

**CHAPTER  
23**

**DEVELOPMENT VISION**

A close-up photograph of vibrant pink bougainvillea flowers with green leaves, set against a dark, blurred background. The flowers are in sharp focus in the foreground, while others are softly blurred in the background.

### 23.1 VISION STATEMENT

Realizing the ground realities, people's aspirations and potentials, a development vision for Perinthalmanna town for the next twenty years is framed as follows:

“  
Development of Perinthalmanna town with state of the art facilities, as a hub for providing urban amenities to the surrounding institutional centers, a sub-regional service center and a healthcare destination, while ensuring quality of life for its residents at all levels, in an efficient, effective and environmentally sustainable manner”



## 23.2 GOALS AND OBJECTIVES

Broad goals are formed for the realization of the vision based on the various studies and analysis.

### GOALS

1. To develop urban amenities required to cater surrounding institutional centers
2. Develop the town as a sub-regional service center
3. Develop the town as a major healthcare destination
4. Enhance the quality of life of the citizens at all levels.
5. Ensure environmental, economic and social sustainability in development activities



## OBJECTIVES

For realizing the goals formulated, specific objectives are derived as follows,

**Goal: To develop urban amenities required to cater surrounding institutional centers**

- Facilitate good quality housing
- Facilitate development of shopping facilities
- Provide adequate drainage and sanitary facilities
- Provide improved civic amenities
- Facilitate state of the art students facilities

**Goal: Develop the town as a sub-regional service center**

- Provide improved vehicle parking facilities
- Development of modern shopping precincts
- Facilitate street vendors
- Establish shopping streets
- Provide centralized warehousing facilities
- Facilitate development as a midway station in Cochin-Gudalloor circuit and as base station for heritage tourism in Valluvanad area

**Goal: Develop the town as a major healthcare destination**

- Easy accessibility to healthcare facilities
- Establish a hospital friendly zone around Al Shifa, Moulana hospitals
- Ensure proper management of hospital wastes

**Goal: Enhance the quality of life of the citizens at all levels.**

- Ensure seamless connectivity and accessibility
- Facilitate affordable housing
- Provide adequate recreational, leisure and amusement facilities
- Ensure improved safety aspects
- Provide better social infrastructure facilities

**Goal: Ensure environmental, economic and social sustainability in development activities**

### Environmental sustainability

- Establish integrated waste management system and ensuring proper waste management
- Activities and measures for eco-restoration of the area
- Facilitate various modes to tap the non-conventional energy source potential
- Conservation, preservation and restoration of natural water bodies of the area
- Ensure improved ambient air quality
- Conservation of fragile environmental areas and environmentally sensitive zones

### Economic sustainability

- Enhance the revenue generation of the municipality
- Bring in PPP systems to strengthen the economic backbone of the municipality
- Strengthen tertiary level economic activities

### Social sustainability

- Equity in access to major services and facilities
- Increased access to good quality public transport systems
- Measures for retaining and strengthening cultural/social integrity