

A STUDY OF RURAL DEVELOPMENT IN INDIA

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ABSTRACT

Rural development is the process of improving the quality of life and economic well-being of people living in rural areas. More and more countries have started realizing that managing the rural environment is a strong way to help them to grow their economy in a better way. The rural sector is important for the society because it is the heart of the growth and development of the civilization that sustains and achieves human goals for better existence. Report of the All India Rural Credit Committee, New Delhi, 2003 has rightly pointed out that a purely agricultural country remains backward even in respect of agriculture. Most of the labour force in India depends on agriculture, not because it is remunerative but because there are no alternative employment opportunities. This is a major cause for the backwardness of Indian agriculture. Today, inclusive Rural Development is more specific concept than the concept of rural development of earlier, in broader terms, inclusive rural development is about improving the quality of life of all rural people. More specifically, inclusive rural development covers three different but interrelated dimensions: Economic dimension, Social dimension and Political dimension. Economic dimension encompasses providing both capacity and opportunities for the poor and low-income households in particular, thus benefit from the economic growth. Social dimension supports social development of poor and low- income households, promotes gender equality and women's empowerment and provides social safety nets for vulnerable groups. Political dimension improves the opportunities for the poor and low income people in rural areas to effectively and equally participate to the political processes at the village level.

Keywords: Rural, Development, Population, Production, Opportunity.

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Introduction

India lives in its village. But the Rural Society of India is very much underdeveloped. Its backwardness is much due to the several problems that haunt the rural Society. The process of change is very slow and so the problems are more or less age old. In recent years, the process of change has been accelerated and so new problems are also cropping up.

The major problem of the rural society may be studied under the following heads:-

The problems concerning agriculture, the problems of cottage industries, the problems of population. The problems of rural health and education, the problem of the status of women, the problem of child marriage, the problem of traditionalism and conservatism the problem of unemployment, problem of nutrition in villages.

Rural areas are still plagued by problems of malnourishment, illiteracy, unemployment and lack of the basic infrastructure facilities like schools, colleges, hospitals, sanitation etc. This has led to youth moving out of the villages to work in cities. This could be compared to the brain drain from India to US. Our villages need to grow in tandem with cities and standard of life has to be improved for inclusive growth to happen. If rural India is poor, India is poor.

Facets of Rural Development

- Improving the living standards of the rural people by providing food, shelter, clothing, employment and education.
- Increasing the productivity in rural areas and to reduce poverty.
- Involving the rural people in planning and development through their participation in decision making and through decentralization of administration.
- Ensuring the distribution of justice and equalization of opportunities in the rural society.

- Providing CC roads, uninterrupted electricity supply, good drainage system, and safe drinking water to every house and Primary Health Center to every village is essential.

Literature Review

- Farm and Non-farm Industry. (Guntar Ranis and Frances Stewart, 1993)
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- Finance (Karla Hoff and Joseph E.Stieglitz 1993)
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Objectives of Rural Development

1. To improve the productivity of the rural people.
2. To improve the income of the rural poor.
3. To ensure enlarged employment opportunity.
4. To achieve the removal of unemployment.
5. To ensure an appreciable rise in the standard of living.
6. To provide some of the basic needs- Clean drinking water, elementary education, health care etc.

Rural problems in India

1. **Poverty:-** Poverty in India is still a major issue in this day and age. The population of people living below the poverty line in India is the highest in the world and still the problem is growing day by day. A number of factors are responsible for poverty in rural areas of India. These are:-
 - a) Firstly, rural populations primarily depend on agriculture as their livelihoods. Inadequate rain and improper irrigation facilities can obviously cause low.

