



## A Synoptic Look on Rural Development Through Provision of Urban Amenities to Rural Areas (PURA) in Thanjavur District

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**ABSTRACT**

Grossly term meningiomas describe group of tumours arising from meninges. It is a slow growing tumour. It can involve any age group and gender, however it is more common in elderly and in females. It is most common secondary malignancy attributed to radiation exposure. World Health Organization typically classifies it in three different grades. Grade I is benign, grade II atypical and grade III is considered malignant. Most of the meningiomas are benign. Surgery is the mainstay of treatment. Indication of adjuvant radiotherapy (RT) depends upon tumour grade and extent of resection. Both conventional fractionation and stereotactic radiosurgery are associated with good local control of disease. Role of Systemic treatment has not been yet established.

**KEYWORDS**

Rural development - Pura – Livelihood – Status of rural people

### INTRODUCTION

Indian cities are failing to provide a basic standard of living to their urban residents, and life could become tougher as cities expand. As the urban population and its incomes increase, demand for every key service will increase five to sevenfold in cities of every size and type. If India continues to invest in urban infrastructure at its current rate – very low by international comparison – gridlock and urban decay will result. India urgently needs to adopt a new approach to manage urbanization.

### IMPORTANT OC THE STUDY

Urban India today is distributed in shape with a diverse range of large and small cities, spread widely around the nation. To address the issue of urbanization, India should continue to aim at a distributed model of urbanization because this suits its federal structure and also helps to ensure that migration flows are not balanced towards any particular city or cities. To control the migration from rural urban areas, it is necessary to provide basic amenities and facilities in rural areas which are similar to those in urban areas. Schemes like PURA attempt to bridge these gaps in order to ensure that the rural areas have amenities which are at par with those in urban India. This would help in whittling down the migration from rural to urban areas.

The Author acknowledges his gratitude to university grants commission (SERO) Hyderabad for financial support in undertaking his research project.

The objectives of the scheme is to provide urban amenities and livelihood opportunities in rural areas to bridge the rural-urban divide, thereby reducing migration from rural to urban areas. Lack of livelihood opportunities, modern amenities, and services necessary for decent living in rural areas results in a sense of deprivation and dissatisfaction amongst a large percentage of population and leads to migration of people to urban areas. This is primarily due to the big differences in the availability of physical and social infrastructure in rural and urban areas. In order to address these issues, the Government has, in the past, launched various schemes at different points of time. However, due to several reasons, the impact has not been very visible.

The deliveries of these schemes were not simultaneous and

although huge sums were earmarked for capital expenditure, very little resources were spent on the operation and maintenance of the assets. Also, each of these schemes operated autonomously and the standards set for infrastructure services delivery in the rural areas were far below those set for the urban population. Hence, in spite of several schemes, there continued to be a substantial flow of migration from the rural to urban areas. In order to catalyze the convergence between different infrastructure schemes and create a new model for management of urban services in the rural areas, the Provision for Urban Amenities in Rural Areas ("PURA") Scheme has been developed. PURA aims to achieve "holistic and accelerated development of compact areas around to potential growth centre in a Panchayat (or group of Panchayats) through PPP by providing livelihood opportunities and urban amenities to improve the quality of life in rural areas".

The PURA Scheme (provision of Urban Amenities in Rural Areas) envisages rapid growth of rural India – given enhanced connectivity and infrastructure, the rural population would be empowered and enabled to create opportunities and livelihoods for themselves on a sustainable and growing basis.

### REVIEW OF LITERATURE

A study on India's villages by M.N. SRINIVAS and other sociologists and anthropologists from India, the United Kingdom and the United States of America was an effort to understand the social life of the villages in different parts of India. The study included villages in Mysore, Orissa, Kerala, the Himalayas, the Western Udaipur, Simla, Tamilnadu and Uttar Pradesh. It was observed that villages, even the neighbourhood villages, differed considerably in economic, social, cultural, religious and political dimensions. In spite of several differences seen in the study, there was a thread of unity. The unity of the village through solidarity of caste was pointed out by many of the authors. Unity in diversity, caste linkages and village self-sufficiency were the dominant themes that formed the core of these studies. The study also revealed the tendency of the indigenous scholars to take important social realities for granted.

P.V. PARANJAPE and others; conducted a study on Shramik Sanghatana (Toiler's Association) in the Shahade region of the Dhule district with the objectives of investigating the historical background and activities of Sanghatana with special refer-

ence to the problems of grassroots self-reliance. A vast majority of the population in the region were the landless and illiterate 'adivasis' (Tribals). The method employed in this study was participatory research. Nine villages – three each from three types of area – were selected: four workshops were organized for investigating perspectives of self-reliance.

### STATEMENT OF THE PROBLEM

India is a country of villages and India has its identity as agriculture based country. Out of total population 70% area comes under rural context. In India generally villages do not have facilities for instance road, health and sanitation and in lack of facilities there is no livelihood alternative apart from agriculture. Urban areas are more attractive for the rural people and from last decade there is increase in migration from rural to urban areas. In general in India there is great difference in terms of physical and social infrastructure. Keeping these main causes in mind Dr. Abdul Kalam shared his vision of providing urban amenities to rural areas. On the independence evening Dr. Kalam shared this vision and same day prime minister also give his consensus to implement the provision of urban amenities to rural areas.

