

CII, LOCAL COMPANIES TO DEVELOP NEW BIZ IN VILLAGES

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INDORE: The Confederation of Indian Industry (CII) has started interacting with local companies as part of its 'Village Buddha' campaign to create a structured approach for manufacturers to engage with villages and develop new businesses in the emerging markets.

CII principal advisor Sarita Nagpal said: "When the corporate is connecting to the villages, it helps bridge a big divide which can otherwise become a very big problem for the society. Moreover, the focus of the new government is also on manufacturing. Historically, many companies in the private and public sectors have co-existed with the society."

She was in the city on Friday to meet representatives of some companies. "The initiative was launched last year, and at this point, 16 companies have tied up," she said. The companies will carry out skill development programmes and develop new businesses in the rural and semi-urban markets. For expanding the module, CII will train guides, mentors and subject experts from the industry with proven experience of implementing village improvement practices and supporting community activities. CII believes Village Buddha will help companies appreciate the needs of rural markets and develop business models to tap opportunities at the bottom of the pyramid.

The concept also envisages corporates working with villagers and panchayats to identify breakthrough projects around community needs such as clean water or self-sufficiency in energy and education. The CII aims to cover at least 10,000 villages across the country over the next 45 years.

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