





Pirna Village A Vision for Sustainable Future

Economic and Sustainable Growth Development
• Sustainable Agriculture and Rural Economy
→ Encouraging organic farming and eco-tourism
→ Setting up smart centers for digital market linkage
→ Promoting weaving and handicrafts for the benefit of local artisans

Demographic Parameters
Location - Country: India, State: West Bengal
Geographical Area - 33.11 sq. km
Total Population: 12,000
No. of Households: 2200

Strengths
• Rich in natural resources
• Well-developed infrastructure
• Proximity to major roads and water bodies

Opportunities
• High literacy and health rates
• Government schemes for rural development
• Abundant energy supply
• Skilled workforce in agriculture and handicrafts

Threats
• Dependence on agriculture
• Limited infrastructure
• Unemployment
• Poor healthcare facilities
• Lack of awareness about sustainable development

Winnings
• Improved livelihoods
• Better infrastructure
• Increased employment
• Improved health and education
• Sustainable environment

Key Initiatives and Plan (2023-25)
• Village Panchayat
• Government
• NGOs
• Private Sector
• Community
• Youth and Women's Group
• The Public and Academic Institutions

Cultural and Social Preservation
→ Preserving the cultural festival and spirit of the village
→ Introducing the community center for the project of community engagement during the village festival

Infrastructure and Digital Connectivity
→ Encouraging digital literacy and internet usage
→ Promoting digital marketing and e-commerce
→ Improving road and water supply

Implementation of Climate Change (10-15 months) 2023
• Climate Change Action Plan
• Promoting organic farming and eco-tourism
• Encouraging digital literacy and internet usage
• Promoting digital marketing and e-commerce
• Improving road and water supply

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