

## **Press Release**

### **National Experience Sharing on fourth anniversary of launch of Shyama Prasad Mukherji Rurban Mission**

24<sup>th</sup> February 2020, Dr. Ambedkar International Centre, New Delhi

Ministry of Rural Development organised a National level experience sharing on the occasion of fourth anniversary celebration of launch of Shyama Prasad Mukherji Rurban Mission (SPMRM) at Dr. Ambedkar International centre, New Delhi. The event was chaired by Shri Narendra Singh Tomar, Hon'ble Minister of Rural Development, Panchayati Raj and Agriculture & Farmers Welfare.

The event saw participation from over 600 panchayat members, SHG members and officials representing Rurban clusters from across from 27 States, UTs as well as officials from Ministries and member of Press.

The event was organised with a dual purpose of appreciating progress made by clusters across the country as well as build to raise awareness and advocacy for the Mission to ensure optimisation of resource use provided under Critical Gap Funding mechanism.

At the outset, Joint Secretary Dr. Biswajit Banerjee extended welcome to the participants mentioning the message of Hon'ble Prime Minister, 'आत्मा गाँव की सुविधाएं शहर की'. A short film on success stories related to Suttamalli cluster in Tamil Nadu, Aibawk cluster in Mizoram and Patehara Kala cluster from Uttar Pradesh was screened to showcase the different economic and social infrastructure being created in the clusters.

During the event, the Hon'ble Minister released a compendium of 50 success stories from across 18 States which gives a glimpse of aspirations of these organic growth centres.

The Hon'ble Minister also launched the GeoRurban mobile app which is a digital platform for instantly registering works carried out under Mission and is the beginning of people interface with geo-referenced signature of progress of works in their cluster.

During his address, the Hon'ble Minister stated that Rurban (SPRM) is a 'भारतीय प्रयोग' with a focus on achieving rural aspiration through co-operative federalism. He stressed that the panchayat and SHG leaders must focus on and strive for viewing their cluster development comprehensively and ultimately

targeting convergence of all schemes. He appreciated the steps taken by SPMRM for this comprehensive development approach. Further, he mentioned that we need to view the current challenges of rural India with changed lens – from the perspective of convergence and optimisation of resource use coupled with employment generation opportunities. Thereby, we can create several new livelihood options within the clusters imparting economic sustainability. **He concluded by stating that, building upon the learnings from the implementation of the Mission in the 288 clusters development, as well as the demand from elected representatives and States across the length and breadth of the Country, a new 1,000 clusters development program may soon be initiated.**

Minister of State, Sadhvi Niranjan Jyoti further added that through the mission people are getting basic facilities and hence several development options are becoming possible. She emphasised that the development of clusters will also have positive repercussions on the challenges our cities face. Shri Rajesh Bhushan, Secretary, Ministry of Rural Development informed that, since the launch, Integrated Cluster Action Plans of 288 clusters have been developed and Detailed Project Reports of 240 clusters have been approved by the concerned States, where on-ground work is already underway. A total investment of over Rs. 28,075 crore has been approved in these clusters out of which works worth Rs. 6,689 crore has already been implemented. He also emphasised on convergence of different schemes happening through the Mission.

Panchayat members, SHG women and officials from 13 States shared their cluster development experiences. Kailash Girishwar, CEO, Zila Parishad, Prakasam District explained various employment options created and highlighted that reverse migration is happening. Shri. Mayur Dixit, CDO, Uddham Singh Nagar was accompanied by the panchayat members from Paheniya cluster. He highlighted as to how private sector investment and CSR support has been mobilized by them through organising investment symposium focused on the cluster's handicraft sector development and is showing positive results. Similarly, representatives from Gujarat, Rajasthan, Telangana, Jharkhand, Madhya Pradesh, Kerala, Chhattisgarh, Mizoram and Punjab also showed progress being made in provision of basic amenities as well as increased employment opportunities in the clusters.

Shri Prashant Kumar, Special Secretary and other senior officials from Ministry of Rural Development, Ministry of Panchayati Raj, Ministry of Micro, Small &

Medium Enterprises and National Capital Region Planning Board attended the event.