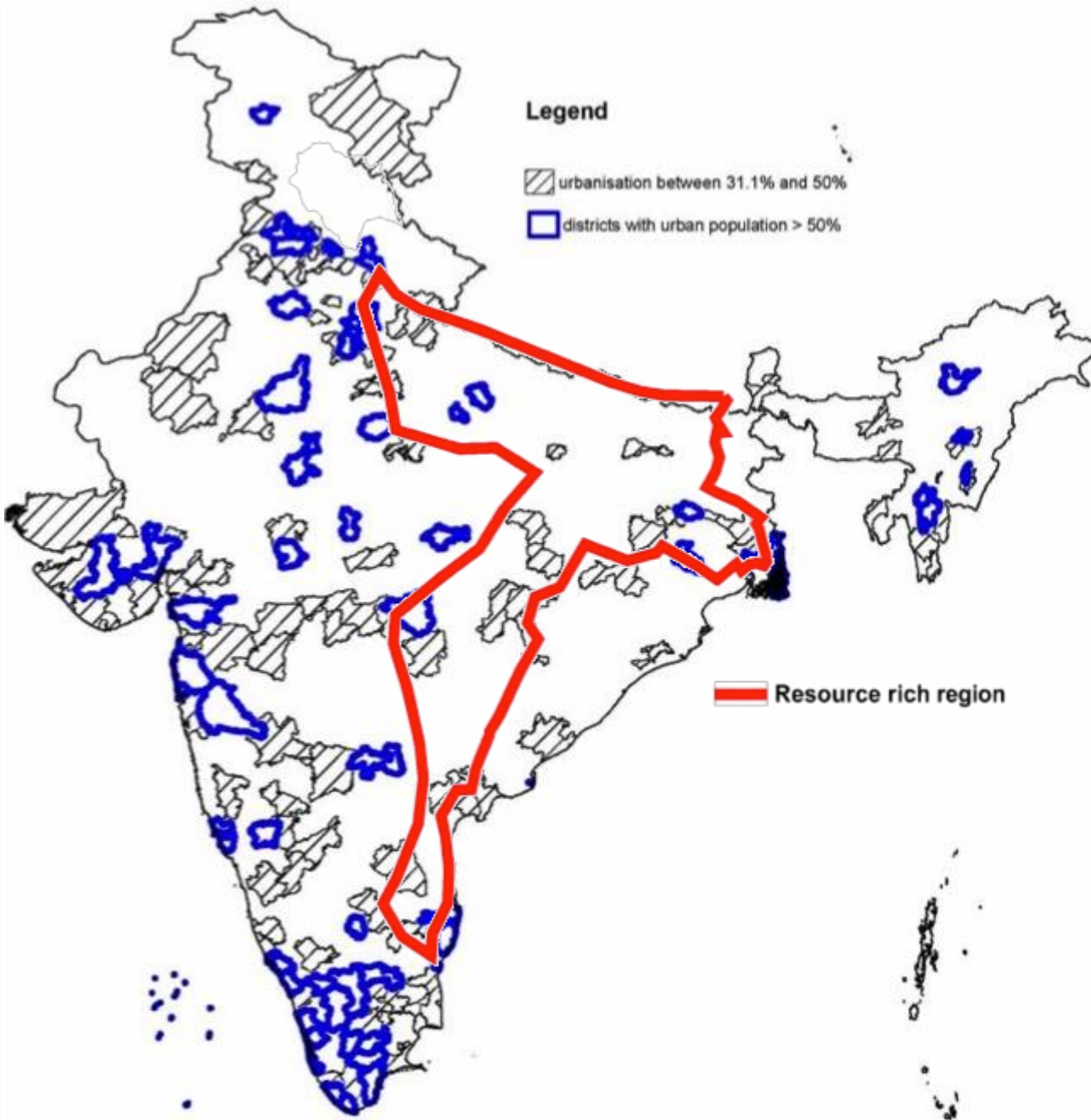
This presentation is an input to the international policy workshop on rural-urban linkages held in Zhejiang, PRC on 2-4 September 2014. The views expressed in this presentation are those of the author, and do not necessarily reflect the views and policies of the organizers (the Asian Development Bank [ADB] and the International Poverty Reduction Center in China [IPRCC]), or ADB's Board of Governors, or the governments they represent. ADB and IPRCC do not guarantee the accuracy of the data and information in this paper.



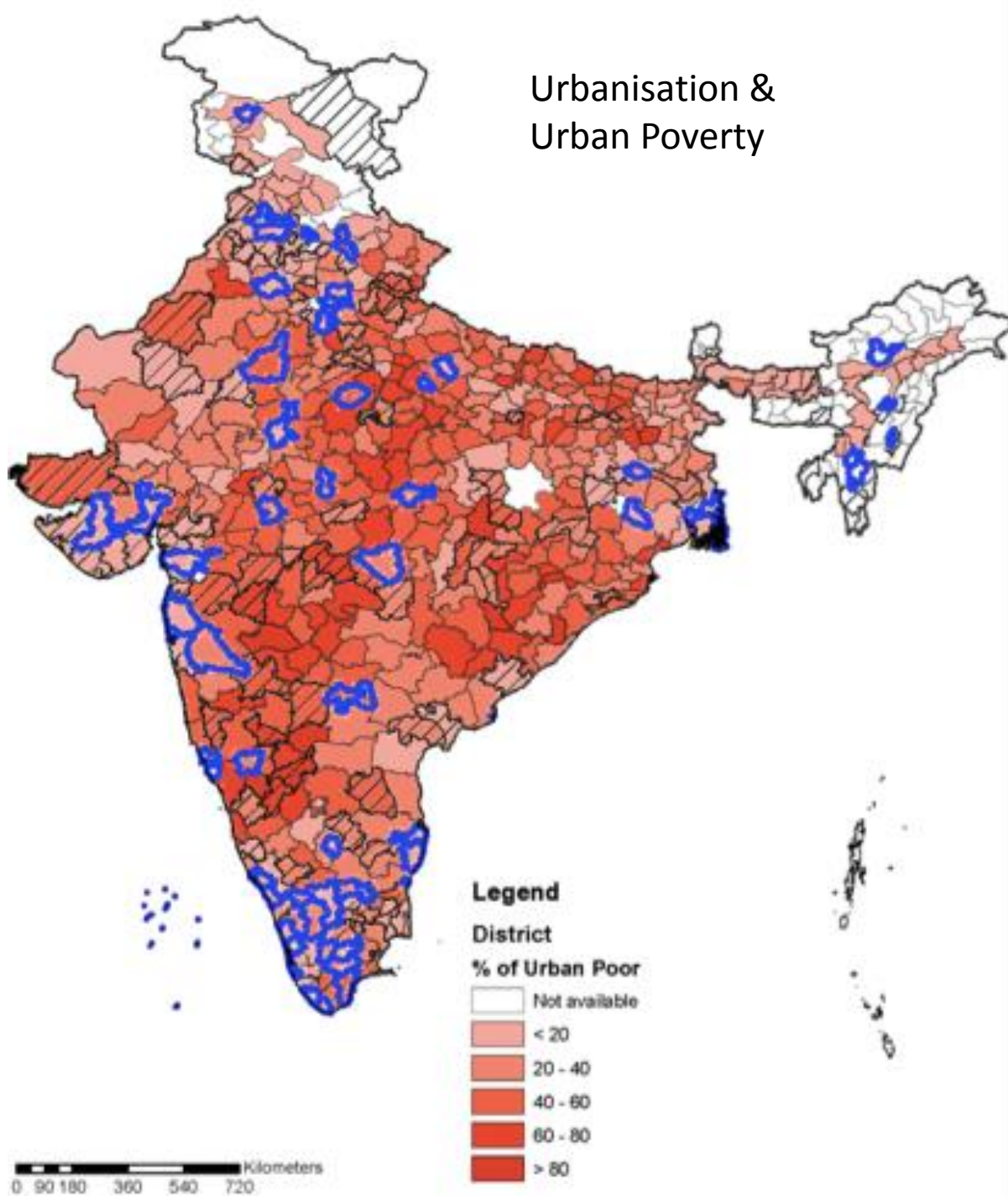




Rural –Urban Poverty in India



Urbanisation & Urban Poverty



Each of India's districts falls into one of five categories based on the extent and pattern of deprivation found there

2011

Most Deprived

126 districts
27% population share
Average ADS¹: 59 percent

Household Services Deprived

177 districts
18% population share
Average ADS: 49 percent

Moderately Deprived

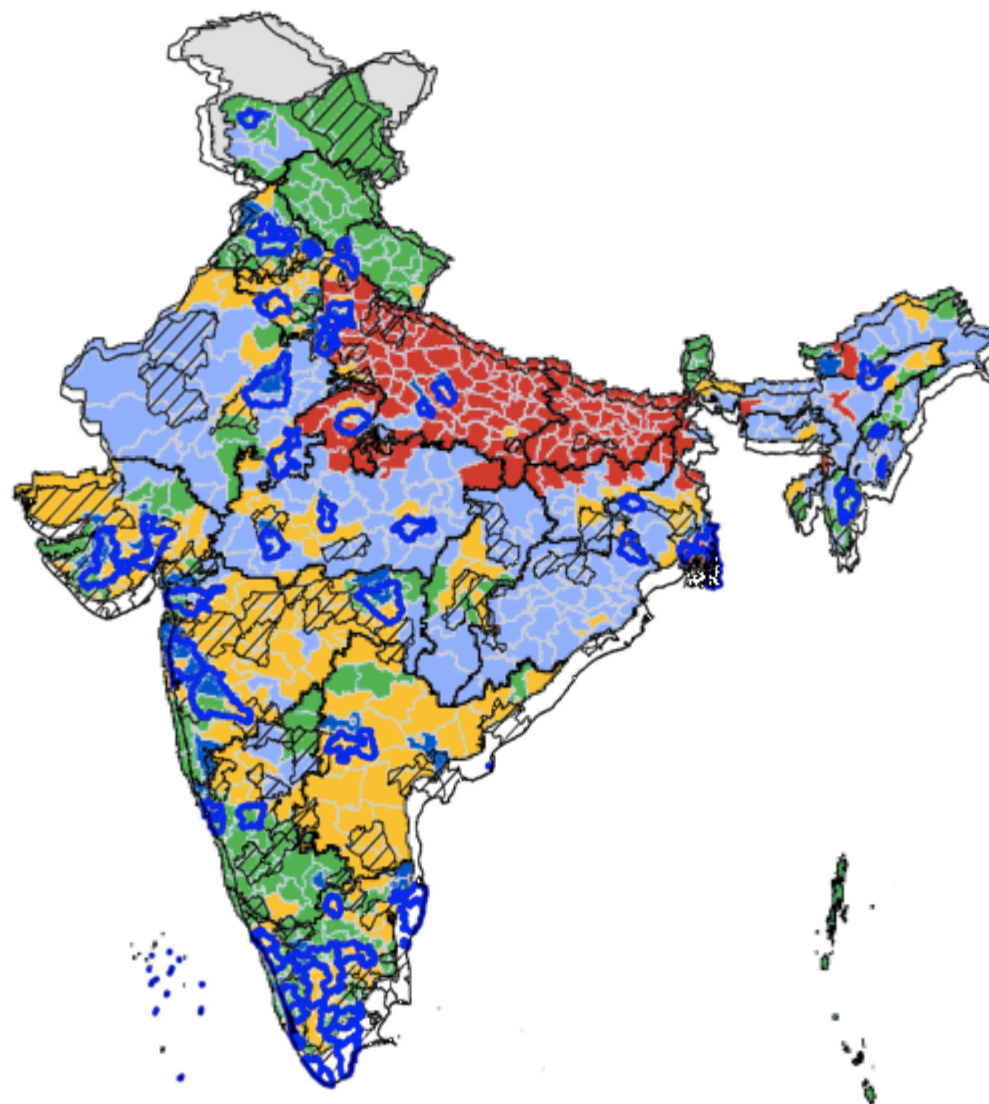
127 districts
26% population share
Average ADS: 41 percent

