



Transformative Strategy for Jangareddigudem Economy-A Case Study

B. Srinivasa Rao

Lecturer in Economics

CSTS Govt. Kalasala, Jangareddigudem – 534447.

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Introduction to the issue

Empowering rural communities from India's 6.65 lakh villages definitely need innovative transformative strategies as diversified Indian society with nearly 150 crores of population demands more and more economic welfare amidst the SDGs by 2030 and Vikasit Bharat by 2047 and Swarnandhra AP by 2047. Creation of employment in rural areas is the important indicator in this direction. This needs not only the adoption of Deeptech like AI, 3D printing, Block chain technology etc., and also the elementary understanding of Digital, Financial literacy. More than these technical expertise, overall revamp of basic socio, political, economic institutions in the society is highly needed in the current scenario. The economic empowerment is generally the byproduct of proper infrastructure, financial self sufficiency of the rural communities. The incubator in the CSTS government kalasala is an unique initiative in this direction in the upland horticulture zone in Eluru District and ITDA supported tribal region with NTFP (non timber forest produce). With the focus and academic support from the MOUs with TISS Incube foundation, Mumbai and NISM (National Institute of Securities Market, Mumbai), and academic support from DIC (District Industries Centre, Eluru), KVIC (Khadi and Village Industries Commission, Vizag), hands on workshops by the Lead Bank Manager, Eluru District, AP the Think Fresh Incubator was quite proactive in formulating innovative strategies for the empowerment of local communities in and around jangareddigudem especially the marginalized sections. Among various such initiatives, the plan of preparing the local community and students as well for the natural colours production by using local marigold flowers and other NTFP is going to be unique and quite beneficial in empowering the local communities.

Research Question and Objective of the study

How to empower the marginalized sections in and around jangareddigudem with the creation of more and more employment opportunities by using local resources?

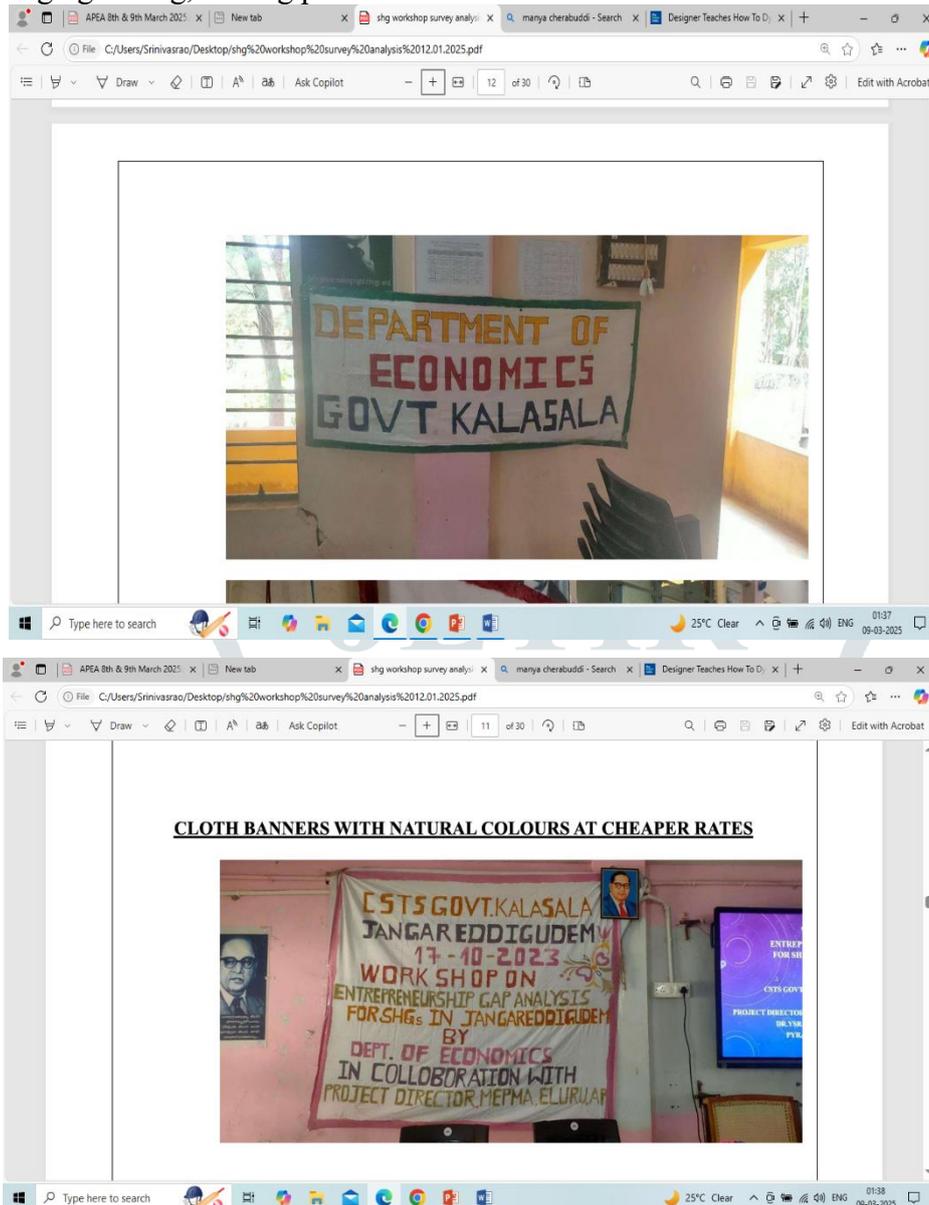
Research Methodology and area of study

This paper is basically is the outcome of the primary data collected from SHG (self help group) women groups, Transgenders, students, specially abled students and migrants in and around jangareddigudem. This paper also depends on secondary data from various resources and limited to more of academic discussion and qualitative aspects.

Analytical description of the issue, findings, solutions

Jangareddigudem is an upland area but blessed with abundant horticultural crops all around like palm oil, cocoa, banana, mango, cashew nut etc., In the recent times, many of the local farmers are interested in growing flowers like marigold etc. as the demand for them has been lucrative and interesting. Different SHGs self help groups are active in producing Jute bags in and around jangareddigudem and especially the Kannapuram ITDA supported SHG groups. The local flower plants can be used as a natural dye plant. This can reduce the burden of chemical colours for the society and improvise financial and physical health of the local communities.

Amidst this scenario, the student community of CSTS Government Degree College, Jangareddigudem has been active in preparing Natural cloth banners replacing the existing practice of dumping of plastic banners. Students have used turmeric, kunkuma podi (vermilion) and the liquid from local flowers, beetroot vegetable etc., through grinding, boiling processes.



The institution has also communicated these issues with an NGO of Ms. Manya called TREE HOUSE for further strengthening of the processes and provide a viable methodology which can be helpful for events like HOLI, Pongal and New Year celebrations and expecting a favourable reply.

Conclusion

Empowering the local communities needs innovative strategies like usage of natural local resources. The environmental conditions can be better used for economic growth of the region in a sustainable way with proper technology adoption. The age old knowledge systems like IKS Indian Knowledge Systems of the citizens can be tapped for this purpose.

References

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