- b) Secondly, the caste system which is still found a lot in India becomes a major reason for poverty in India.
- c) Thirdly, the govt. has planned and implemented poverty eradication programs, but the benefits of all these programs are yet to reach the core of the country's people.
2. **Electricity:** - It is a matter of shame for all of us that even 73 years after independence, 53 percent of all rural household in India do not have electricity and use kerosene for lighting. Even for those rural areas which are electrified, there is a tremendous shortage of power supply. This is a major problem for rural areas in India.
 3. **Water:-** Everybody needs pure water, But in rural areas of India the pure Water facilities is not provided properly. So rural peoples are facing so much problems.
 4. **Education:-** In India there is a big gap between urban areas and rural areas. Almost 85% of the schools are located in rural areas. But today's some remote areas still do need a serious checkup with failing to receive basic quality education. The most common problems that hinders the growth of education in rural India are,
 - Lack of proper transportation.
 - People belonging to remote rural areas have meagre incomes.
 - Lack of proper infrastructure at these schools.
 5. **Female foeticide:** - Another problem in rural areas in India is female Foeticide. It is a major social problem. In India a strong preference for sons over daughter exists. India ranks as the world's fourth most dangerous place for woman.
 6. **Transport:-** A major constraint lies with developing and maintaining rural roads in India. The areas where they are needed are often difficult to access, login ties become complicated local contracting capacity is limited, engineers are few and not keen to leave the urban environment.
 7. **Agriculture:-** Agriculture, the back bone of Indian Economy, contributes to the overall economic growth of the country and determines the standard of life for more than 50% of the Indian population.

Problems faced by the Agriculture Sector

1. Fragmented land holding
2. Irrigation problem
3. Seed problem
4. Sustainability problem
5. Over dependence on traditional crops like rice and wheat.

Innovative Ideas for Rural Development in India

1. **Utilization of Local Resources:** For example: If there are water resources like rivers and tanks near by the villages, in summer itself, arrangements must be made to tap this resource by removing slit in the tanks, constructing new reservoirs, bunds, canals and simultaneously strengthening the existing ones, so that the water cannot go waste. Similarly, if there are any mines like iron, coal and granites, they should be excavated so that local population can be provided employment.
2. **Establishment of Rural Industries:** All the village industries come under the following broad categories:
 - a). **Agro Based Industries:** Sugar industries, Jaggery, Oil processing from oil seeds, Pickles, Fruit juice, Spices, Dairy products etc.
 - b). **Forest Based Industries:** Wood products, Bamboo products, Honey, Coir industry, making eating plates from leaves.
 - c). **Mineral based industry:** Stone crushing, Cement industries, Red oxide making, wall coating powders etc.
 - d). **Textile Industry:** Spinning, Weaving, Colouring and Bleaching.
 - e). **Engineering and Services:** Tractors and Pump set repairs etc. Small and medium. sized industries to produce agricultural machinery, equipment for usage in rural areas etc.

- f). **Handicrafts:** These include making of wooden or bamboo handicrafts that are local to that area, traditional decorative products, toys and all other forms of handicrafts typical to the region.
3. **Services:** There is a wide range of services including mobile repair, agriculture. machinery servicing, etc which are being undertaken under this category.
4. **Startups:** These are the entrepreneurial ventures, which are newly emerged businesses aims to meet marketplace need, want or problem by developing a viable business model around products, services, processes or platforms. For example: Agriculture, Supply Chain, Trading in Agricultural produce, Processing Agricultural produces, Fisheries -Both Culture and Trading, Rural Micro Finance, Rural Health - Rural Primary Health Cared and Rural Education etc.
5. **Computer & Internet Services:** Providing Computer Training and Repairing Services, Internet based business like E-Commerce, Rail & Bus Ticket booking, Digital Marketing Agency – Examples: Social Media Marketing, Email Marketing etc.
6. **Encourage Rural Entrepreneurship:** They may be of the following types:
 - a) Individual Entrepreneurship - It is basically single ownership of the enterprise.
 - b) Group Entrepreneurship - It mainly covers partnership, private limited company and public limited company.
 - c) Cluster Formation Entrepreneurship - It covers NGOs, VOs, CBOs, SHGs and even networking of these groups. These also cover formal and non-formal
 - d) Association of a group of individuals on the basis of caste, occupation, income, etc. Cooperative Entrepreneurship - It is an autonomous association of persons united voluntarily for a common objective.