Community Services Deprived

59 districts
15% population share
Average ADS: 37 percent

Least Deprived

151 districts
14% population share
Average ADS: 34 percent



1 Access Deprivation Score: distance of each district from the point of no deprivation.

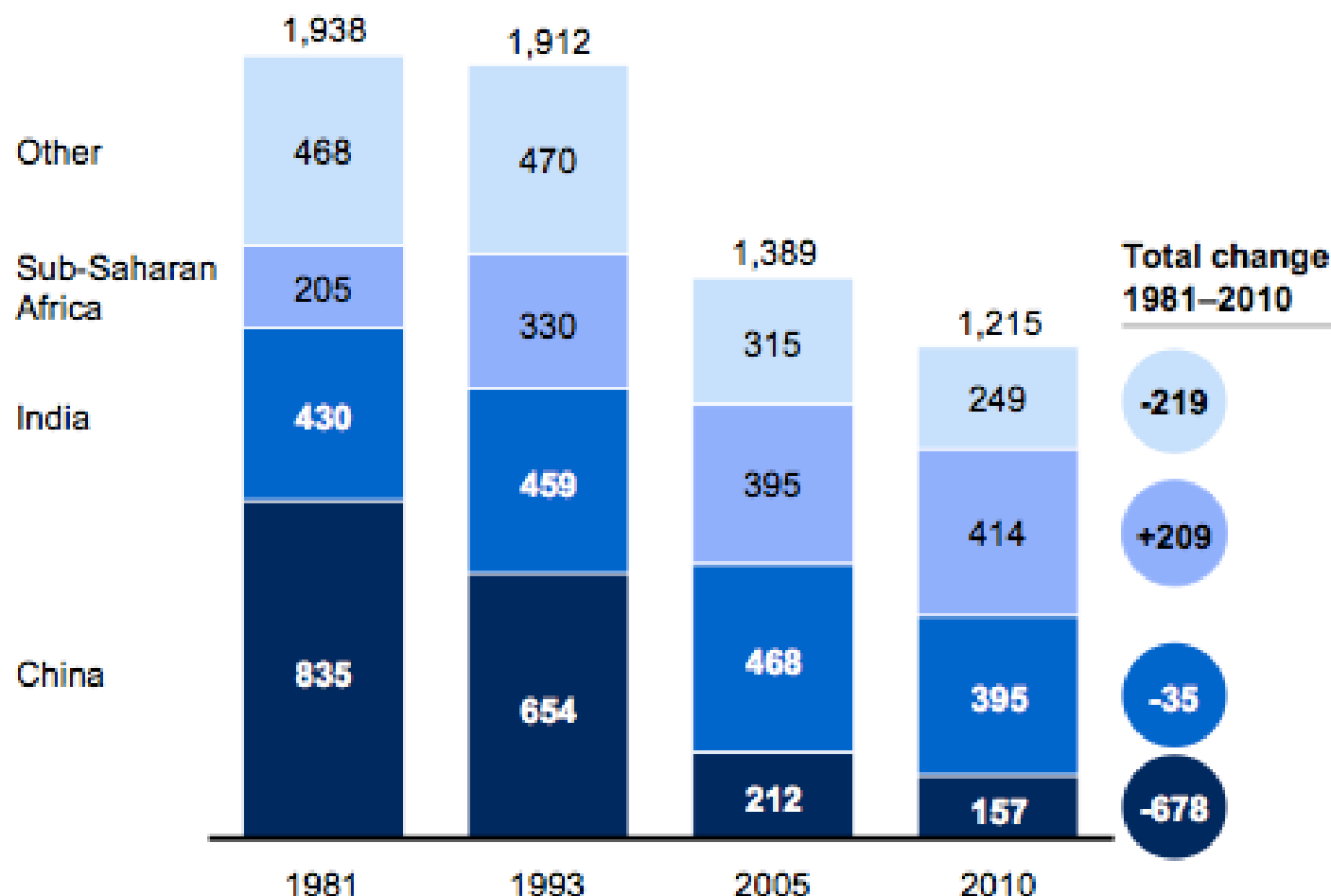
SOURCE: Census 2011; District-level Health Survey, 2007–08; District Information System for Education, 2009–10; National Sample Survey Office survey, 2011–12; *India state of forest report 2011*, Ministry of Environment and Forests; McKinsey Global Institute analysis

China accounted for 94 percent of the decline in extreme poverty between 1981 and 2010

Population below the \$1.25-per-day poverty line

(in purchasing power parity, at 2005 international prices)

Million



NOTE: Numbers may not sum due to rounding.

SOURCE: World Bank; McKinsey Global Institute analysis

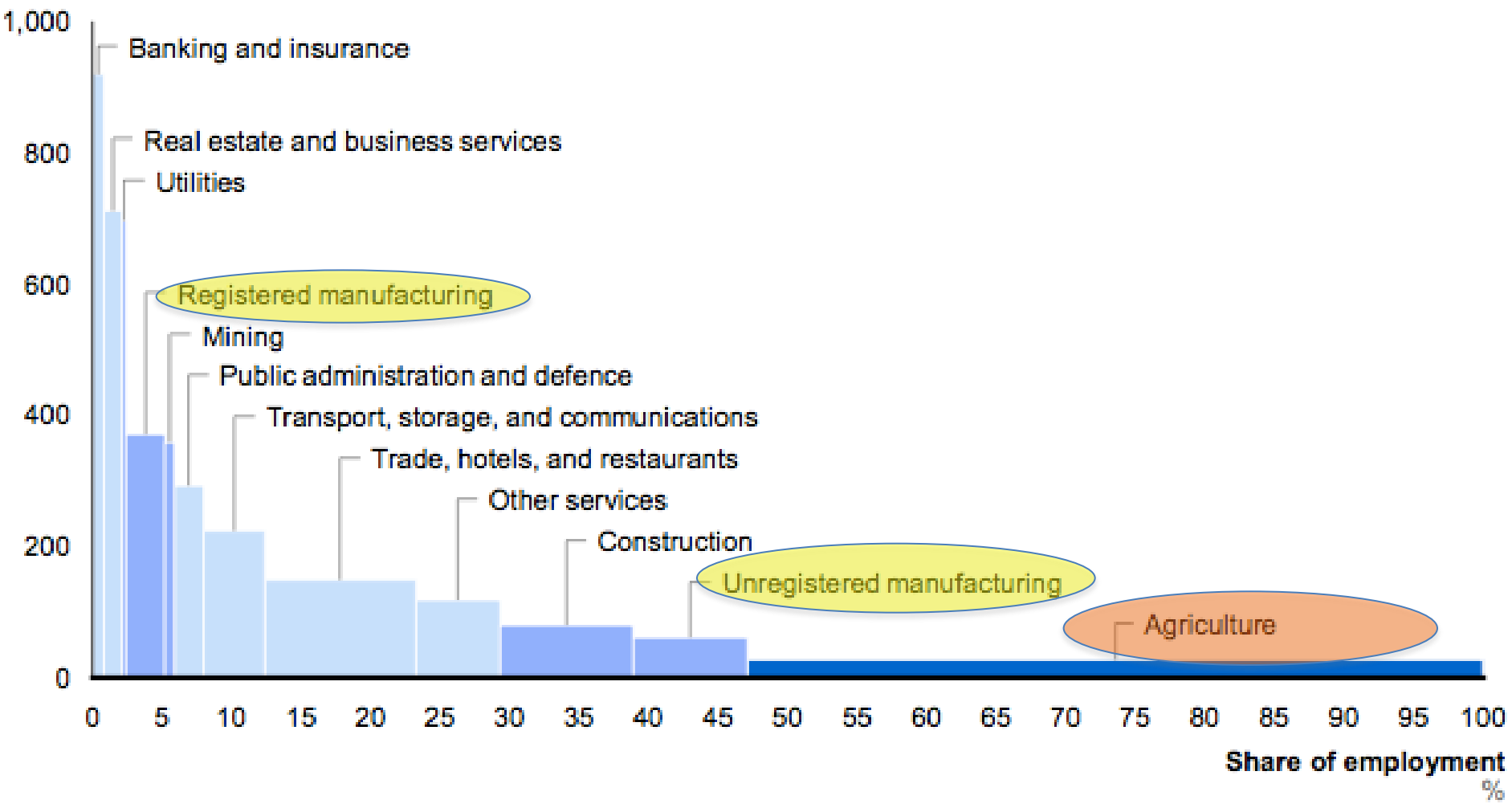


More than half the workforce is concentrated in agriculture, where productivity is far below that of other sectors

