



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

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

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