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Local Community empowerment through convergence places for food, entertainment and tourism

Under Subtheme: Goal 9- Industry, Innovation and Infrastructure

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Abstract

Identification, valuation, and management of intangible assets in businesses and industrial processes are all parts of knowledge management, which helps businesses become more competitive and sustainable. The food industry hub's production chain deserves to be looked at from this angle given its relevance on a global scale and in particular in Khadakwasla. Producers, the processing sector, commerce, suppliers of goods and services are its final four linkages. The primary goal of this study is to provide an infrastructure in khadakwasla village for Local Community empowerment through fusion of places like food, entertainment and tourism. The author had to analyse the planning of spaces like agricultural workshops for tourist, spaces for food processing for tourists: to have an experience of village life and to experience the importance of food, to enhance platform for farmers tourists' interaction encouraging direct sale of products and also creating awareness about methods of urban agriculture, to design a holistic layout of all these different zones for increase farmers' incomes, educates the people and society and to invite a large number of tourists. The primary data will be collected from the local people and the authorities concerned. For the collection of secondary data, similar existing projects from nearby regions will be studied and analytical study of both primary and secondary data led authors to establish the need of the project. Bringing this architectural concept in this area will benefit it in financial and other productive ways. Setting up this massive project in a small village like Khadakwasla will add up to its rural identity. It will mark the beginning its journey from a rural area to an urban area. This transformation, in no way, means the shifting of the localites from their home ground to any other place. The local population will be retained and benefitted by the various produces of this project. It will require large amount of skilled and unskilled labor to run such a huge infrastructure, which will be solely employed from the local population, hence opening up employment opportunities for the local people. It will also invite a large number of tourists, adding up to the preexisting touristic destinations like the backwaters, Sinhagad fort, etc. This project will set an example of how an architectural structure is not just a structure of bricks and cement, but a sustainable asset to the infrastructure and overall development of that region.

Keywords

Industrial, Sustainable, Employment, Infrastructure

1. Introduction

According to the United Nations Population Fund (2007), the urban population of India is expanding quickly, which has led to increased calls for better infrastructure, better governance, and real estate development. As a result, the Indian government has started to support widespread domestic and foreign private sector participation in various elements of urban development.

In an increasingly global India, an agricultural community in Pune, Maharashtra, confronted the loss of farmland to urbanisation and came up with an unorthodox approach. These farmers combined their land holdings and used their social and political networks to benefit from Pune's shifting economic conditions.

Since the first Soviet writers congress accepted the socialist realism concept in 1935, industrialization has become a need everywhere in the world, including communist nations. As the main emphasis of economic expansion through increasing wealth, the result of industrialization necessitates that there be sufficient land needs in many developing countries with a development approach. If the sector was initially formed in the urban core, it is currently expanding in rural areas, which are also agricultural areas. This expansion happens for a number of reasons, including easier access to rural raw resources for some businesses and greater manufacturing costs and personnel pay in urban regions compared to rural areas. It does have a favourable impact when industrial expansion from metropolitan areas spreads to rural areas. The establishment of industry in rural areas demonstrated its ability to significantly slow the rate of urbanisation, creating jobs there and even improving the welfare of rural communities. For instance, China's country programme includes industrialization of the countryside as one of its concerns. It has been demonstrated that rural industry can enhance the welfare of its residents (Siddiq, 2018)

Khadakwasla is known as "Commuter Town" and has a distinct character. It was particularly chosen for this function because of its capacity to house future residential populations from the neighbouring Pune City. The PMC recently assumed control over this region. This village offers employment opportunities, therefore encouraging industrial development can help establish a work-to-live link.

2. Review of Literature

The extent and importance of India's urbanisation challenges are unprecedented. Given India's population density and the lack of the necessary physical and social infrastructure to meet the needs of the objective, it is easier to comprehend.

In addition to the studies already listed, many others about industrialization in the countryside have been researched by academics and scholars. The existence of sales between employment and income levels as targets of rural industrialisation is examined in Bar-El's research. This study draws several conclusions that are more focused on the economic policies of a nation, for instance, that an increase in income in a village is closely correlated with the growth of its citizenry's employment. Industrialization and intensive capital are both necessary for the growth of labour in rural areas (Bar-el, Feb. 1984).

In later research, the urbanisation and industrialization of rural areas are examined by focusing on the village and city areas. This study examines the conflict between rural industrialisation and urbanisation, as well as the effects of farmers remaining in rural areas. The study revealed that there were three options available to farmers in this situation. To start, farmers are still employed in the agricultural industry. Farmers move to the city, and finally, do both.

Due to the threat of urbanisation, a farming community on the eastern outskirts of Pune pooled their land and used their social and political connections to transform acres of farmland into a mixed-use township. One of the approaches to equalise development that has been concentrated in urban regions is industrialization in rural areas. In order to reduce overurbanization, boost rural wages, diversify rural employment, and promote regional development, industrialization in rural areas is also a way to absorb workers there. On the other side, the development of industries in rural regions also affects the loss of agricultural land that is essential to the livelihood of the residents.