Government Schemes for Rural Entrepreneurship in India

- Bharat Lamp Yojana (2nd) For Electrification
- Central Govt. Health Scheme (1954) for Health.
- Deen Dayal upadhaya Gram Yojti Yojana (2015) for prural power supply.
- Deen Dayal upadhaya Grammeen kaushalya Yojana (2015) for rural development
- Gramin Bhandaran Yojana(Mar,31,2007)for Agriculture
- KGBV(Jul2004) for education
- Pradhan Mantri Gram Sadak Yojana(PMGSY)Dec25,2005 for rural Transport
- Rashtriya Krishi Vikas Yojana,(Aug1,2007) for Agriculture
- Pradhan Mantri Ujjwala Yojana(may1,2016) for poverty
- Swarnajayanti Gram Swarozgar Yojana (SGSY)
- Sampoorna Grameen Rozgar Yojana(SGRY)
- Sarva Sikshya Aviyan(SSA)
- Entrepreneurship Development Institution Scheme
- Rajiv Gandhi Udyami Mitra Yojana (RGUMY)
- Performance and Credit Rating Scheme (Implemented through NSIC)
- Product Development, Design Intervention and Packaging (PRODIP)
- Khadi Karigar Janashree Bima Yojana for Khadi Artisans.
- Marketing Assistance Scheme.
- Provision of Urban Amenities to Rural Areas (PURA)

Suggestions

- Awards should be given to those entrepreneurs who demonstrate extraordinary success.
- Entrepreneurship development cell should be established at all the villages level to provide guidance and counseling to motivate the rural entrepreneurs regarding the

use of modern technology. Separate financial fund for rural entrepreneurs should be provided by the Government. At the same time they should be provided with adequate and timely financial assistance from all the financial institutions and banks.

- Special training programmes for rural entrepreneurs in particular and in general for rural population should be arranged by the Government to improve their knowledge and vocational skills.
- Rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance.
- Finance for Modernization: Sufficient finance must be given to modernize their outdated technology, tools and implements in order to enable them to compete with the large scale industries.
- Rural entrepreneur should be more competitive and efficient in the local & international market. Successful rural entrepreneurs should show path for other rural entrepreneurs.
- Several schemes and plans of government should be strongly executed at different levels for the encouragement of rural entrepreneurs.
- Interest free consumption credit should be provided by the Government, Banks and other financial institutions to encourage buying the products produced by rural entrepreneurs.
- Agriculture diversification, by exploring the opportunities by farming would provide a new range of grains, fruits or vegetables.
- Establishing agro food processing units or related units like wine production, juice production and many others.

Conclusion

Apart from strengthening the agricultural sector, rural entrepreneurship plays a vital role in the economic development of India, particularly in the rural economy. It helps in generating employment opportunities in the rural areas with low capital, raising the real income of the people, contributing to the development of agriculture by reducing disguised unemployment, underemployment, unemployment, poverty, migration and economic disparity. Government should go for appraisal of various rural development schemes and programmes in order to uplift rural areas. Rural entrepreneurship finds it difficult to take off largely due to lack of capital accumulation, risk taking and innovation. The rural development programs should combine infrastructure development, education, health services, investment in agriculture and the promotion of rural non-farm activities in which women and rural population can engage themselves. Rural development and rural entrepreneurship is the way of converting developing country into developed nation. Promotion of rural entrepreneurship is extremely important in the context of producing gainful employment and reducing the widening disparities between the rural and urban. Monitoring rural development programmes, by supplying right information at the right time, providing timely and adequate credit and continuous motivation of bankers, Panchayat union leaders and voluntary service organizations will lead to the development of rural entrepreneurship and in turn will lead to rural development.

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