

TRANSFORM RURAL INDIA

STRATEGIC DIRECTIONS

Consolidation for Significance

Scaling Deep Demonstrations into Systemic Transformation



2030

DESIGNING FLOURISHING RURAL INDIA



Transform
Rural
India

Grounded Solutions. Scalable Change





DESIGNING FLOURISHING RURAL INDIA



PEOPLE

LOCALITIES

INSTITUTIONS

SYSTEMS CHANGE

2030 is a defining milestone for India and the world. As the Sustainable Development Goals reach their target year and India advances towards Viksit Bharat, Transform Rural India is making strategic choices to create disproportionate impact in India's most disadvantaged localities.

TRI's Strategic Directions 2030 contribute directly to



What this means for TRI

Rural transformation can no longer be pursued through isolated sectoral interventions. It requires integrated, place-based approaches that align communities, public systems and markets around shared development outcomes.

A DEFINING DECADE FOR RURAL TRANSFORMATION



DEMOGRAPHIC TRANSITION

India is experiencing its largest working-age population.

Youth aspirations are changing rapidly.

Rural-urban boundaries are increasingly blurred.



ECONOMIC TRANSITION

Rural economies are becoming engines of growth.

Green, digital and care economies are creating new opportunities.

Public investment and private capital are reshaping local economies.



SOCIAL TRANSITION

Women's agency is central to inclusive development.

Aspirations for dignity, equity and opportunity continue to rise.

Local institutions must become more responsive.



CLIMATE TRANSITION

Climate risks increasingly shape livelihoods.

Water, agriculture and ecosystems require integrated responses.

Resilience must become part of local development planning.

These transitions demand integrated, place-based and systems-oriented responses. TRI's Strategic Directions 2030 respond to this changing reality.



WHY 2030?

DESIGNING FLOURISHING LOCALITIES



TRI works with rural communities, governments, institutions and markets to co-create integrated solutions that improve prosperity, resilience, human well-being and democratic local governance.

Rather than implementing isolated programmes, TRI designs, demonstrates and scales approaches that strengthen local systems and influence policy and practice.



Community



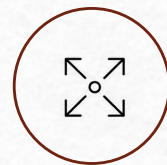
Institutions



Government



Markets



Systems Change

OUR STRATEGIC CHOICES

STRATEGIC DIRECTIONS FOR 2030



WOMEN'S EMPOWERMENT

Enhance agency, leadership and economic participation of rural women through rights, assets, institutions and opportunities.



UNLOCKING MARKETS FOR THE POOR

Strengthen rural enterprise ecosystems, value chains and investment pathways that generate sustainable livelihoods.



NEIGHBOURHOODS OF CARE

Improve nutrition, health and care systems by strengthening community institutions and public service delivery.



PLACE-BASED TRANSFORMATION THROUGH LOCALITY COMPACTS

Enable integrated planning and collective action through Locality Compacts that align communities, Panchayats and public institutions.



