



Confederation of Indian Industry

VILLAGE BUDDHA

Module 2: Select tools for Village Transformation

TVS Institute for Quality and Leadership

Thattahalli Village & Post, Attibele-Anekal Road, Bengaluru

0900 – 1000 hrs: 13 December 2014, Saturday

CII - JICA and Indian industry join hands for transformation of Indian villages - The Village Buddha Project

Bengaluru, Dec 13 2014: CII today launched the second module of industry training programme for increased engagement of business with the villages for a holistic development of the society. The programme is supported by the Japan International Cooperation Agency (JICA) and led by CII supported by TVS Motors.

The programme aims at developing skills in industry, based on business ideas to meet the aspirations of rural India and mobilise the change.

Opening the session, Mr L Krishnan, Past Chairman CII Karnataka State Council, said that the programme very effectively matches the Prime Minister's agenda of 'Make in India'. He further said that if the country has to sustain high growth rates for the next 50-60 years then it must provide opportunities for the population to be able to sustain this growth. There is immense opportunity for businesses to think about the products requisite by the village community, to engage with them, and work for holistic development of the community. The module two aims to develop skills for businesses based on the new business ideas, strategise these business ideas and mobilise the change.

Mr Nobuaki Yamamoto, Head of the Consulate of Japan in Bangalore, said that inclusive growth is required to reduce the disparities and for this engagement of Business with society is Imperative. Mr Yamamoto said that he was confident that the programme will lead to a holistic development of the society.

He further said that the Japanese government is engaged in a number of projects in India including the Bangalore metro, water and sewage management, forest management and biodiversity and the Bangalore industrial corridor to name a few. He concluded on a very positive note that he expects this partnership between the two countries to reach new heights in the future.

Village Buddha project, said Mr Yamamoto, is something that the Indian industry must nurture and fulfil for its own sustainability and growth. It is a project that will not only increase employment in the community but also meet the requirements of growth reaching the bottom of the pyramid.

Mr Tanaka Aakihisa, Director, team 2 private sector development group, industrial development and public policy department, JICA, said that the prog, based on the VLFM principles is expected to transform Indian villages and at the same time benefit the industry by creating new business models to meet the villagers requirements. He thanked prof Shiba, Indian industry and the CII for taking this programme forward.

Mrs Reva Maini of the Gramothan Foundation of the Maini Group, shared with the participants the work being done by the Gramothan foundation for the holistic growth of villages. She shear details especially on the programmes being run to improve the quality of life of villagers by engaging with the villages, helping them upgrade their skills. The programmes include, empowerment of women, health and healthcare, setting up the Gramothan vividhidesha southward a sahakari bank in July 2012 to help them set up business, education, organic farming, cooperative farming, and value addition especially for women in form of skilling the population, making them employable and empowering them economically and socially.

Prof Shoji Shiba, chief advisor, champions for societal manufacturing project, in his address to the participants, shared with them the insights on the three eyes of Buddha and it's implication for the village Buddha project. He said that the first eye is the eye of control, self control and the necessity to maintain standards; the second eye is the eye to step up incremental improvement, the kaizen and the third eye, is the eye of breakthrough, the eye of innovation. It is what brings in the transformation and it is this transformation that brings in a holistic development.

Prof Shiba Said that in this age of transformation changes are happening in the Indian villages at a great speed and the villages are at a tipping point of this change, brought about by easy access to information, transportation, and availability of finance, education, health facilities and availability of products in the market. This has greatly increased their aspirations, and these can be met by new business ideas and new concepts for transformation. Village Buddha project aims to be the link and present a new approach to meet the aspirations of the villagers, leading to a holistic development of the entire community.

The module two, running from today, 13 th December 2014 to 15 December 2014, is hosted by TVS Motors at their TVS Institute for Quality and leadership, Anekal, and has 24 business leaders participating, to learn and implement new ideas for business modules that will lead to an overall growth of the business and the society.

For more information, please visit <http://www.vlfm.org/>

Or, please contact

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