3. Material and Methodology

In the procedure of data collection for this infrastructural and developmental research and in order to get references and also a better understanding of different types of urban developments, the author had to study and analyze various different similar projects which hold few of the many famous ones in Pune and the rest of India like Mulshi, Magarpatta, Nanded city, Jamshedpur, Chandigarh etc. The author had analyze the study of khadakwasla in terms of landuse, Population, Issues and guidelines analyse the tourism attraction in khadakwasala area and study the future development planed by government and analyse the planning of spaces like agricultural workshops for tourist, spaces for food processing for tourists. These projects helped me get a better understanding of the urbanization, industrialization and the revolutionary impact that they make on the nearby rural areas. Primary Data was collected by visiting various scholars and researchers and the aut concerned authorities who have studied the in and abouts of Khadakwasla and by interacting the residents of the village itself. For the secondary data, author went through many related research papers, news, infrastructural articles and documents which gave a deeper insight into the subject.

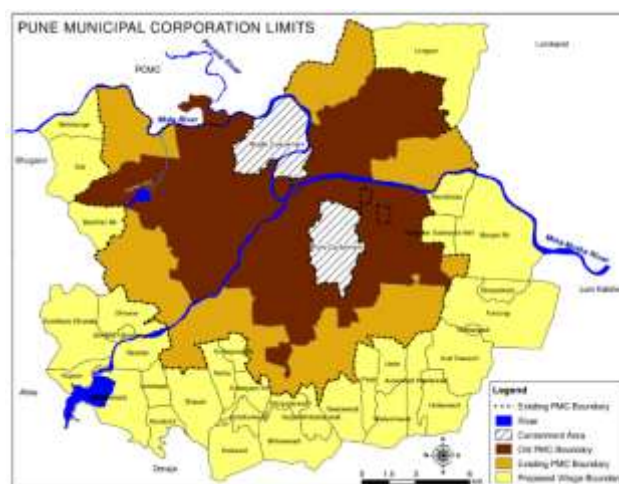
4. Result and Discussion

4.1 Discussion

4.1.1 Location and Geographical conditions.

Khadakwasla is situated in Maharashtra's Haveli Tehsil in the Pune dsitric. It is a rural development situated on the outskirts of Pune city. The total geographical area of the villlage is approximately 800 hectares. It has a reservoir named after the village itself, i.e. the Khadakwasla Dam. It is best renowned for this dam that is built on the river Mutha is one of the primary water resources for the city of Pune. The renowned National Defence Academy and the Central Water And Power Research Station (CWPRS) are both in the vicinity of this village. Within Haveli Taluka, Khadakwasla is situated on the southern side of PMC, close to the Defense land. The Khadakwasla dam area adorns the northwestern front. Due to the area's uneven terrain, development is only permitted on the PMC side of the slopes. There are mountains and small canals around in and around the village. Other than that, nothing else significant enough that people come and stay in Khadakwasla (Abhiraj Girkar, August 2021).

Figure1: Newly Proposed 34 Villages in Pune



Reference: CHRONOLOGICAL DEVELOPMENT OF PUNE FROM 758-2014 AD (Mundhe, Oct 2017)

4.1.2. Existing Landuse patterns.

At the present day, most of the land that comes under Khadakwasla is being utilized for farming and other agricultural purposes. Most of the area on southern side of growth center is under HTHS and Forest. Some is being used for keeping cattles. Some local residents are reserving it for the future to build new and big houses. The settlement in the village is

crowded and not well planned. No piece of land in the village is currently being used for something other than farming or residential purposes, that could benefit the village in an economical or any other way. There is no planning for a hotel or a proper school or any other infrastructural advancement.

Table 1: Existing land use area statement

Land use category	Area (ha)	Percentage of Total Developable Area	Percentage of Total Area
Residential	267.24	45%	4.69%
Commercial	136.08	6%	0.63%
Industrial	129.57	5%	0.52%
Public semi Public	132.85	23%	2.33%
Transport	119.46	20%	2.10%
Public Utilities	2.29	0%	0.04%
Total Developable Area	587.49	100%	10.31%
Agriculture	638.32		11.20%
Vacant land	1152.17		20.22%
Forest	946.77		16.62%
Hilltop Hillslope	1913.41		33.59%
Special areas	54.26		0.95%
Recreational	12.3		0.22%
Water Body	392.2		6.88%
Total Non-Developable Area	5109.43		89.69%
Total	5696.92		100%

Reference: Draft Development Plan of Pune Metropolitan Region 2021-2041 (Abhiraj Girkar, August 2021)

4.1.3. Village development Strategies.

A range of specific programmes supported by the Center, the State, or partially by both are employed to quicken the pace of development in rural areas. Various initiatives are focused on various facets of rural development. These initiatives can be broadly divided into three categories:

- Programmes that create jobs,
- Fight poverty,
- Build rural infrastructure.

