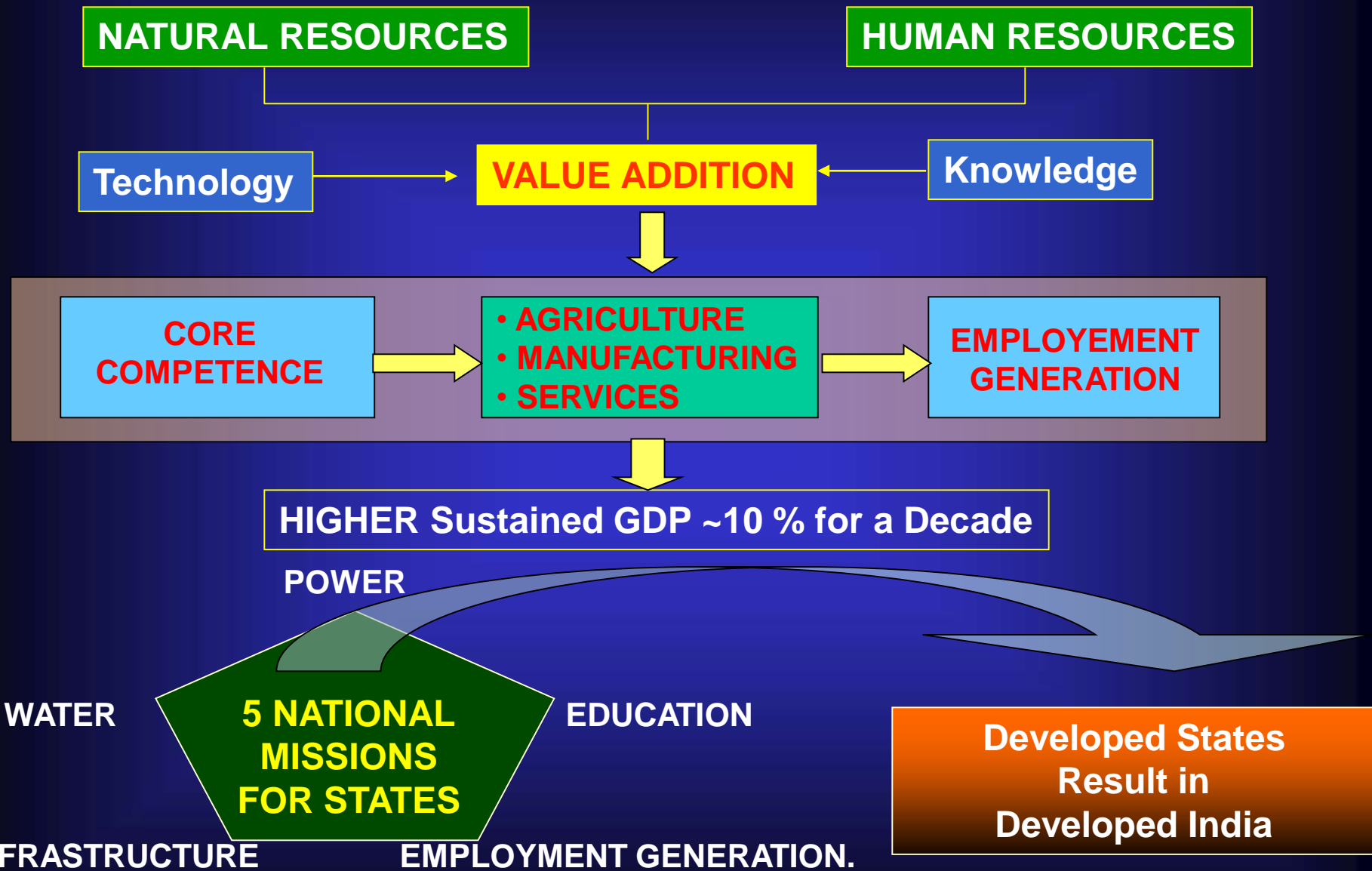


ENGINES FOR GROWTH



Our National Mission – Challenges

- We are one billion+ people
- 600,000 villages with 700 millions people
- 260 million are below poverty line (36 million are unemployed)
- How to uplift?

- Habitat
- Infrastructure
- Healthcare
- Education
- Employment
- Market connectivity
- Quality of Life

**Integrated,
Simultaneous,
Connected
Actions**

**PURA – Providing Urban Amenities in Rural Areas
Target : 7000 PURAs**

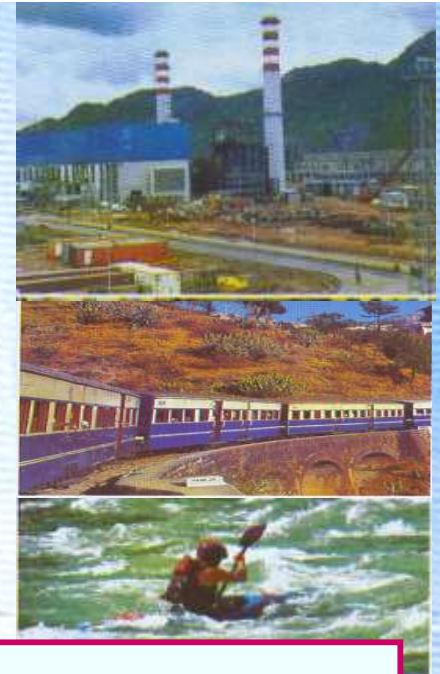


NORTHERN REGION



CORE COMPETENCE

- * Agro, Fruit & Forest
- Rich in Hydro Electric Potential
- Cottage & Village based Industries
- * Eco Tourism Potential
- Light Engineering Manufacture
- * Herbal Products



J&K, HP, PUN, HAR, UA, DEL, CHAN

Challenges

- * Access & Connectivity in hilly regions
- Untapped Bio & Herbal Farming
- Less thrust towards newer cash crops

NEEDS & MISSIONS

500 PURAs

- * Value addition to Herbal & Bio Products
- * Horticulture, Fruit & Forest Industries (Export Oriented Units)
 - Large Hydro Electric Power Gen.
- * Eco Tourism Programme
 - Soil rejuvenation, multi-cropping
 - Renewal of Water bodies