Productivity and employment by sector, 2010

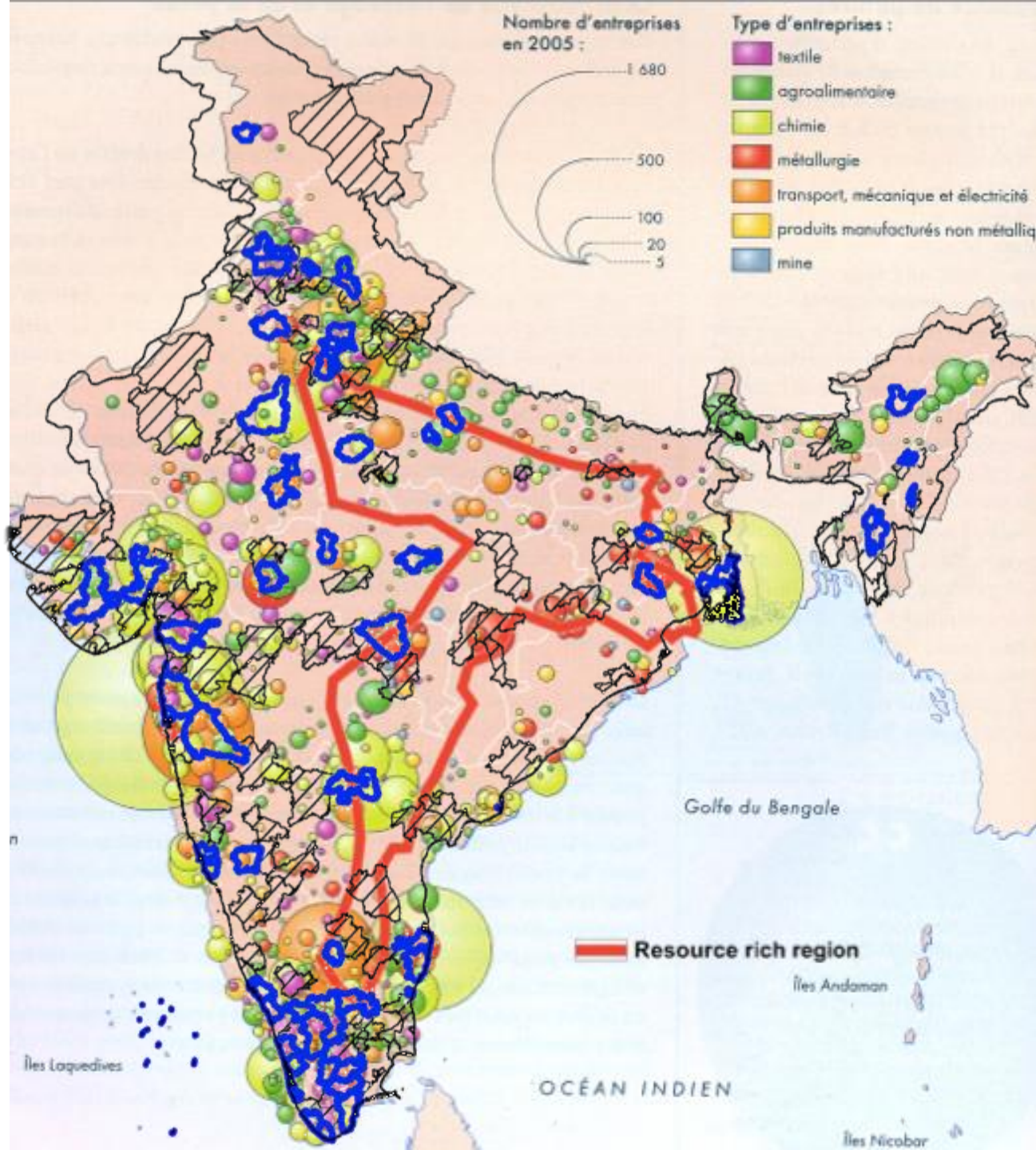
- Agriculture
- Industry
- Services

Productivity per worker
INR thousand per year, in 2004–05 prices



SOURCE: National Sample Survey Office survey, 66th round; Ministry of Statistics and Programme Implementation; McKinsey Global Institute analysis

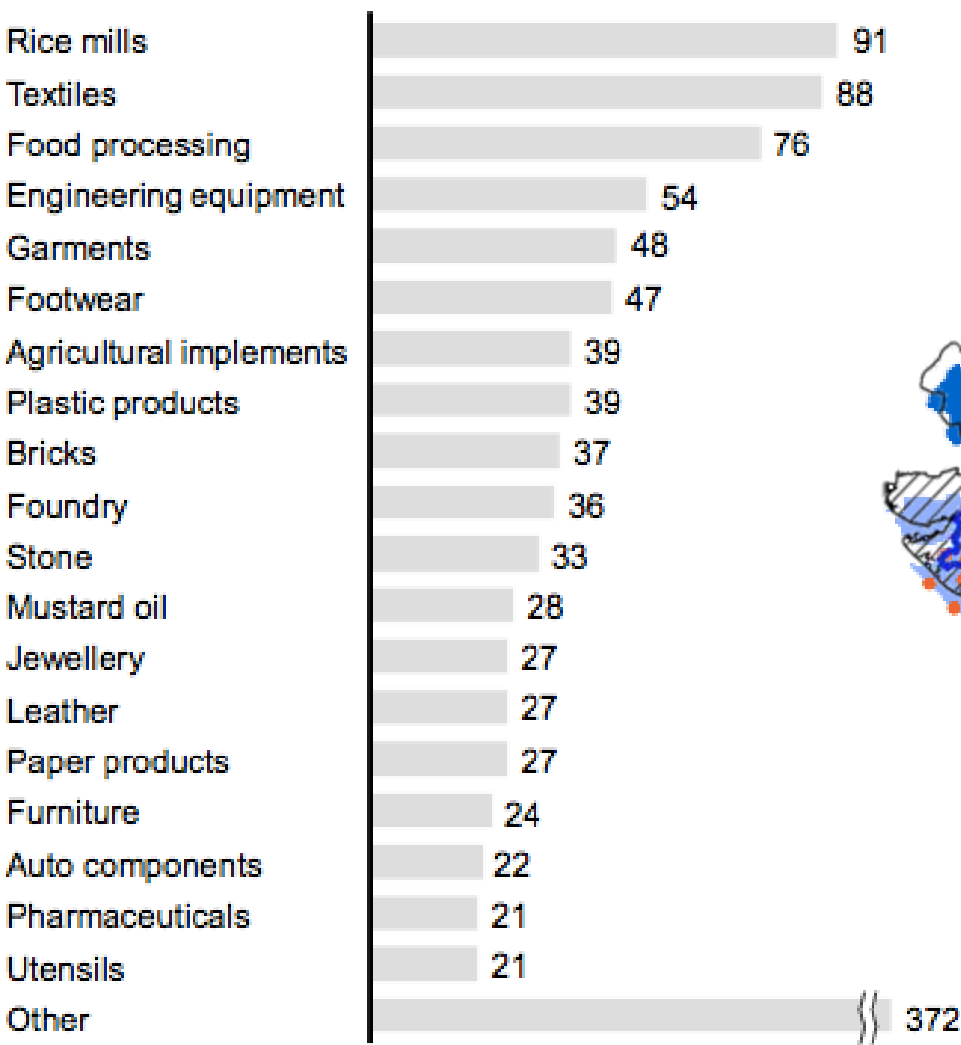
Location of Major Industries , Urbanisation in India & Resource Rich Region



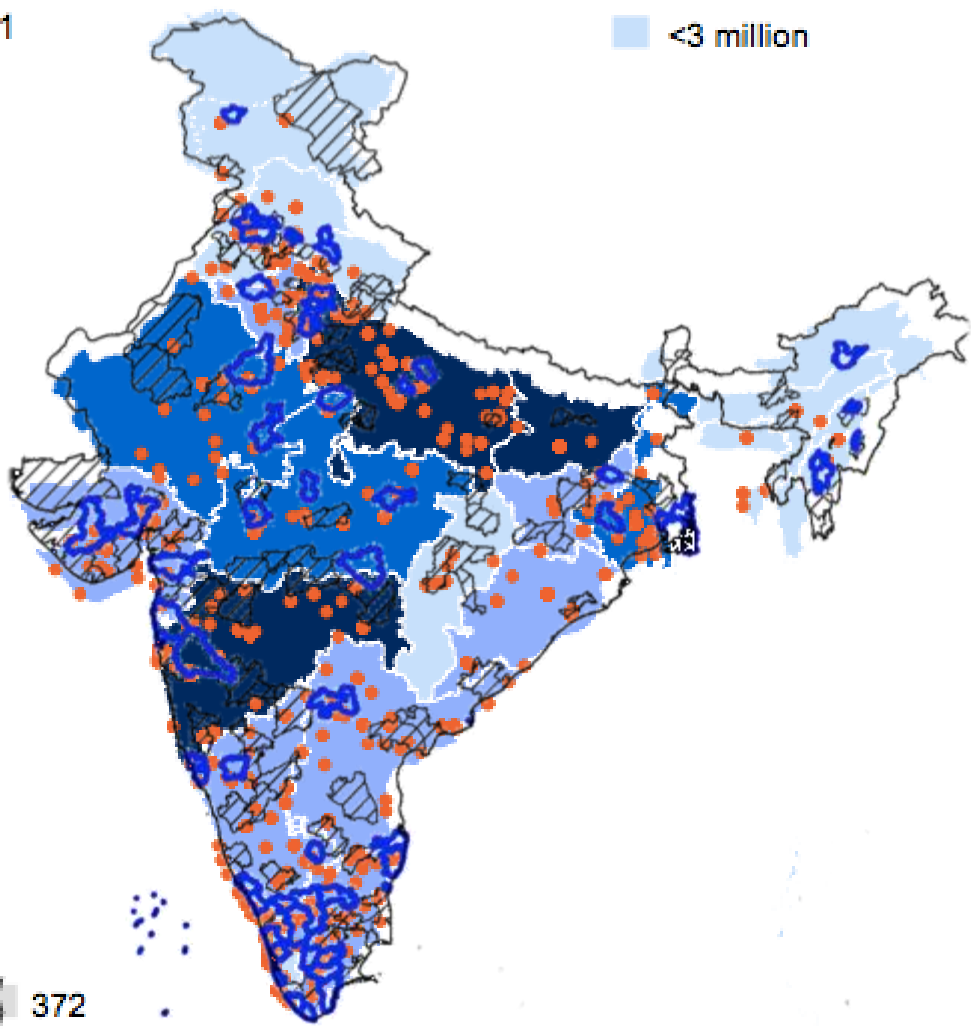
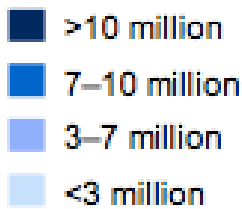
More than 1,000 existing industrial clusters could be ramped up with targeted government investment

