



Book Review

Target 3 Billion : Innovative Solutions Towards Sustainable Development

A. P. J. Abdul Kalam & Srijan Pal Singh

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Target 3 Billion is a book by the former President of India, A. P. J. Abdul Kalam, and Srijan Pal Singh. The book highlights the issues prevailing in rural India and suggests measures to improve standards of living. This book is a comprehensive analysis of what ails an Indian farmer today, and a workable solution through PURA, for a sustainable development. It talks about the 3 billion people across the globe that live in villages and are often deprived of basic resources. The authors explain how the global model of development has failed to eradicate poverty.

India's 750 million people living in villages constitute the world's largest rural population. Target 3 Billion: Innovative Solutions towards Sustainable Development integrates the challenges and opportunities of the present human civilization. It elaborates on providing Urban Amenities in Rural Areas (PURA), a sustainable and environment friendly system that will uplift the rural masses. Instead of relying on government subsidies, Dr. Kalam says that entrepreneurship with community participation can empower villagers. PURA is a blend of people, technology, entrepreneurial spirit, traditions and skills. Readers will come across many examples throughout the book which demonstrate how PURA can change the lives of millions. Some of these include Seed Club at Chitrakoot Pura and Warana Cooperative Sugar Factory.

The Book explains how governments can use this system for the benefit of the rural masses. Some of the chapters in this book include The Other Half of Mankind, Effecting A Social Transformation and Agriculture and PURA. The authors have posed the question, what can I do to empower 3 billion? The answers have been provided from the different perspectives of citizens, students and senior citizens.

Organisation of the Book : Each chapter has a topic that consists of a set of essays on different aspects of that main topic:

1. The 'Other' Half of Mankind

The Changing World and Its Connectedness; Bridging the Gap Between Yesterday's Methods and the Problems of the Future; The Disparity is Global; The Rise of the New Village; India as a Focal Example.

2. Sustaining the Growth Trajectory

A Vision of India in 2020; Integrated Action for a Developed India; India in 2011; What is Needed; A Review of 'Urbanization'; The Path Ahead; Rural India: Opportunity and Challenge.

3. Sustainable Development Systems and PURA

Sustainable Development; Sustainable Development and Peaceful Societies; Constituents of Sustainable Development; The Evolution of a Sustainable Development System in India; What is PURA; Classification of PURA; Moving Ahead on PURA.

4. Agriculture and PURA

The Relevance of Agriculture; The Indian Agriculture Sector: The Farm; Interaction With Farmers at Rashtrapati Bhavan; What Targets Should Sustainable PURA Have?; Taking Technology to the Fields; Loni PURA; Live Demonstration Farms in Chitrakoot PURA; Seeds Clubs at Chitrakoot PURA; Warana Cooperative Sugar Factory; The First Green Revolution; Agriculture Reforms in the State of Gujrat; Low Water Efficiency in Agriculture; Advanced Research and Development and Market Management in Agriculture; National Milk Vision of India; Processing and Marketing; World Trade; Launch of National Milk Vision; The Fishing Industry in the Country; Challenges for the Indian Fisheries Sector; Towards India's Second Green Revolution; The Low Vision; Developed India.

5. Effecting a Social Transformation

A Need for Societal Focus; The Gap in Rural-Urban Amenities; The Linkage Between Economic and Social Assets; India's Current Ambience: Creating Societal Amenities; Creating a Society Based on Knowledge and Skills; Challenges in Health Care at the Rural Level; Creating an Outcome-Oriented Approach and an Integrated Problem-Solving Outlook; A New Generation of Social Entrepreneurs; Creating a Value-Based Society; Achieving an Integrated Health Mission for the Loni PURA Complex; Bringing Quality Goods to PURA Through Cooperative Supermarkets; Meenakshi Mission PURA; Advent of New Socio-Economic Tools.

The book is worth reading and especially for those who take interest in the Economy related topics and development.

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