

**GOVERNMENT OF INDIA  
RURAL DEVELOPMENT  
LOK SABHA**

UNSTARRED QUESTION NO:1767

ANSWERED ON:08.03.2010

INVOLVEMENT OF PRIVATE SECTOR IN RURAL DEVELOPMENT

Joshi Shri Mahesh

**Will the Minister of RURAL DEVELOPMENT be pleased to state:**

(a) the steps taken by the Government to involve the private sector in rural development and the areas identified for this purpose; and

(b) the details of facilities and concessions provided or to be provided to the private sector in this regard?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI PRADEEP JAIN 'ADITYA')

(a) & (b): The Government has approved a scheme namely Provision of Urban Amenities in Rural Areas (PURA) for implementation on pilot basis during 11th Five Year Plan. This scheme aims for holistic and accelerated development of compact areas around a potential growth centre in a Gram Panchayat(s) through Public Private Partnership (PPP) framework for providing livelihood opportunities and urban amenities to improve the quality of life in rural areas. The guidelines of the scheme are being finalized.