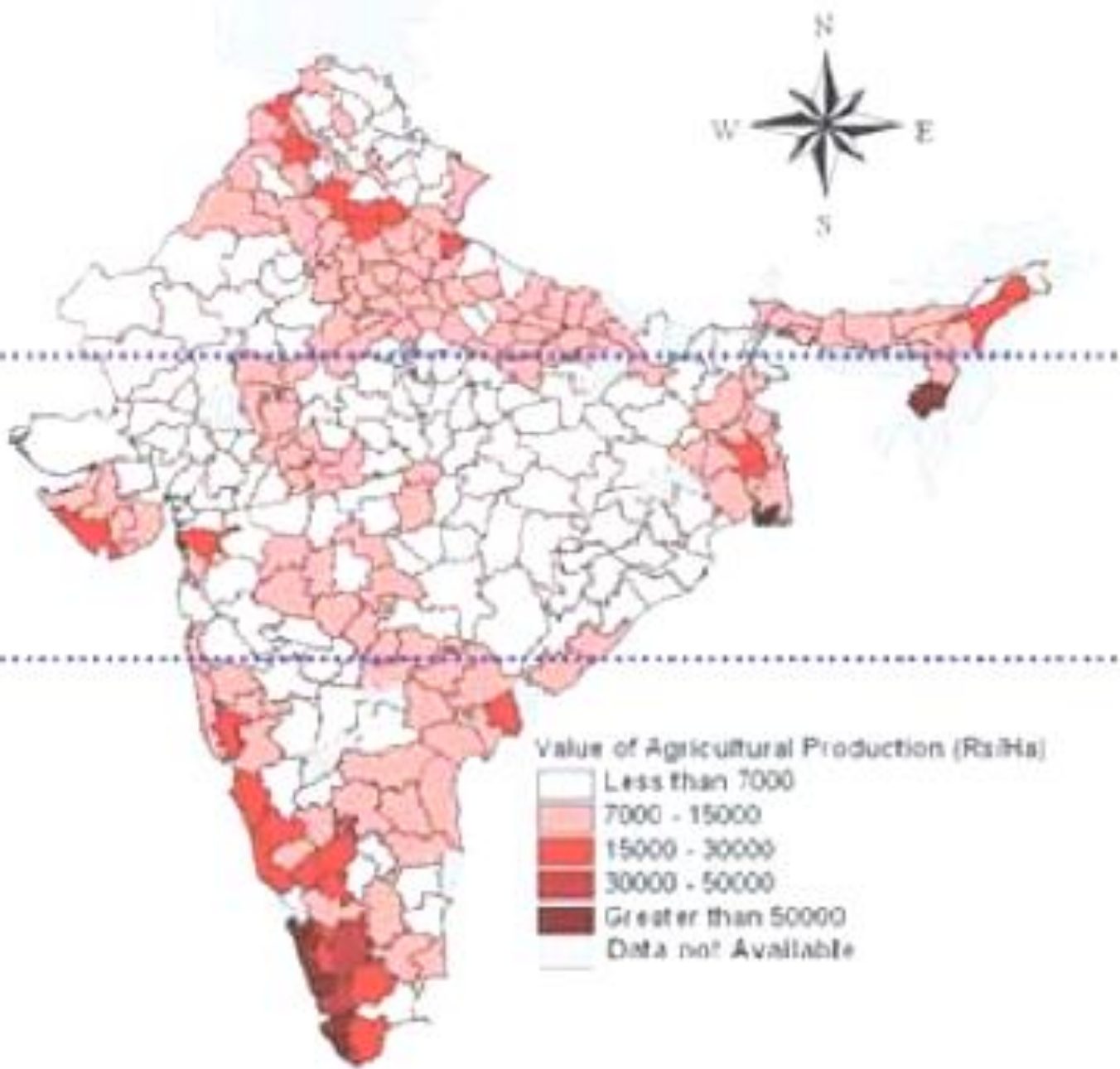
Distribution of industrial clusters

Number



Non-farm job creation requirement by 2022





Economic Change & Agricultural Productivity



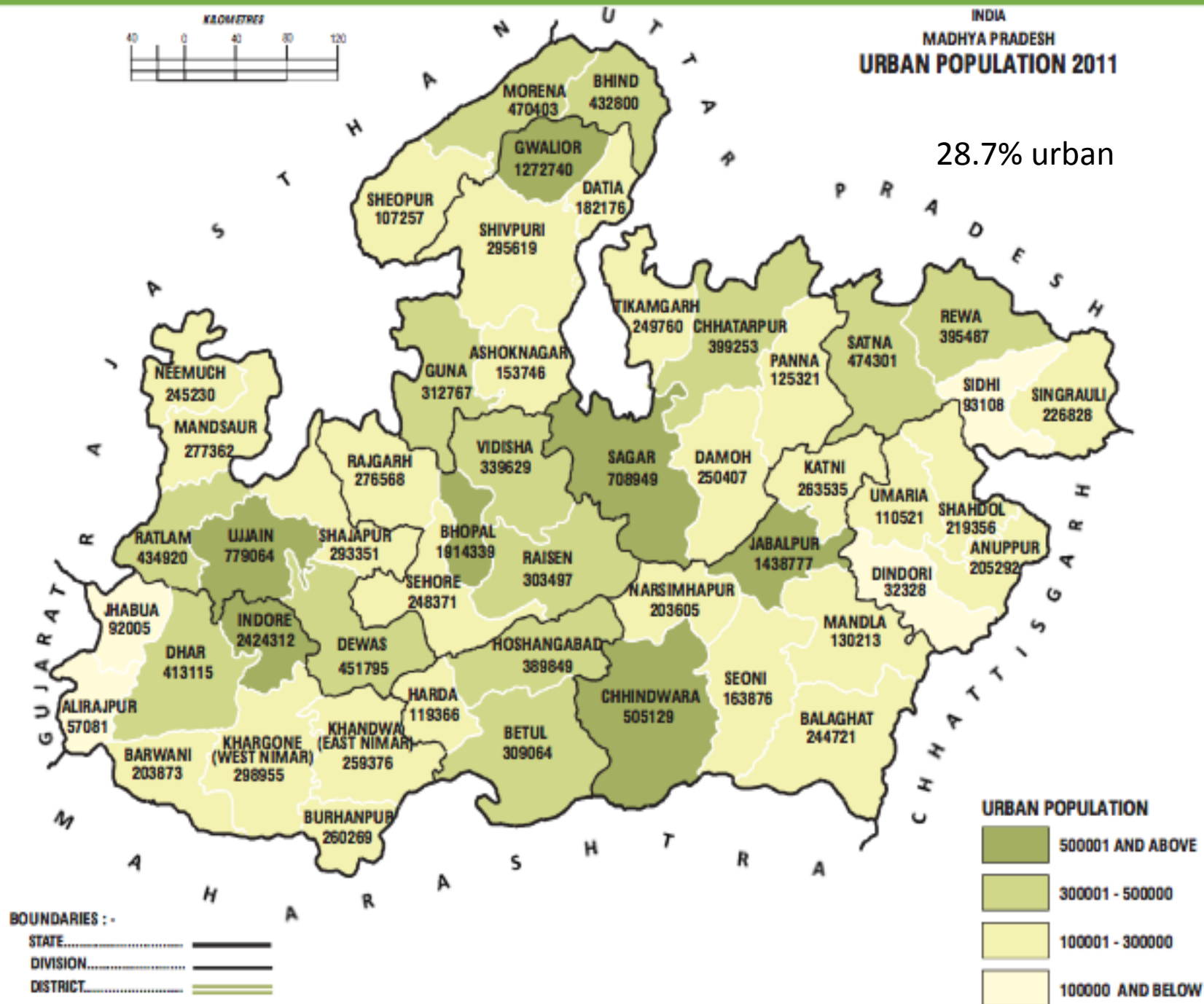
URBAN POPULATION 2011

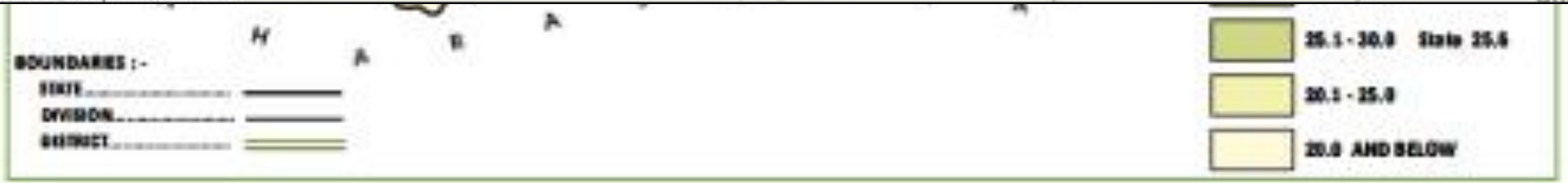
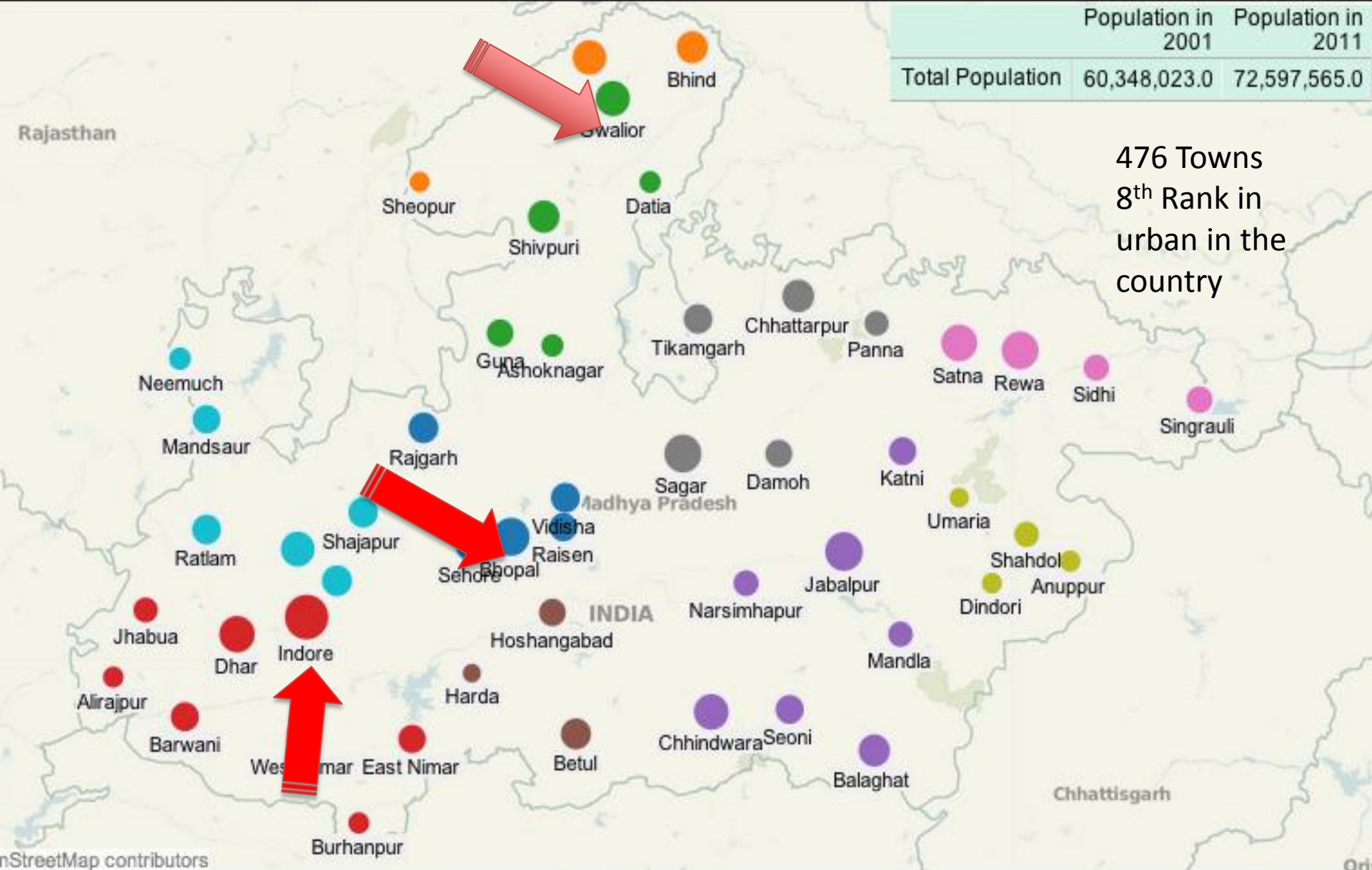
INDIA