Any one program can be focusing on more than one of the goals. The third category of programs, those designed to improve rural infrastructure, is required since it's important to develop rural areas not only in terms of raising income levels but also in terms of improving infrastructure for the underprivileged. Consequently, some programs try to provide incentives for people to develop their personal skills (Chapter 11, Integrated Village Development)

4.1.4. Studies.

To understand how a to establish a huge infrastructural development like this in a rural area, various other similar projects were studied. Nanded city is one such massive project that was established in the small rural area called Nanded, sinhagad road in Pune itself. Nanded city now includes 2 schools, various restaurants, cafeterias, an IT Park, a shopping centre, various different shops and facilities. This gave the village a complete turnover. The people whose properties were used in this project were given shops and flats in return in the buildings built on their land. Various facilities, sports club, hotels, gym, etc. opened employment facilities to the people nearby. Another project that was studied was the Magarpatta city project. Magarpatta City, which is situated on 400 acres of former farmland that has been owned by the Magar farming community for more than 300 years, is located on the eastern outskirts of Pune. This part of Pune which is a home to the Magarpatta city, in addition is a home to a sizable industrial estate and a number of information technology (IT), information technology enabled services (ITES), and biotechnology businesses,. As a result, there was and still is a high demand for residential space as well as for businesses and shops in the region (Sami, January 2013).

The possibility of losing their houses and means of support if the land were to be developed as part of the city alarmed the local farmers. Local small farmers had already started to sell up their land. Local small farmers have already started to sell up their land. The Magar community anticipated that developers would start approaching them to purchase their land soon. The neighbourhood held more than 400 acres of land altogether. The farmers chose to pool their land and develop it themselves rather than selling it to another developer in order to take advantage of the local demand. The prosperous economic environment that existed in Pune at the time, the entrepreneurial spirit of the Magar community, and of course the alliances formed by one of the farmers are the three main reasons why Magarpatta City has been successful.

Another huge project that completely transformed the area where it was built is Jamshedpur. Jamsetji N. Tata established Jamshedpur in 1919. He conceived the dream of an industrial township that would transform this region and travelled various industrial towns of North America in search of technology in prospect of setting up a steel plant. The Tata steel project set up in Jamshedpur made the eastern region one of the most industrially advanced regions. It turned out to be a major industrial city in the contemporary India, benefiting not only the localites, but the entire country. Availability of water resources, raw materials, etc made jharkhand a suitable place for establishment of this project.

Similarluy, taking in consideration the agricultural background of the village and the reservoir, khadakwasla makes a suitable place for development of a food, entertainment and tourism industry.

4.1.5 Socio-Cultural activities.

Being an Indian village, it is obvious that there are various cultural and traditonal functions that people in Khadakwasla celebrate. The one major thing that this village lacks, as discussed earlier, is enough and separate spaces for separate functions and activities of the village. There used to events and functions for The Ganpati festival, but now because of incereased number of buildings in the area, in an unplanned manner, there is no space for a mass gathering in the village.

Figure2: Showing the festival celebrations on road



Reference: Locals

Even if there are ralleys, they were carried out on roads, that consequently raises traffic related issues. The residents should get a chance to showcase their talent and potential in the grand fests that are conducted on the occason of the

village's annual festival or otherwise, which is only possible if there is proper planning and management of events and programs. It calls for a separate townhall, an amphitheatre, a playground, a separate space for vegetable vendors so that they don't gather up along the road side, etc.

Figure3: showing scene of local market during monsoon



Reference: Locals

4.1.6 Tourism

The only place that plays the role of a tourist attraction is the Dam. People come from different parts of the city and the state to see the Dam and halt along its bank to take a view of its beauty. There are vendors who run stalls that sell different snacks. Other attractions like waterparks, sinhagad forts, holiday retreats are all few Kilometers ahead of the village and nothing within a 5km radius of the village. There are no hotels or any other option that would allow the tourists to stay in khadakwasla for a day or two, explore the village, its beautiful temple, the backwaters, the oldest school in the village, etc.

Figure4: Shows traffic on khadakwasla road during weekends



Reference: Locals

4.2 Result

While studying Khadakwasla and its vicinity, it was noticed that there are various factors and facilities that it lacks, but with the resources that it provides it could benefit the village in many different ways if its resources are used wisely. Establishing a convention centre like this will help the villagers with various issues like lack of open space or amphitheatres, community halls for recreational activities, festivities, etc. Providing accommodations for tourists that will allow the tourists to make a stay of a day or two in the village, that will help the villagers and the village overall, to prosper and add up to their economic status. It will be beneficial for the convention centre and the government indirectly and the villagers too. The centre will get its land, raw material like vegetables, etc and the villagers will get job opportunities, school, a chance to set up their own business and space for all their needs.

5. Conclusion

Local Community empowerment through convergence places for food, entertainment and tourism, will set an example of how an architectural structure is not just a structure of bricks and cement, but a sustainable asset to the infrastructure and overall development of that region. It will benefit and transform the entire community of Khadakwasla and will

open doors to a bright future of the village. The current status of Khadakwasla is such that the local people are shifting to the urban areas in the city for better school and lifestyle. This establishment will change everything and will allow the residents to take advantage of these facilities living in the village itself. It will gradually invite other investors too, to come and contribute to the urbanisation of Khadakwasla.

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