DEVELOPMENT DESIGN ORGANISATION

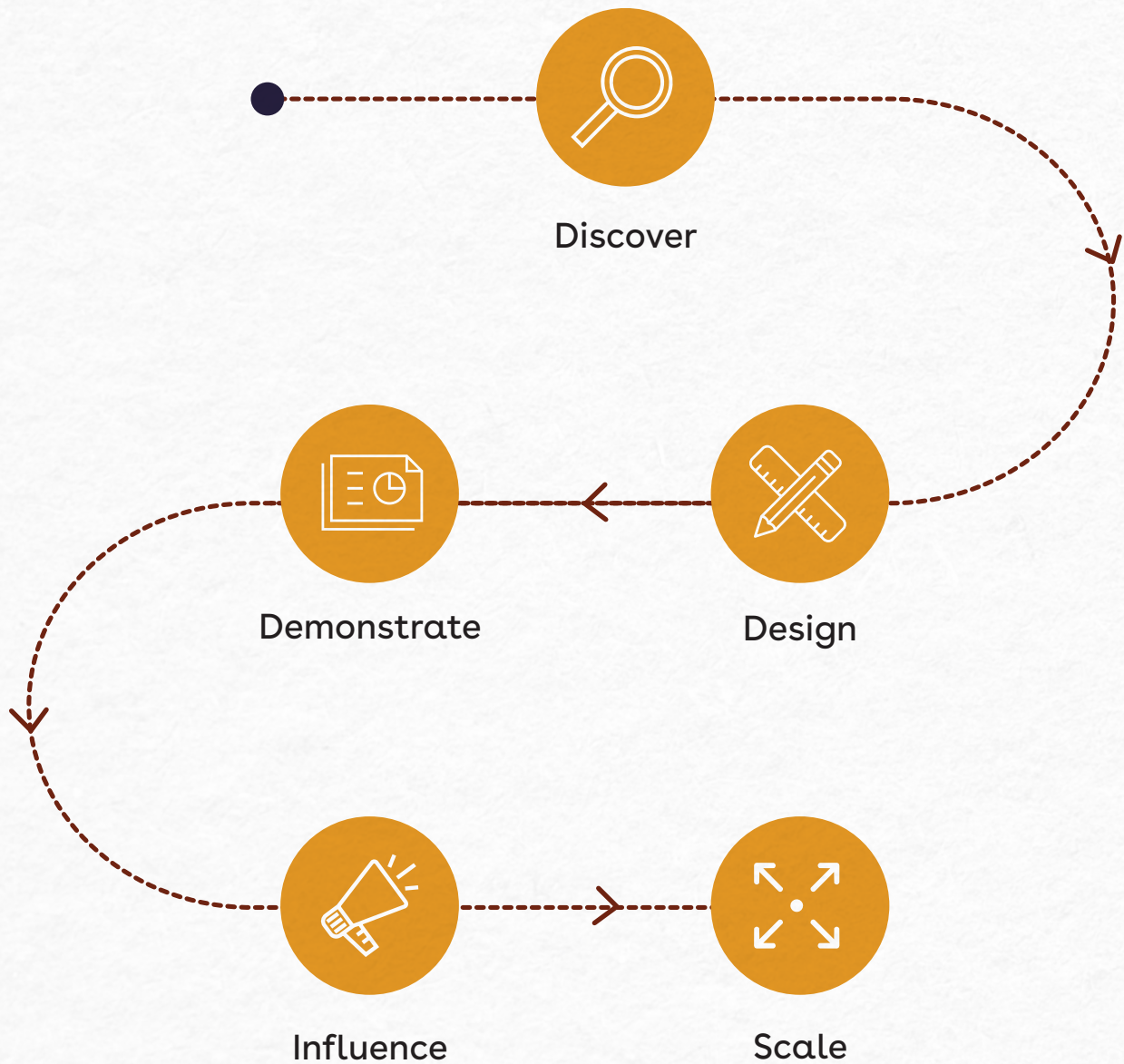
Generate evidence, design solutions, influence policy and strengthen systems for scale.



Women's Empowerment → SDGs 1,5,10 • Unlocking Markets for the Poor → SDGs 1,8,9 • Neighbourhoods of Care → SDGs 2,3,6 • Place-Based Transformation → SDGs 11,13,16 • Development Design Organisation → SDG 17

OUR APPROACH

HOW TRI CREATES CHANGE



Every solution is designed to move from prototype to demonstration, institutional adoption and population-level scale



COMMUNITY ACTION LABS (CAL)

Place-based, community-led rural transformation

CONTENT OF ENGAGEMENT

1. Deepening ecology-as-a-whole through Locality Compacts.
2. Gender intentionality embedded within all community processes.
3. Place-based integrated rural transformation.
4. Climate resilience and intergenerational equity.

INTERNAL CAPACITIES

1. Strengthen conceptual understanding of gender, power and politics.
2. Revamp facilitation approaches.
3. Build Locality Compact capabilities.
4. Strengthen CAL learning systems.