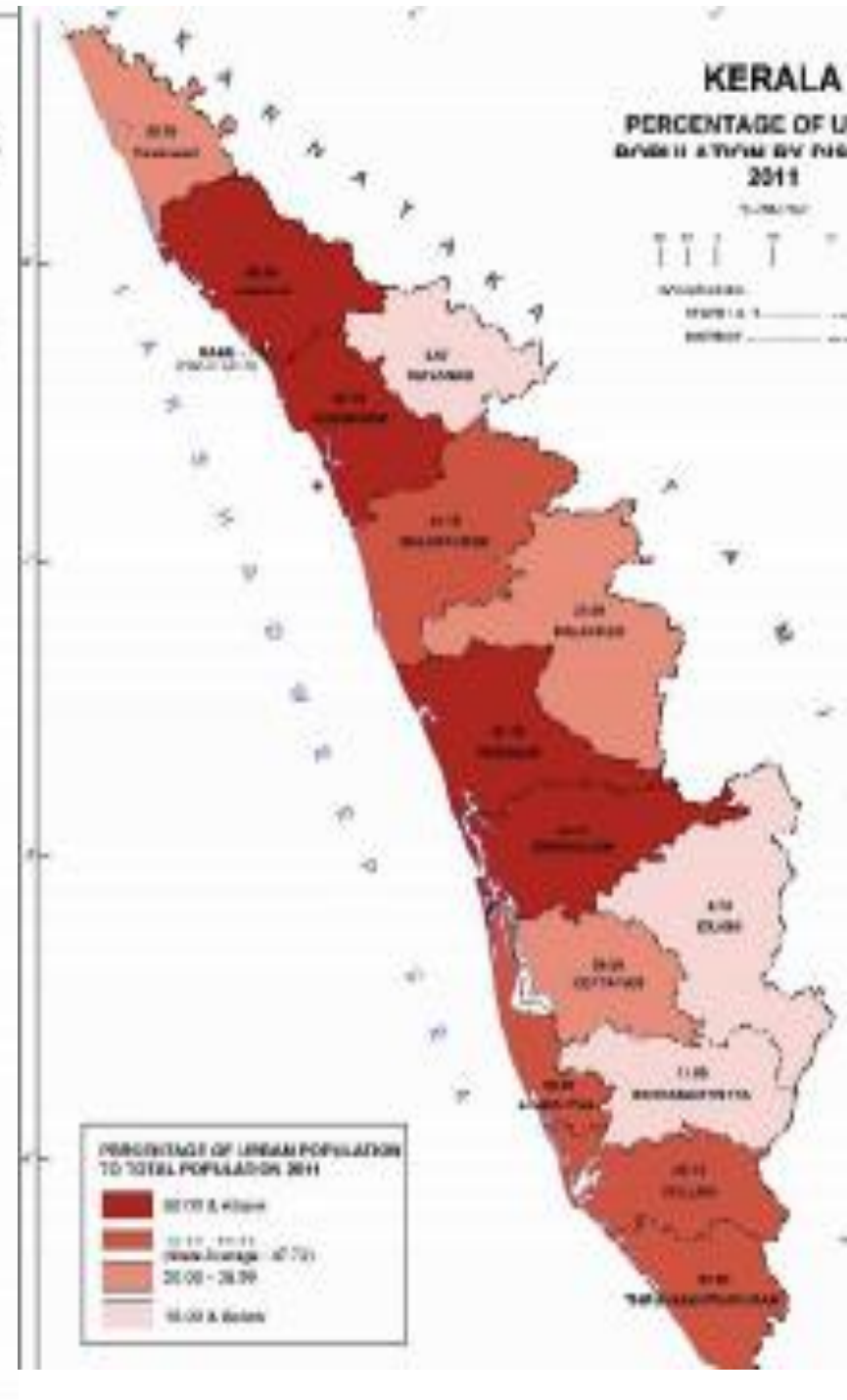
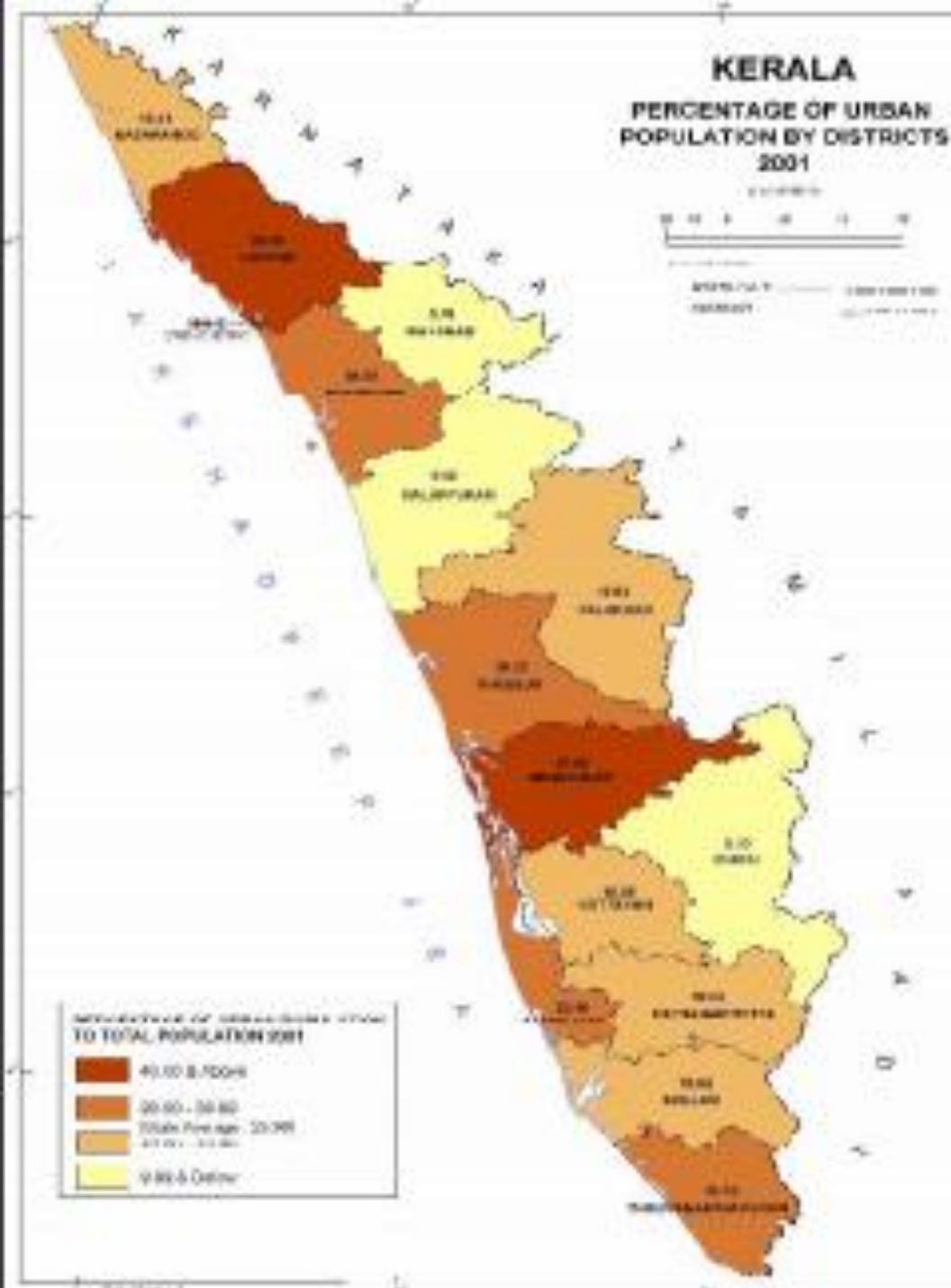
MADHYA PRADESH

URBAN POPULATION 2011

28.7% urban







GROWTH IN NO. OF TOWNS (KERALA)			
Towns	2001	2011	% Growth (Rounded to next digit)
STs	60	59	-2%
CTs	99	461	366%
Total	159	520	227 %

% URBAN POPULATION IN 2001: - 26.96%

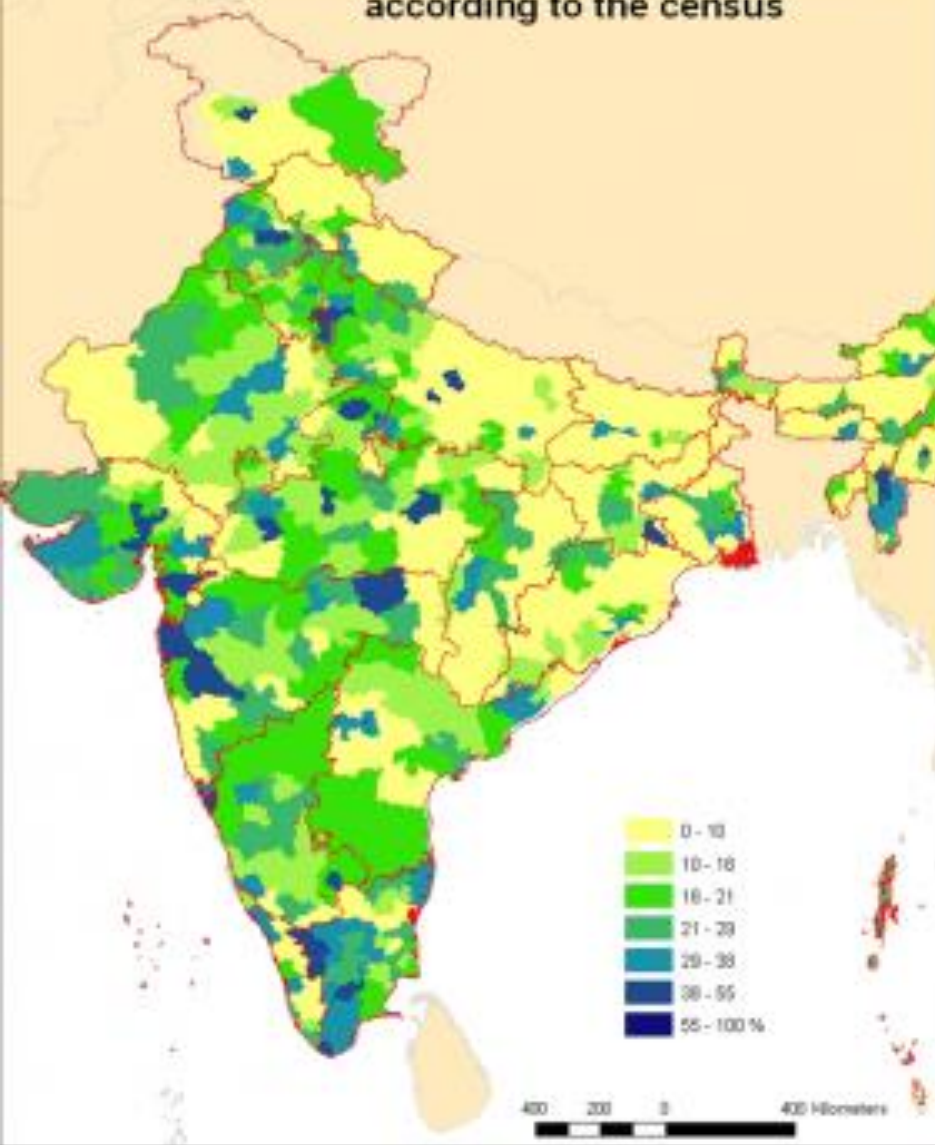
% URBAN POPULATION IN 2011: 47.72%

NUMBER OF TOWNS AND URBAN POPULATION IN KERALA		
Census Year	No. of towns	Urban population
1901	21	4,54,499
1911	27	5,24,661
1921	44	6,80,900
1931	53	9,16,330
1941	62	11,95,550
1951	94	18,25,832
1961	92	25,54,141
1971	88	34,66,449
1981	106	47,71,275
1991	197	76,80,294
2001	159	82,66,925
2011	520	1,59,32,171

