

MARG KARAIKAL PORT SIGNED MOU WITH MS SWAMINATHAN RESEARCH FOUNDATION FOR RURAL DEVELOPMENT-----Daily Thanthi dt.20.11.2011

MARG Ltd., one of India's leading infrastructure companies and M S Swaminathan Research Foundation (MSSRF) signed a MOU for rural development in Karaikal and Nagapattinam areas. The launching and signing in ceremony was held at the office of the MSSRF, Taramani, Chennai. Expressing happiness on this benevolent initiative, GRK Reddy, Chairman and Managing Director, MARG Ltd. said, *I am honored and humbled to be associated with this benign project and also with an organization of impeccable credentials i.e. MSSRF. This project forms part of MARG's Social Responsibility initiatives for inclusive growth. This project will help us to work closely with communities around our project areas to improve the social parameters such as education, health, employment etc, and to promote a spectrum of developmental projects using Information Communication Technology (ICT) tools for sustainable livelihood utilizing the expertise of MSSRF in combining science and technology to deliver pragmatic solutions.*

Commenting on the partnership, Prof. M S Swaminathan, Chairman, MSSRF and Member of Parliament (Rajya Sabha) said, *I am happy that the role of knowledge connectivity in promoting a green economy characterized by inclusive growth is being recognized.*

The focus of the programme is 'empowerment of the rural communities'. This unique project would address the gap between "scientific knowhow" and "field level do how" using different Information Communication Technology (ICT) tools. The project will provide locale-specific demand-driven dynamic information in vernacular language using various communication methods such as audio messaging using mobiles, phone-in-programmes, capacity building trainings, fortnightly news papers, help line etc. This is the first time that such a project is being proposed in the Nagapattinam District. The project will select pro-active & progressive fisher folk, farmers and SHG women each 100 in the selected villages to receive & disseminate information through mobile phones. Thus the project is envisaged to benefit 20,000 rural populace, through these 300 beneficiaries as neighborhood information disseminators.