FOOTPRINT

1. Deepen engagement in 50 blocks across four states.
2. Activate Locality Compacts, BLCCs and GPCCs.
3. Expand into rural-urban transition zones.

PUBLIC POLICY IN ACTION (PPiA)

Shifting development discourse with government

CONTENT OF ENGAGEMENT

1. Strategic government engagement.
2. Evidence-to-Policy.
3. Reform of business processes.
4. District to national influence.

INTERNAL CAPACITIES

1. Strategy and design competencies.
2. Policy analysis.
3. Communication for influence.
4. Government systems understanding.

FOOTPRINT

1. Deepening engagement across ministries.
2. Expansion to 50 districts.
3. Stronger state-level policy partnerships.

BENDING MARKETS FOR FLOURISHING LOCALITIES

Unlocking capital for rural prosperity

CONTENT OF ENGAGEMENT

1. Capital mobilisation.
2. Rural Production & Processing Zones.
3. Enterprise ecosystems.
4. Investment councils.

INTERNAL CAPACITIES

1. Market systems competencies.
2. Blended finance.
3. Rural investment facilitation.

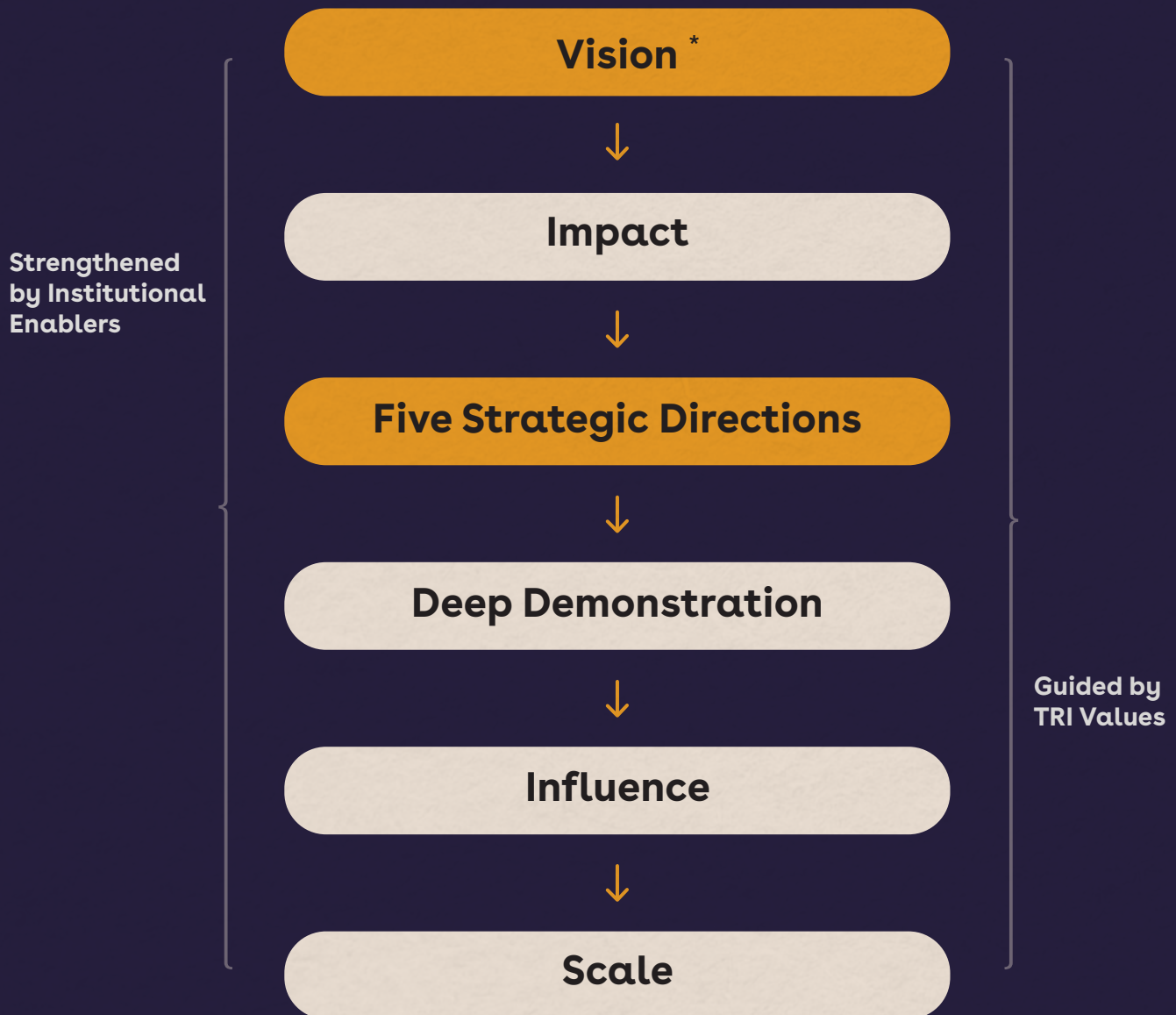
FOOTPRINT

1. Deepening across CAL geographies.
2. Government programme convergence.
3. Enterprise and market ecosystems.



OVERVIEW

STRATEGY ON A PAGE



OUR AMBITION

IMPACT ASPIRATIONS BY 2030

PEOPLE



5 Million+

rural citizens, with a focus on
women and youth, positively
impacted

LOCALITIES



1,000+

Locality Compacts co-created
and implemented

INSTITUTIONS



50+

districts across 4 states
influenced through partnerships

CAPITAL