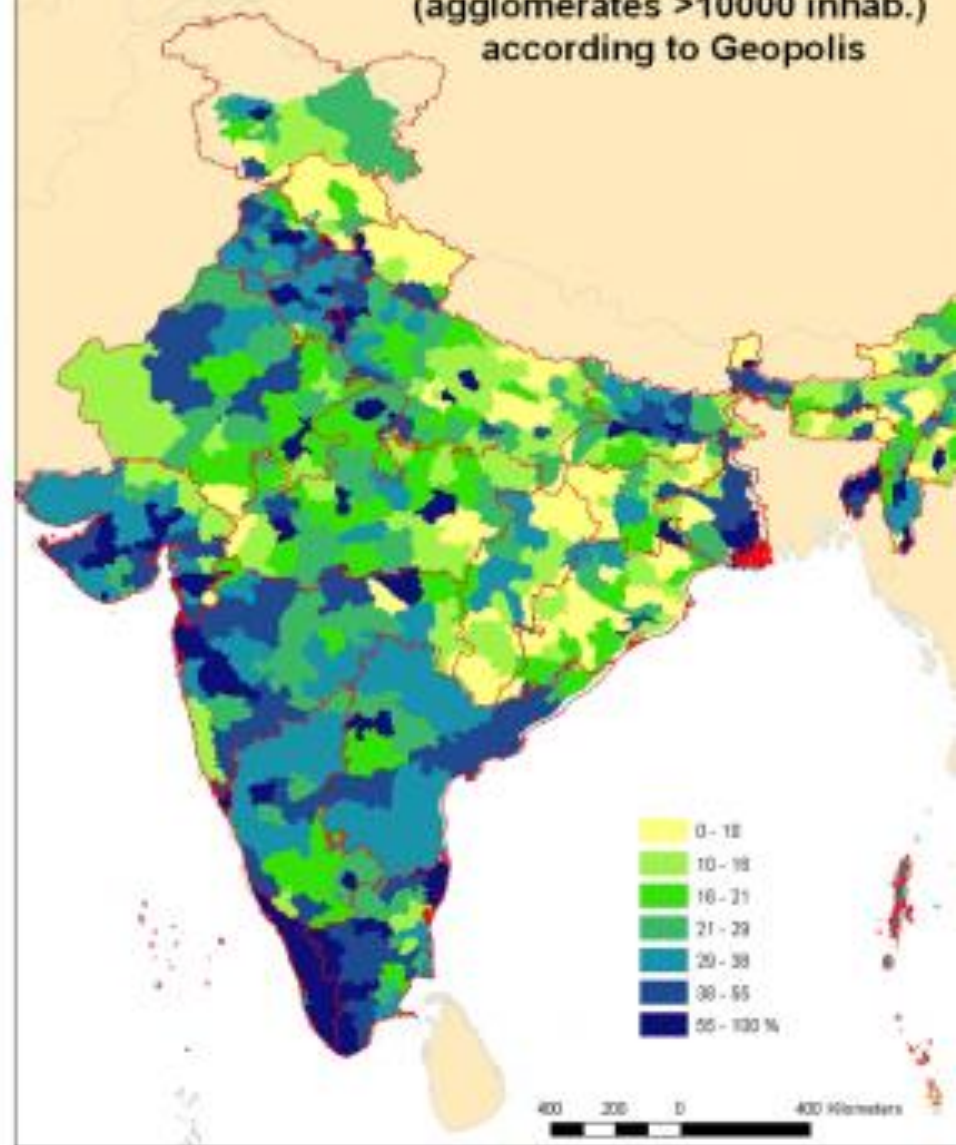
KERALA'S RURAL – URBAN CONTINUUM



Share of urban population by district
according to the census

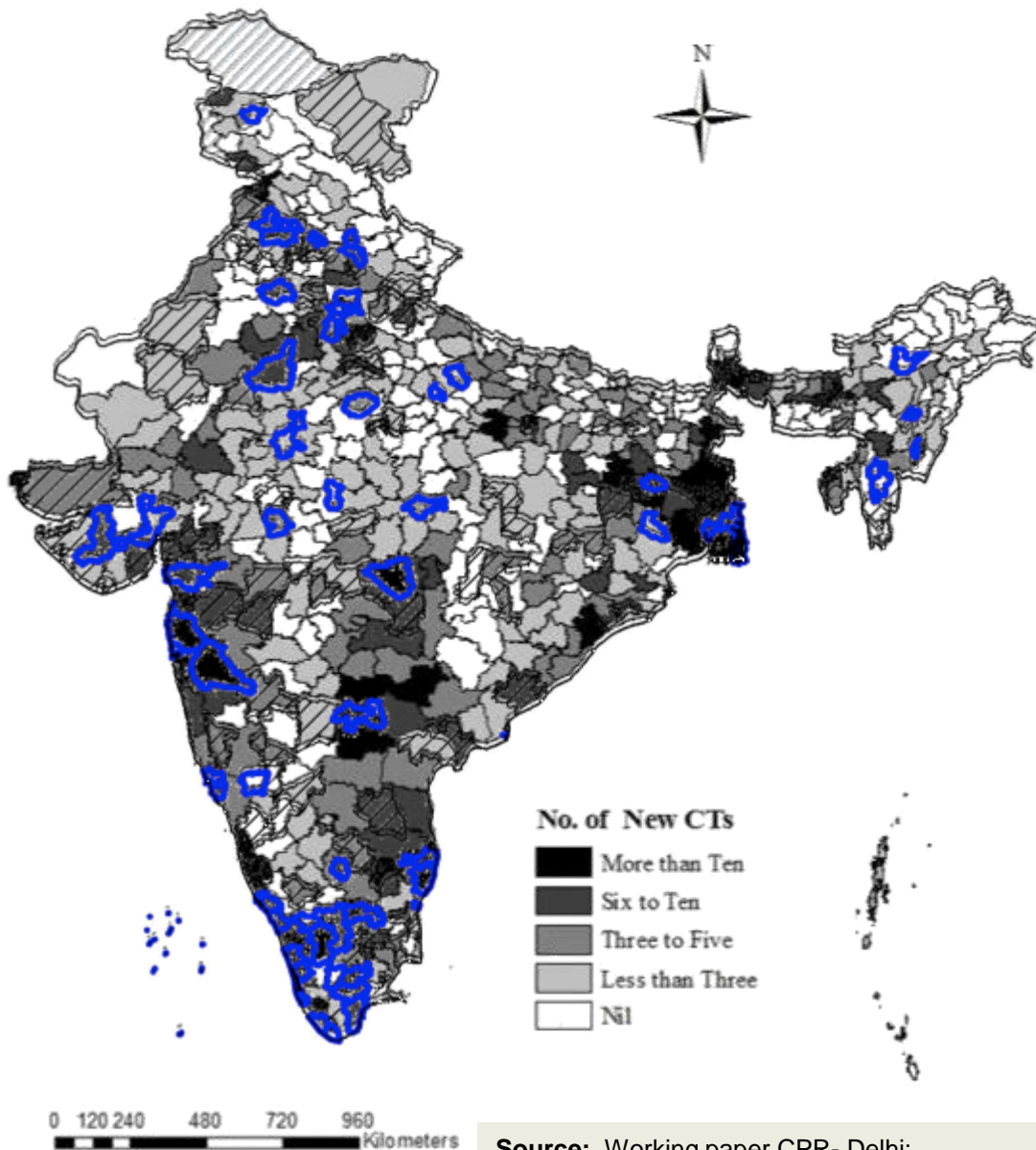


Share of urban population
(agglomerates >10000 inhab.)
according to Geopolis



CENSUS TOWNS IN INDIA

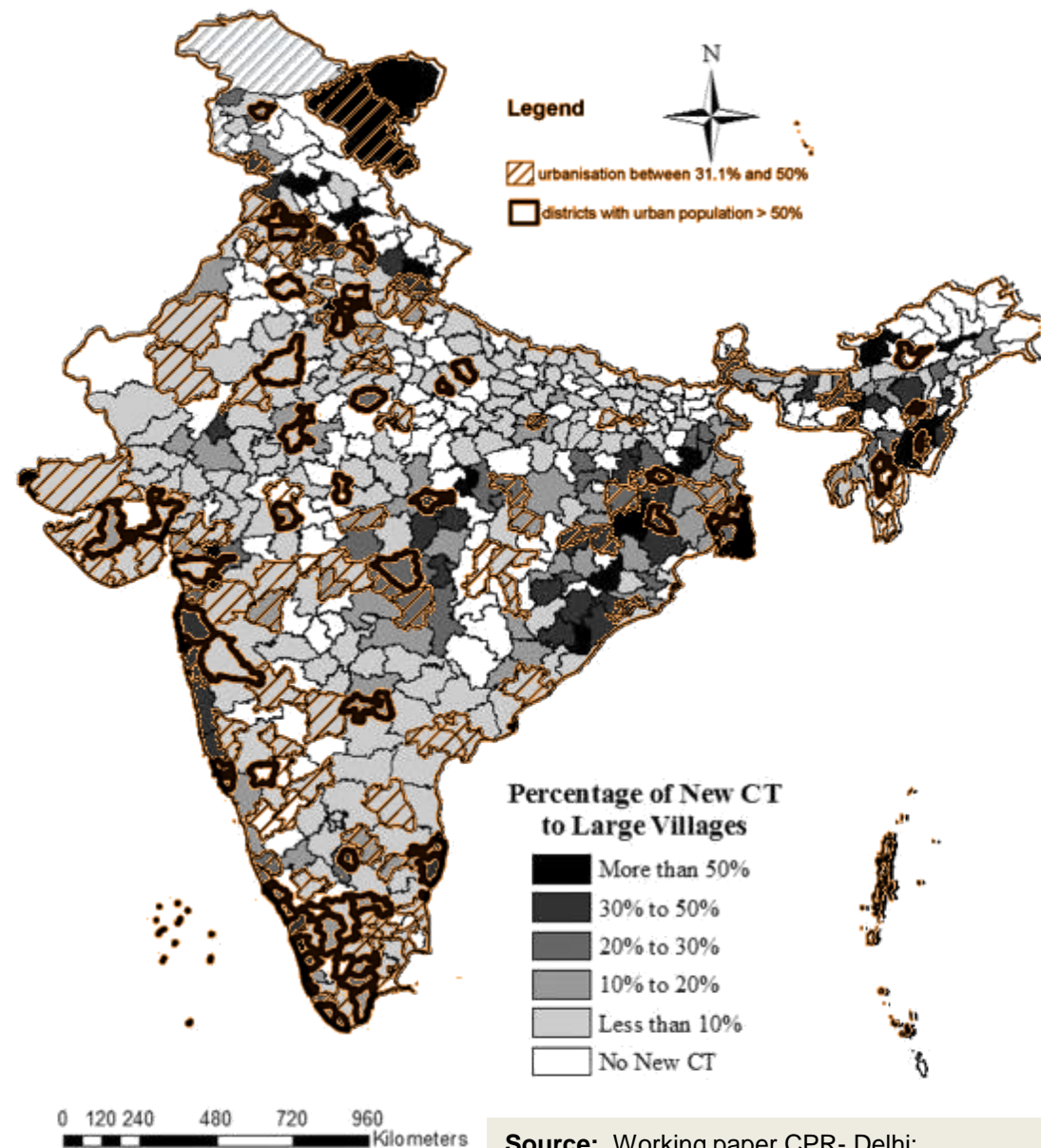
District wise distribution of new CTs in India



Source: Working paper CPR- Delhi:
**Unacknowledged Urbanisation: The New
Census Towns of India - KANHU CHARAN
PRADHAN, April 2010**



Share of New CTs to total large villages



Source: Working paper CPR- Delhi:
**Unacknowledged Urbanisation: The New
Census Towns of India - KANHU CHARAN
PRADHAN**



