

## Public Private and Community Partnership Programme at Mandla

The Public, Private and community Partnership [PPCP] is comparatively a new concept of holistic development of any area. The inherent quality of PPCP lies in the fact that public system becomes more efficient and responsive to people's needs when it imbibes some qualities of private sector. It is in no way a process of supplementation but more of a partnering process which always makes multiple stronger than single. Moreover, such partnership gives a clear picture of resource envelope in totality which may be used for meeting various developmental necessities particularly at micro level where usually the dependence is on public resources. It is, therefore, a new vehicle for playing multiple role like.

- Encouraging economic and social advancement.
- Promoting collaboration and cooperation.
- Reviewing the results of such efforts by the community.

The United Nations Development Programme [UNDP] in collaboration with Planning Commission, G.O.I. launched this initiative in December, 2006 as a pilot project in four most backward and poor districts viz. Dungarpur [Rajasthan] Mandla [Madhya Pradesh] Gangam [Orissa] and Rajnandgaon [Chhattisgarh] The U.N.D.P, MPRLP in collaboration with Infrastructure Professionals Enterprises Ltd. [IPE], Delhi and CARD, Bhopal initiated the pilot study of PPCP in Mandla district of Madhya Pradesh. Total of 30 villages were taken-up for the study with 10 villages forming one cluster. The pre-project and initial discussion of different partner organization of PPPC Model broadly pointed at the following potential areas in which the private, public and community partnership can be forged:

- Livelihoods
- Rural Tourism
- Education and Training
- Energy
- Rural infrastructure
- Health

### The study has following objectives

#### Long-term objectives

- To prepare model district PPCD plan for Mandla district and propagate it as one of the components of District Plan.
- Capacity building of the community and various stakeholders to create awareness and an enabling environment for the implementation of PPCP plan.
- To develop tools and methodology for assessment of resources such as natural, human and capital.

#### The specific objectives

The major steps of plan preparation are as follows

- Analysis of village level micro plans by various agencies
- Existing potential business sectors-secondary data analysis
- Tools identified for sample micro planning in potential areas
- Selection of sample villages in each potential cluster for micro planning
- Assessment of business potential in sample cluster of villages
- Identification of prominent rural traders-Business directory
- Identification of promising business activities for PPCP

### **Tools and techniques used were**

- Desk Review
- Consultation with experts
- Remote sensing data
- Door to door household survey
- Household resource mapping
- Resource Directory