



# Blueprint 2030

A Strategy for Systemic Transformation



# How will Rural India look in 2030?

Demographic Shifts	Economic & Infra Opportunities	Gender & Social Inclusion Priorities	Environmental & Climate Imperatives
<ul style="list-style-type: none"> <li>•By 2030, Rural India at socio-economic inflexion point.</li> <li>•Holds 65% of India's population (900 million) and workforce.</li> <li>•Represents nearly half of domestic market (~\$4 trillion).</li> <li>•Youth-centric population (60% below 35 years). Rising aspirations in rural middle class: gig economy, digital jobs, urban consumption trends.</li> <li>•Women's aspirations rising for economic agency, leadership, self-employment</li> </ul>	<ul style="list-style-type: none"> <li>•Expanding small towns and 'rurbanity', especially central/eastern India.</li> <li>•Increasing peri-urban expansions and blurred rural-urban boundaries. Growth in Tier-2 &amp; Tier-3 cities, creating new urban corridors.</li> <li>•Digital-first economy enhancing inclusion: fintech, edtech, health-tech, commerce.</li> <li>•Renewable energy growth: solar, wind, green hydrogen, EV infrastructure.</li> <li>•Manufacturing opportunities via 'China+1' strategy: electronics, pharmaceuticals, textiles, chemicals.</li> <li>•Rising disposable income driving demand for premium goods, leisure, wellness, and cultural economy.</li> <li>•Low MSME density (15 units per 1,000 people)</li> <li>•Implications of JAM and DBT towards inclusive growth</li> </ul>	<ul style="list-style-type: none"> <li>•Low rural female labour participation (~24%), predominantly agriculture-focused.</li> <li>•Women own less than 13% agricultural land, limiting economic empowerment.</li> <li>•Need for increasing women's voice in political spaces.</li> <li>•Targeted skilling, credit access, and leadership roles critical for gender equity</li> </ul>	<ul style="list-style-type: none"> <li>•54% rural districts categorized as water-stressed.</li> <li>•Agriculture vulnerability due to high reliance (80%) on rain-fed farming.</li> <li>•Urgency of decentralized renewable energy solutions (solar mini-grids, bioenergy, green hydrogen).</li> <li>•Climate resilience needed in agriculture through landscape restoration, natural resource management, and carbon credits.</li> </ul>

Persistent Challenges	Strategic Intersectional Areas
<ul style="list-style-type: none"> <li>•Substantial decline in multidimensional poverty but persistent pockets in: East-central states (Bihar, Uttar Pradesh, Jharkhand, Chhattisgarh, Madhya Pradesh)</li> <li>•Tribal, hill, dryland regions across India</li> <li>•Increasing rural inequality: higher incomes in connected areas vs. stagnation in remote geographies</li> <li>•Persistent rural child stunting (35.5% under age 5), low doctor-to-population ratio (0.8 per 10,000), and high out-of-pocket health spending</li> <li>•Limited rural non-farm employment (~25%) compared to global trends (&gt;50%)</li> </ul>	<ul style="list-style-type: none"> <li>•Shift in Welfare Architecture (DBT+JAM+Aadhar) and Transfers – Farmers, Women, Youth</li> <li>•Integrate economic diversification, gender equity, climate resilience, and local governance, descent (health – private/digital/insurance), ascent (education, jobs)</li> <li>•<b>Place-based approaches</b> crucial to address spatial and demographic poverty intensity</li> <li>•Prioritize intersectional alignment with key <b>SDGs</b>: Poverty, Hunger, Health, Gender Equality, Water &amp; Climate Action (off-track)</li> </ul>





# Our 2030 Vision: Driving Impact by Focusing Our Efforts and Shifting the Discourse

## Consolidation for Significance

- Streamlining efforts to maximize our impact and contribute disproportionately to rural transformation.

## Shifting the Development Discourse

- Championing a new narrative centered on three key areas:
  - A) **Women's Empowerment**
  - B) **Unlocking Markets for Localized Growth** through strategic capital infusion.
  - C) **Creating a "Neighbourhood of Care"** with a focus on Health & Nutrition.

**Positioning as a Development Design Organisation:** Establishing a meta-thesis for purpose-driven engagement in systemic change and reform.



# Strategic Direction 2030: Consolidation and Deepening

Samaj	Sarkar	Bazaar
<b>Content Engagement</b>		
<ul style="list-style-type: none"> <li>•Deepening of “ecology as a whole” with intergenerational equity, place-based approach and Locality Compacts</li> <li>•Institutionalization of Locality Compact and deepening of engagement in Community Action Lab (CAL) for creating more impact from the same sets of labs – from prototype to demonstration and spillover, scale up through District and State/National ministries respectively in 50 blocks in 4 states</li> <li>•Revamping processes protocols to unlock capacities of Local Influencers towards co-creating visions for change of the Locality Compact &amp; expansion of thematic solutioning with LC</li> <li>•Bringing gender intentionality at the core of CAL approach to embed pathways for addressing systemic barriers and demonstrate equitable access to opportunities &amp; resources</li> </ul>	<ul style="list-style-type: none"> <li>•Substantial decline in multidimensional poverty but persistent pockets in: East-central states (Bihar, Uttar Pradesh, Jharkhand, Chhattisgarh, Madhya Pradesh)</li> <li>•Intensifying district engagements through Fellowship programmes to ensure continuum of engagement from CAL, Spill over and Scale-up around flourishing localities</li> </ul>	<ul style="list-style-type: none"> <li>•More investments in adjacencies to bring in capital flow, market convergence, etc</li> <li>•Rural Production &amp; Processing Zones: Anchor rural growth clusters around emerging sectors agro-processing, rural tourism, CRE, and green energy</li> <li>•Rural Economic Development and Investment Council: Institutionalize District/state platforms as anchor bodies for enterprise and MSME promotion</li> </ul>
<b>Internal Capacities</b>		
<ul style="list-style-type: none"> <li>•L&amp;D for CAL team - Building nuanced understanding of gender, power, and politics within rural institutions to inform inclusive solutioning</li> </ul>	<ul style="list-style-type: none"> <li>•Building a strong strategy and design-led practice to support complex rural transformation agendas</li> <li>•Enhancing TRI’s ability to engage effectively with government systems, aligned to state and national priorities</li> <li>•Deepening understanding of public-sector decision-making and implementation processes across ministries and departments</li> <li>•Strengthening policy co-creation and advisory engagement, grounded in the lived realities, aspirations, and challenges of rural communities</li> </ul>	<ul style="list-style-type: none"> <li>•Defining of competencies for effective market and finance outcome</li> </ul>
<b>Footprint</b>		
<ul style="list-style-type: none"> <li>•Deepening in 50 blocks in 4 states with critical platforms activated – BLCC, GPCC in these blocks with ~20% in Rural-Urban transition zones</li> </ul>	<ul style="list-style-type: none"> <li>•Spatial out scaling – Deepening in MoRD and aligned ministries and departments + 50 districts</li> </ul>	<ul style="list-style-type: none"> <li>•Deepening of the engagement across CAL Blocks</li> <li>•Government Programmes – NRLM, GoUP, Jharkhand</li> </ul>