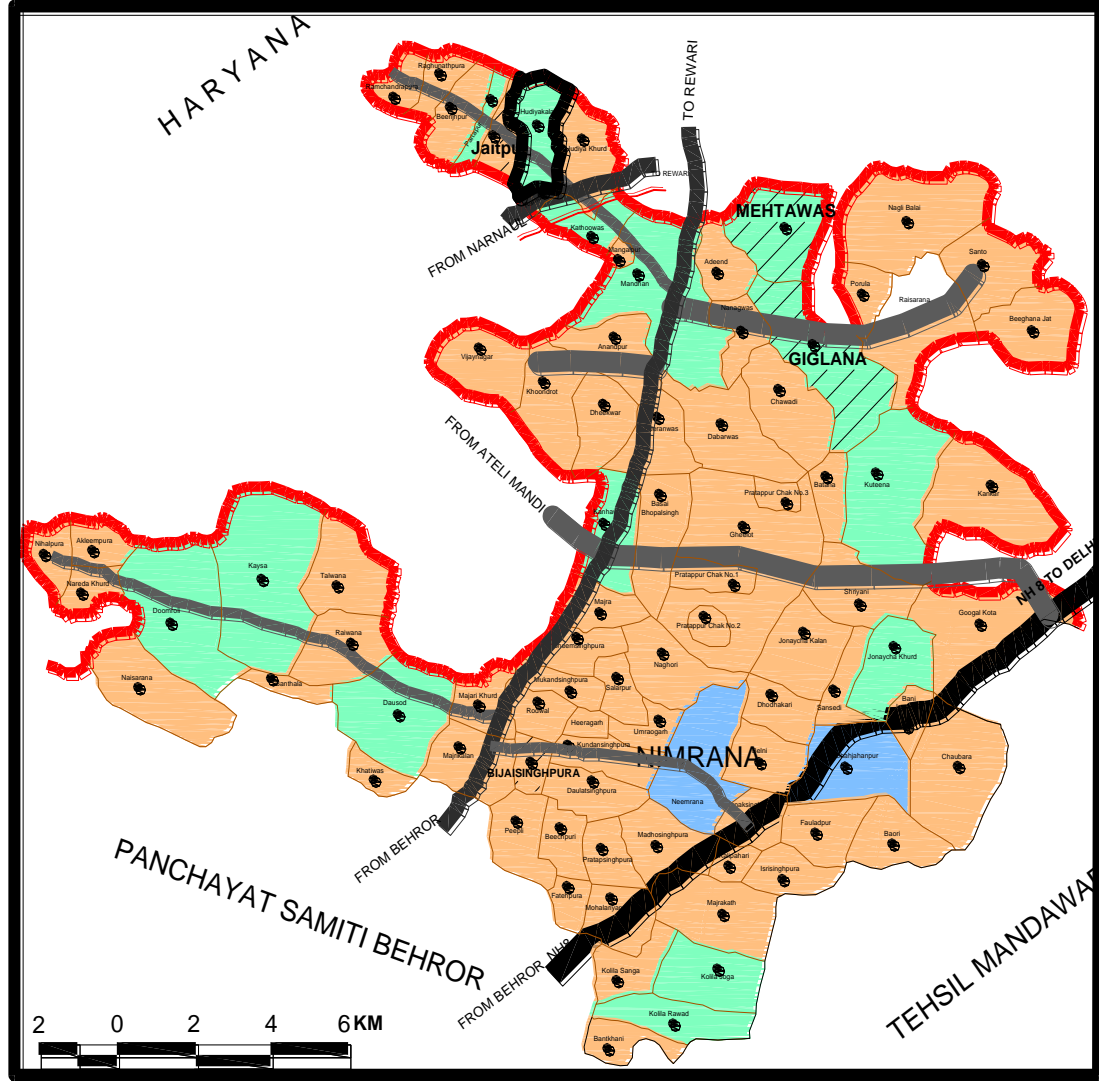


VILLAGE DEVELOPMENT THROUGH COMMUNITY PARTICIPATION

SOCIAL

INFRASTRUCTURE

WEIGHTS

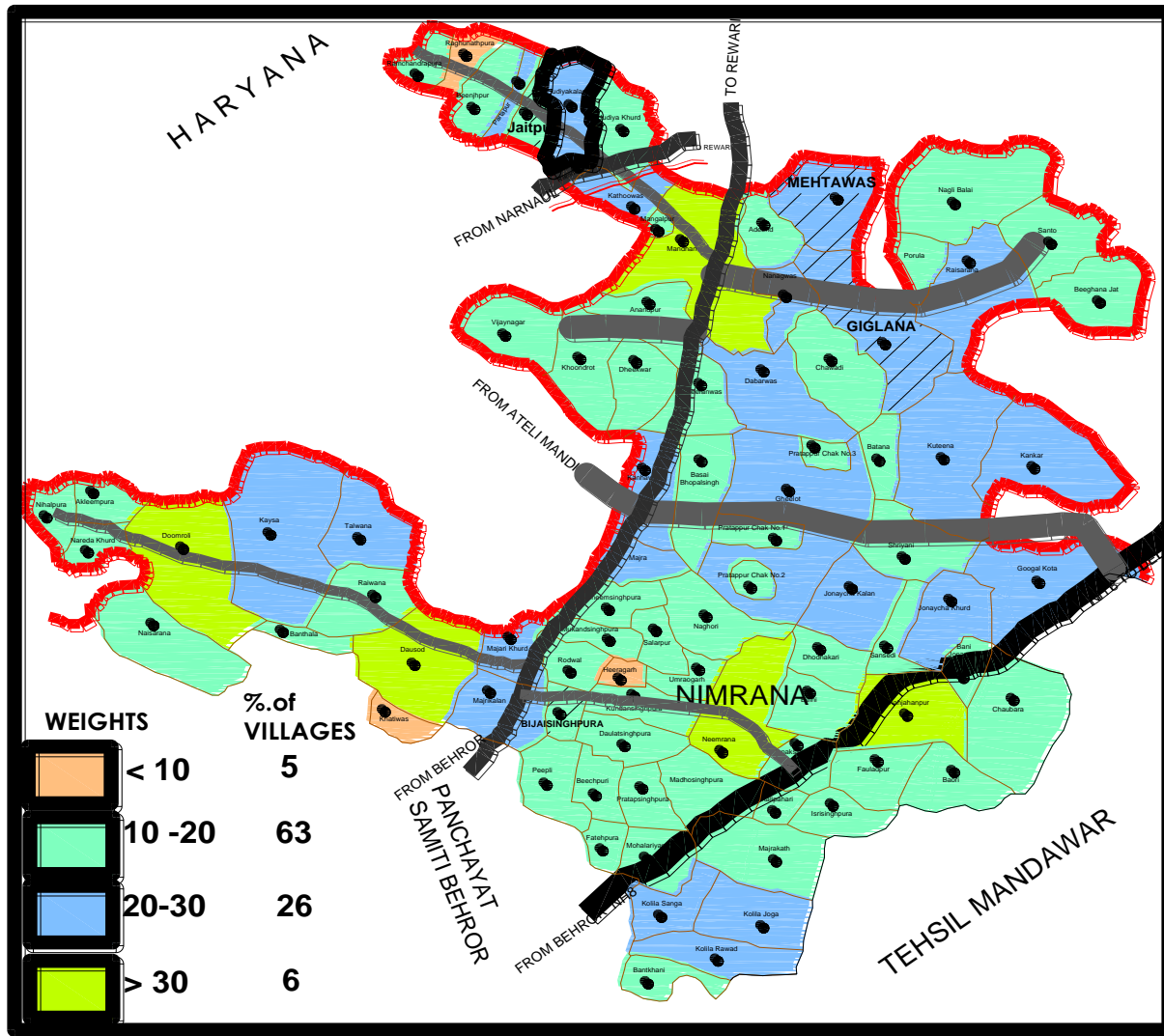


VILLAGE	TOTAL WEIGHTAGE	RANK
Shahjahanpur	22.03	1
Neemrana	21.05	
Mandhan	18.0	
Doomroli	17.0	
Dausod	14.0	
Giglana	13.0	8
Mehtawas	10.0	14
Jaitpur	7.0	21
Bijaysinghpura	3.0	29

VILLAGE DEVELOPMENT THROUGH COMMUNITY PARTICIPATION

COMPOSITE INDEX

INFRASTRUCTURE



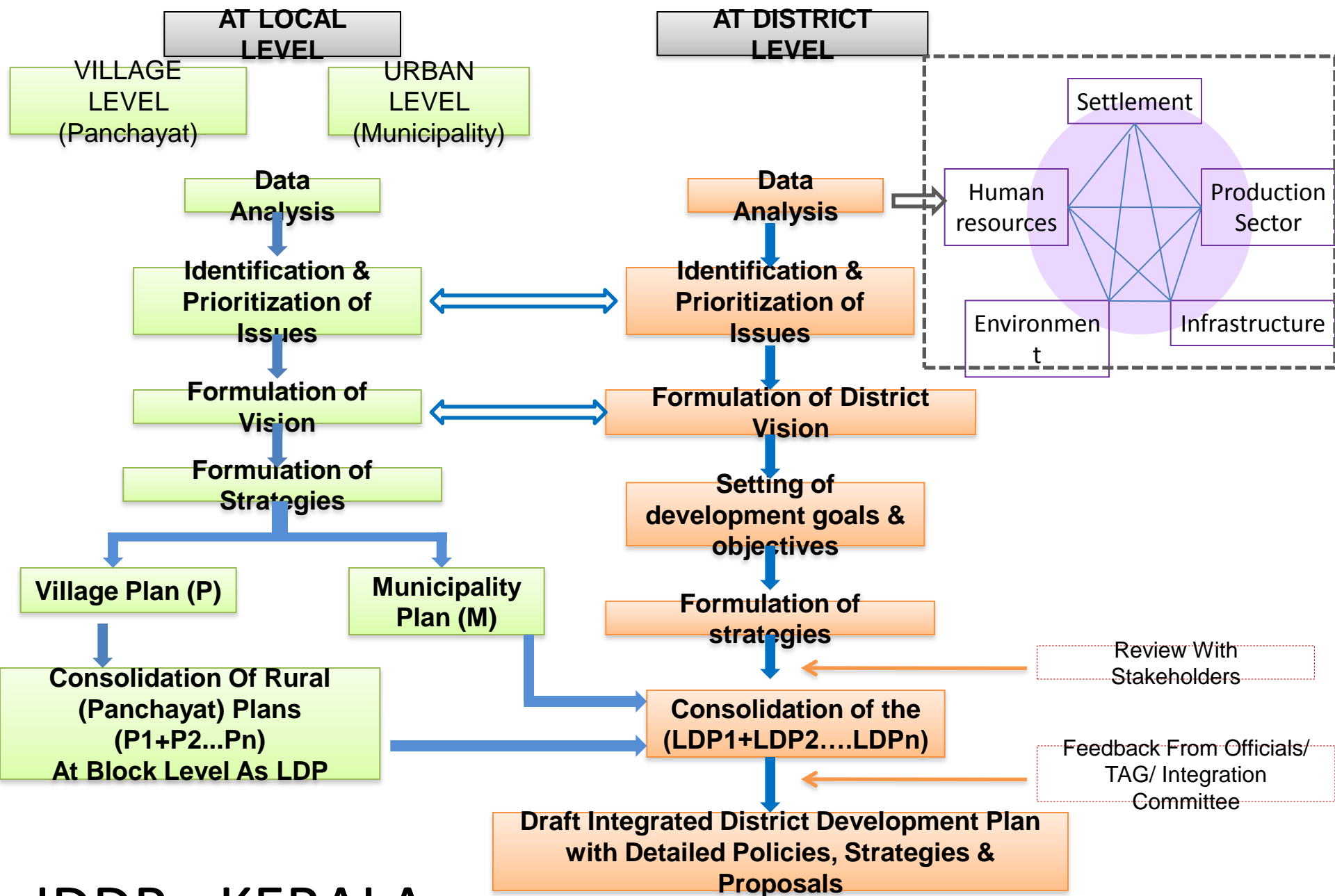
VILLAGE	TOTAL WEIGH- TAGE	RANK
Shahjahanpur	40.03	1
Neemrana	35.05	
Mandhan	32.50	
Doomroli	31.50	
Dausod	30.50	
Giglana	27.50	6
Mehtawas	23.50	12
Jaitpur	16.0	30
Bijaysinghpura	13.0	37

