

CII's 'Village Buddha' project elicits encouraging response

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ERODE: The Confederation of Indian Industry (CII) has been able to elicit encouraging participation from business houses and multinational companies over the last two years for its 'Village Buddha' project, a win-win initiative envisaging engaging the rural community for building a better and happier society.

Founded on VSLM (Visionary Leaders for Manufacturing) wisdom, the 'Village Buddha' spawns a process wherein organisations explore and enhance capabilities to develop new businesses in emerging markets in rural and urban fring-



Saritha Nagpal

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es where significant growth is expected in the coming decades. The CII expects to see through creation of one lakh

model villages over the next decade, Saritha Nagpal, Principal Advisor, CII, New Delhi, told *The Hindu*.

Skills

Active participation by industries by way of developing skills of villagers through systematic initiatives to derive optimal benefits of the awareness they have gained through visual media has opened up possibilities for fulfilment of aspirations and ambitions of the upcoming generation, Ms. Nagpal said.

Industry houses and MNCs were in the process of understanding needs and expectations of the villagers as a precursor to creating growth opportunities so as to prevent

displacement of rural population towards urban areas. Industries were conscious that unfulfilled aspirations could lead to frustration, Ms. Nagpal said.

Several companies were working on expanding access to clean water and improving health condition of workers.

The CII was in the process of sensitising industries to the Village Development Planning Tools: setting goals and achieving them within a time-frame, confidence-building methodology to work in an unfamiliar village, social mapping of the challenges in devising projects and planning, project identification, and putting in place an action plan.