

'Solutions, not donations can help villages develop'

Smita.Mainkar
@timesgroup.com

Indore: "Indian economy can get a fillip only if the industries are encouraged in rural areas. Concept of corporate



social responsibility (CSR) alone cannot make a difference until the villages are touched by corporates," said principal advisor to Confederation of Indian Industries (CII)

Sarita Nagpal. In an interactive session with TOI on Friday, Nagpal highlighted CII's 'Village Buddha' project that aims at co-creating future between business and society for better sustenance. Village Buddha project is scheduled to be launched in Madhya Pradesh in February 2015.

"Manufacturing industries can play a significant role in changing the face of rural India," she said adding that the Village Buddha concept was initiated to connect man-

ufacturing sector with society. Industries should offer solutions and look at the opportunities available in rural market. "We would be visiting rural areas in state to ensure that villagers get the solution to their needs and not donations, which make them dependent on others. Signing cheques would not fulfill the motto of development.

The project would equip villagers to design, brand and market their products in India and abroad," said Nagpal.