VILLAGE DEVELOPMENT THROUGH COMMUNITY PARTICIPATION

POLICY

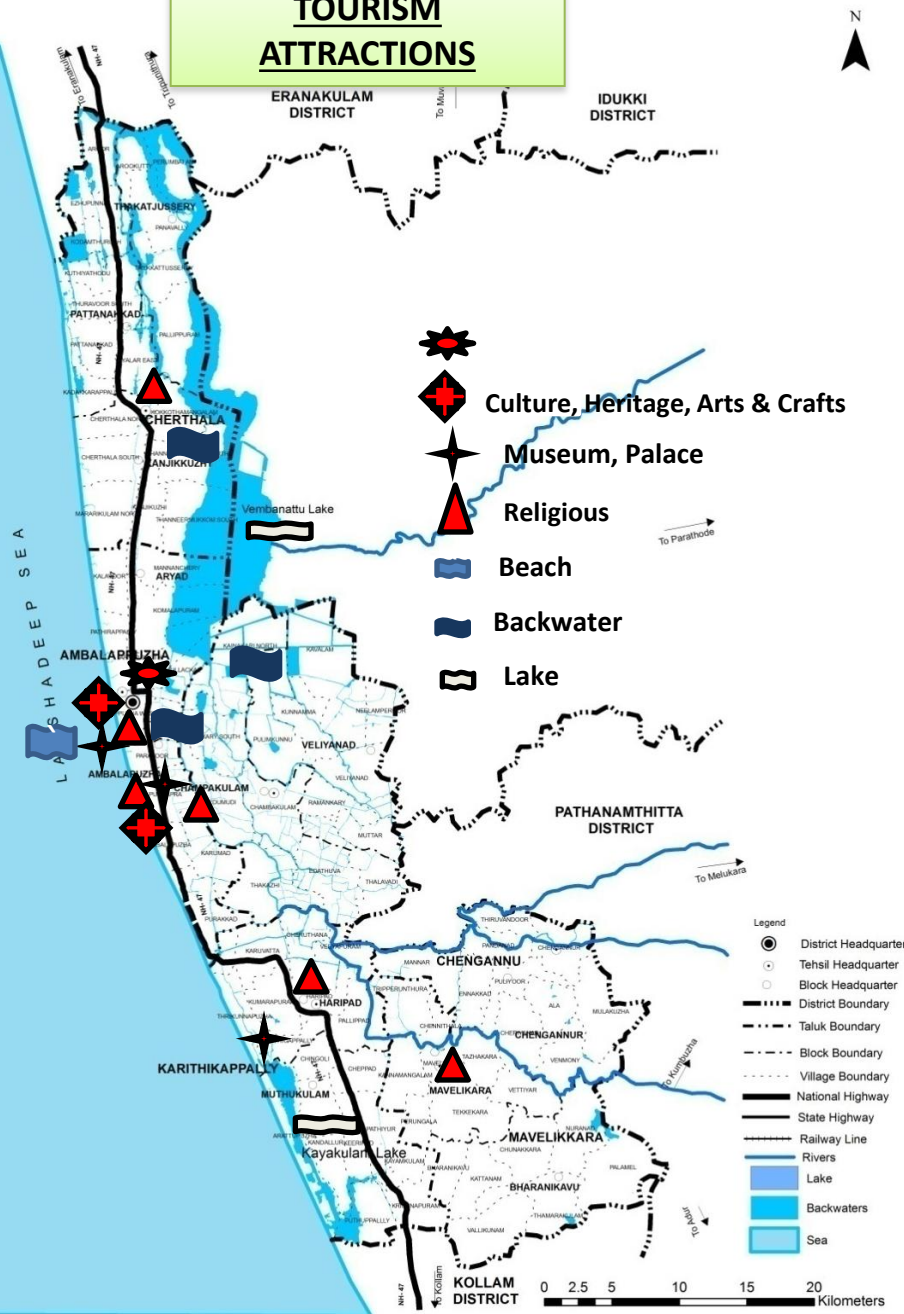
PROGRAMMES, SCHEMS & PROJECT

SCHEMES	BLOCK	IMPLEMENTATION AT VILLAGE LEVEL			
		JAITPUR	BIJAI.S PURA	MEHTAW -AS	GIGLA -NA
CENTRAL- SCHEMES/PROG.					
i) SWARNAJAYANTI GRAM SWAROZGAR YOJANA(SGSY)	●	●	●	●	●
ii) PRIME MINISTER ROZGAR YOJANA	●	○	○	○	●
iii) ANNAPURNA SCHEME	●	○	○	●	●
iv) GRAMEEN BHANDARN YOJANA	●	○	○	○	○
v) ANGANWADI SCHEME	●	●	●	●	●
vi) INDIRA AWAAS YOJANA	●	○	○	○	●



IDDP - KERALA

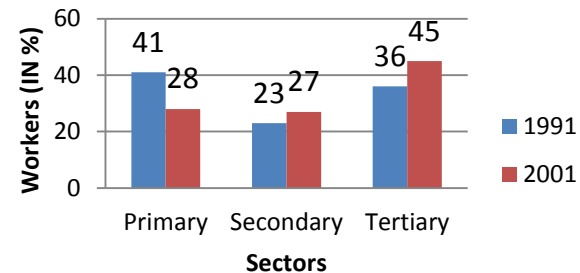
TOURISM ATTRACTIONS



Importance OF Alappuzha:

- ✓ Strong historical & cultural background along with port
- ✓ Close proximity to sea & presence of large number of water ways has made it "Venice Of East"
- ✓ A famous backwater destination of Kerala

Occupational Structure Alappuzha(1991-2001)



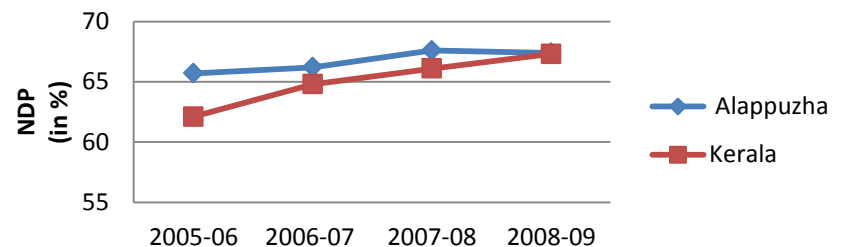
Source: Census 1991, 2001

Increase in the employment generation in

- Secondary sector- 17.39%
- Tertiary sector- 25%

- Out of the 45% of the workers engaged in the tertiary sector 13.5% are engaged in the tourism industry.
- Tourism provides about 30% of employment in tourism sector in Alappuzha.

Net State-Domestic Product Through Tourism (2005-2009)



Source: Census 1991, 2001

PURA – Provision of Urban Amenities in rural Areas

- Introduced in 2003. and the pilot phase was introduced from 2004-05.
- Empowering Rural People
- Knowledge Connectivities leading to economic connectivity
- Rs. 40 – 50 Million per cluster in Seven Clusters in Seven States was provided to have connectivities: Transport, power, knowledge, electronic, market and provision of drinking water and health facilities.

PURA – redesigned in 2010 as a Demand Driven programme through PPP mode.

Mission

“Holistic and accelerated development of compact areas around a potential growth centre in a Panchayat (or group of Panchayats) through Public Private Partnership (PPP) by providing livelihood opportunities and urban amenities to improve the quality of life in rural areas.”

PURA

- To address defects and incorporate new learnings, the strategy was based on combining rural infrastructure development with livelihoods creation
- Implementation of scheme through PPP between Gram Panchayat (GP) and private sector partner
- Private sector to bring in investment and operational expertise on basis of a detailed business plan
- Project based. Risk sharing among stakeholders.
- It is not a CSR activity - Private sector partner to select its PURA project, and, earn from the same
- Cost of each PURA project limited to Rs. 120 crore
- Capital Grant limited to 35% of project cost for meeting viability gap – the PURA scheme fund of Rs. 248 crore is towards this grant
- 12% returns on investment budgeted as part of financial model (as per norms of Planning Commission)

Urban Amenities to be provided under PURA

- Under MoRD Schemes (Existing and PURA):

1. Water and Sewerage
2. Village streets
3. Drainage
4. Solid Waste Mgt
5. Skill Development
6. Development of Economic Activity

Schemes such as NRDWP, TSC, Special SGSY, etc will be converged in CAPEX provision of PURA

- Under Non MoRD Schemes:

7. Village Street Lighting
8. Telecom
9. Electricity, etc.

Access schemes for dovetailing in PURA

- Add-on Projects i.e. Revenue earning projects (Indicative):

10. Village linked Tourism
11. Integrated Rural Hub, Rural Market
12. Agri – Common Services Centre, etc .
13. Any other rural economy based project

1. Dehradun district, Uttarakhand;
2. Jaipur district, Rajasthan;
3. Rajsamand district, Rajasthan;
4. Warangal district, Andhra Pradesh;
5. Krishna district, Andhra Pradesh;
6. Karaikal district, Puducherry;
7. Malappuram district, Kerala;
8. Thrissur district, Kerala.



Major themes

- Rural tourism
- Food / Meat processing
- Apparel Park

- Agriculture Park / Support
- Micro & Small Industries
- Rural Business Hub

Lessons Learned

- Combination of employment guarantee program and infrastructure program in rural areas can work wonders in restricting migration to urban areas & resultant poverty reduction in both the places.
- Strong East-West Divide in India's urbanisation, which has led to skill and investment polarisation.
- Decentralised urban development decreases the chances of urban poverty.
- Investment and tackling poverty in Small and Medium towns filters urban-ward migrants to metro cities.

- Economic growth of small towns ensures faster poverty reduction in rural areas.
- Higher the agricultural production, lower the differences in poverty level between urban and rural areas. In its absence Non-Farm Activity acts as a cushion for poverty reduction.
- MGNREP and NRLM acts as a strong poverty reduction mechanism for the rural poor.
- Higher rate of urbanisation leads to lowering of rural poverty (though it might increase the urban poverty).

- Rural-Urban continuum acts as an insulation against high rate of urbanisation and reduces the rural-urban income differentials.
- Provision of Urban Amenities in rural areas, especially through Community participation, along with employment generation and capital asset creation acts as a positive factor in poverty reduction.
- MGNREP, NRLM and PURA through their transparent mechanism in money transfer has reduced corruption and brought in financial inclusion.