### SCOPE OF THE RESEARCH

Provision of Urban Amenities to Rural Areas (PURA) has been launched in 2004. Planning commission approved in January 2004. A pilot phase was implemented 2004 – 2005 and 2006 – 07 with planning commission. National Institute of Rural Development (NIRD) did the evaluation study for assessing the output of PURA in pilot phase. Many mistakes have been found in planning and implementation part of this project. There was no business plan and PURA was delivered as a conventional way to the people. State did not have any ownership regarding PURA project. There was no institution or professional support for planning and implementation of project. In pilot phase there was no convergence with other government schemes. After a lot of discussion PURA has been accepted by cabinet as a PPP (Public Private Partnership) model in January 2010. Again PURA has been launched in April 2010 with revised mission and convergence with other government schemes. The Present research elaborately deals on "A STUDY ON RURAL DEVELOPMENT THROUGH PROVISION OF URBAN AMENITIES TO RURAL AREAS (PURA) IN THANJAVUR DISTRICT"

### OBJECTIVES

1. To study about the overall rural development strategy through PURA Thanjavur district.
2. To understand the PURA project in project management discipline and overall Rural Development in the study area.
3. To deal the identification of PURA uniqueness from other state government and central government programmes.
4. To study about assessing the impact of the provision of urban amenities to rural areas (PURA) in pilot phase.
5. To identify the deciding factors that influence entrepreneurship in PURA villages.
6. To substantiate the supporting institutions role in the development of PURA Clusters development and its effects.

### RESEARCH QUESTION

1. What are the determinants of the Rural Development in study area.
2. What was the supporting institutions role in the Rural development.

### RESEARCH PROBLEM

Periyar Maniammai College of Technology for Woman was started in the year 1988 at Vallam, Thanjavur. The Chairman of the College, Dr. K. Veeramani launched a Rural Development Programme to uplift the downtrodden villagers that live near the college from penury. The programme involved educating the villagers on the modern technologies that are used in the urban area and to bring them to the rural areas for improving the living standard of the villagers. The visit made by Former President Dr. A.P.J. Abdul Kalam to Thanjavur District

in year 2003 has brought about a different dimension to the village. He inaugurated a scheme called as 'PURA' in the villages in Thanjavur. PURA stands for "Providing Urbanised Amenities to Rural Area". The PURA villages have been divided into six clusters. Each cluster was given an activity based on the resources obtainable in the village. The fundamental concept of this project was to educate the villagers on economic growth through available resources. Changing the mindset of the villagers to be self-sustainable through rural entrepreneurship by means of knowledge, economic, electronic and physical connectivity.

Since then, many villagers have started small and medium enterprises. Women in the village have formed self help groups which are very popular among married women. Youth who were school dropouts have taken up skill based training to acquire skills in basic jobs. Villagers have been attending entrepreneurship development programmes. However, no research has been carried out to know the Entrepreneurial activities going in these clusters of villages and their economic growth through this PURA Scheme.

Accordingly, some essential clusters have been identified to study the entrepreneurship development in PURA villages, particularly in the Thanjavur District namely, Budhalur, Palayapati, Vaam, Veeramarasanpatti, Rayamundanpatti and Achampatti.

### RESEARCH DESIGN

Research design is the backbone of the entire research process. Since the research problem was well defined and all the variables related to the study are well established, the research fits well as a descriptive research design. The study attempts to confine its framework to Entrepreneurship Development in PURA Villages of Thanjavur District and analyse the factors that influences entrepreneurship and role of the supporting institutions.

### PRIMARY DATA

Primary and Secondary Data

### SECONDARY DATA

Although the nucleus of the present work is dependent on primary data, the study like any other research work uses some secondary data for better understanding of the study area. As for the secondary information, we have included the historical background of the entrepreneurship development through PURA scheme as well as rural industrial development of PURA Villages in Thanjavur District. The secondary data will be obtained from the Panchayat Offices of the respective villages, Centre for Rural Development – PMU, Periyar Technology Business Incubator, Periyar Organisation for Women Entrepreneurs in Rural Area, Periyar Maniammai University, Thanjavur Collectorate Office, Village Administrative Offices, Village Presidents' office etc.

### RESEARCH METHOD

Field research method was adopted to collect the necessary data for the studies, structured questionnaires were used in collecting the data from the villagers. However, to support the findings, secondary data was collected from the library archives, government offices, non-government agencies and supporting institutions.

### TIME PERIOD

Multi-Stage sampling method has been employed for collection of data. At Stage one, the six clusters of the PURA village in Thanjavur District (Budalur, Palayapatti, Vallam, Veeramarasanpatti, Rayamundanpatti and Achampatti) were chosen. At stage Two, the number of respondents was established from each village within each cluster. Non-entrepreneurs and entrepreneurs were identified at stage three. This sampling was conducted with the assistance of Village Co-ordinators (VCO), who were able to identify the suitable respondents in the various villages in each cluster. The proposed research will deal about 200 respondents beneficiaries cover under PURA schemes will be study and details.

**CONCLUSION**

The pilot phase of PURA was implemented from the year 2004-05 to 2006-07, with the consent of the Planning Commission and a total budget of Rs. 30 crores. Seven clusters were selected in seven states, with a budget of Rs. 4-5 crores per cluster. The identified agencies for the implementation of PURA projects were responsible for providing village level connectivity relating to basic services, transport, power, electronic knowledge and market and providing drinking water and healthcare facilities. This scheme is a boon to the rural people in Thanjavur District of Tamilnadu to improve their Economic and Social conditions.

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