₹5,000 Cr+

public and private capital mobilised
for rural transformation

SYSTEMS



20+

policy and systems changes
influenced at state and national level



**Through demonstration, institutional
adoption and convergence of public and
private capital.**

INSTITUTIONAL ENABLERS



People & Culture

Build a values-driven, diverse and future-ready team.



Knowledge & Evidence

Deepen research, evidence and design capacity across the organisation.



Partnerships & Influence

Strengthen partnerships with government, civil society, academia and the private sector.



Technology & Innovation

Leverage digital tools, data and innovation for better outcomes.



Finance & Resource Mobilisation

Diversify and strengthen funding, including blended finance for impact at scale.



Governance & Systems

Strengthen governance, systems, accountability and an agile, learning organisation mindset.



TOGETHER FOR FLOURISHING LOCALITIES

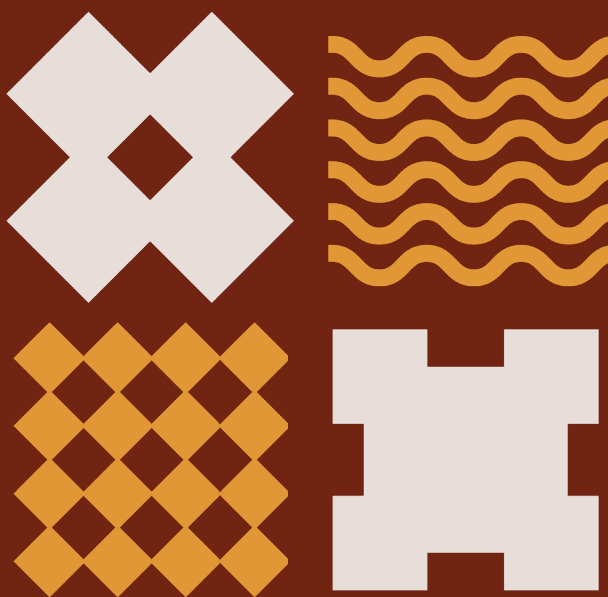
Transforming rural India requires more than programmes. It requires stronger local institutions, empowered communities, responsive public systems and partnerships that scale what works.

Through Strategic Directions 2030, TRI contributes to India's Viksit Bharat vision while accelerating progress towards the Sustainable Development Goals through integrated, place-based systems transformation.



TRANSFORM RURAL INDIA

Partner with us to build flourishing localities.
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