



## Rural development: Initiatives for upliftment the economy

<sup>1</sup> Veena Gautam, <sup>2</sup> Alka Rani, <sup>3</sup> Parveen Kumar

<sup>1</sup> Research Scholar, Department of Commerce, Chaudhary Devi Lal University, Sirsa, Haryana, India

<sup>2</sup> Assistant Professor, Department of Commerce, Janta PG Girls College, Ellenabad, Sirsa, Haryana, India

<sup>3</sup> Assistant Professor, Department of Commerce, JCD Memorial PG College, Sirsa, Haryana, India

### Abstract

Rural Development considered global attention among the developing nations. This provides great significance for a country like India where mostly population belongs from rural sector. This is one of the most important sectors for the society because this sector helpful in economic growth and development of the nation. A rural society provides mostly resources for the economic development. So, development of this sector is the priority of the Govt. with this regard, Government took many steps for rural development. Government has planned several programs pertaining to rural development in India. Apex body named Ministry of Rural Development establish for this purpose. The Apex body formulates policies, regulations, rules and acts for the development of this sector. The main focus of the government by doing so is the upliftment and growth of the rural sector. Apart from this many Ministries in the Central Government are directly or indirectly engaged for the development of this sector. The basic aim of the paper is to analyze the concept, challenges and dimension of Rural Development.

**Keywords:** rural development, ministry of rural development, economic growth, India

### Introduction

Country like India is the collection of villages and development of the people living in the rural area automatically lead to development of the Indian economy. Rural Development is necessary for the betterment of the rural people as well as greater social transformation. In order to provide rural people with good prospects for economic development increased participation in Rural Development Programs. Better enforcement of land reforms and greater access to credit; are needed. Government initiates many programs to bridge the gap between rural and urban sector. With the growing concepts of Industrialization; economic development takes place in long extent. This Industrialization is done with agriculture development. India is the country where mostly people depend upon the agriculture earning. So; agriculture development is firstly necessary. This considers the economic face of the economy. It found that in agriculture production and demand for Industrial goods are directly related. Rural consumption of industrial goods is about three times that of urban consumption. As a matter of fact, the current situation in the rural consumption of durable goods has led to redefinition consumer demographics itself. Agriculture is the main contribution of the National income and influence the total demand of the economy. The term rural development "is the overall development of rural society to improve the standard of living of rural people. And it is a process leading to sustainable improvement in the quality of life of rural people especially the poor which faces many problems. Rural Development faces many problems like poverty and unemployment etc. They have lack of skills to grasp the opportunity in life. Development is high when rural sector become educated and advance like urban one. For this

purpose; Government has planned several programs pertaining to rural development in India. These programs were helpful in the development of infrastructure as well as to provide employment in the villages.

### Objectives of the study

1. To know about the concept of Rural Development.
2. To understand the aims of Rural Development.
3. To examine the challenges of Rural Development.
4. To understand the Dimension of Rural Development.
5. To understand the government programmes regarding Rural Development.

### Research Methodology

The research paper is based on the secondary data sourced from journals, magazines, articles and media reports. Looking into requirements of the objectives of the study the research design employed for the study is of descriptive type. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in depth analysis of the research study.

### Concept of Rural Development- In Indian Context

Rural Development is considered as a process of improving the standard and quality of life and economic well-being of people living in rural areas. Rural Development traditionally focuses on the exploitation of land intensive natural resources like agriculture and forestry. With the change in the global production networks the definition of this concept is also changed. Now development is express in growth of all aspects like- economic, environment and social. Rural Development is not limited to the charity programmed only rather it extent to

producing the better quality of output. There is no universally acceptable definition of rural development, and the term is used in different ways in different context. As a concept, it is considered overall development of rural areas to improve the quality of life of rural people. In this sense it is a comprehensive and multidimensional concept. It relate with the development of agriculture and allied activities-village and cottage industries and crafts, socio- economic infrastructure, community services and facilities and the human resources in rural areas. As a phenomenon, it is the result of interactions between various factors in the economy. As a strategy, it is considered as to improve the economic and social well-being of a specific group of people living in the rural areas. As a discipline, it is multidisciplinary concept in nature representing an intersection of different field like-agriculture social behavioral, engineering and management sciences. In addition to economic growth, this process typically involves changes in popular attitudes, and in many cases even in customs and beliefs. Since rural development aim to reduce poverty, it must clearly be designed to increase production quality and raise productivity. Development is high when rural sector become educated and advance. Government has implementing several programs pertaining to rural development in India.

#### **Aims of Rural Development**

1. To involve people in planning and development activities of decision making through their participation with centralized administration.
2. To improve the living standard and quality of life of rural people by providing all basic needs like- food, shelter, clothing, employment and education.
3. To provide distributive justice and equalization of opportunities in the society.
4. To increase productivity in rural areas and reduce poverty through Rural Development Programs
5. To develop farm, home, public services and village community.
6. To generate employment and economical activities.

#### **Key challenges in India regarding Rural Development**

About 60-70 percent rural population in India lives in primitive conditions. Many problems face by rural poor. These are as under;

- There is no electricity supply in all villages. However, not all electrified villages are getting quality power and estimated that nearly 33 percent of the population may be facing under-electrification, accessing less than 50Kwh per month/household.
- Unemployment is a big challenge in rural development. Near about 54 percent of Indian's population is below 25 years and mostly live in rural areas with very little employment opportunities.
- Now also many rural peoples using primitive methods of cooking, living and farming and they regular adopt and trust on these methods.
- Literacy is the major problem in rural development programme.
- Untrained, unskilled, inexperienced staff in extension linkage cannot provide satisfactory help and information to

rural peoples.

- Economic Factors, lack of income generated opportunities, Social factor, Health, Education & Finance Factor etc. are some of the major problems for migration in rural peoples. So, rural people's remains as ignore part by the policy makers also.
- Many of the poor communities are isolated by distance, bad road conditions, lack of or broken bridges and inadequate transport. All these make difficulty for rural people to get public services.
- The health burden of poor water quality is enormous. It is estimated that 37.7 million Indians are affected by water born diseases. Iron is also emerging as a major problem. Most of the problems prevailed in rural areas.
- Privatization concept is useful for rural development but, government not playing much attention to these aspects.
- Policy makers prepaid policies, programmes for betterment for rural people but, if these programmes are not implemented very well then have no used.

#### **Rural Development Programmes – Initiatives by Central and State Government**

Government has mapped out a developmental plan for long-term strategy of achieving the objectives of rural development. So, achieving this goal for the development of State, various leaders and bureaucrats from various departments and civil societies have been involved in the formulation of development programmes. In order to achieve targeting goal various anti-poverty programmes have been launched by the Central and State Government from time to time. Some of these programmes are as under:

Programmes on Minimum Basic Needs –

- Public Distribution System (PDS)
- Rural Water Supply Programme
- Rural Electrification
- Rural Sanitation

Self-employment Programmes

- Integrated Rural Development Programme (IRDP)
- Swarnajayanti Gram Swarozgar Yojana (SGSY)
- Training for Rural Youth for Self Employment (TRYSEM)
- Development of Women and Child in Rural Areas (DWCRA) -

Wage Employment Generating Schemes (WEGS)

- Jawahar Rozgar Yojana (JRY)
- National Rural Employment Guarantee Scheme (NREGS)

Social Welfare Oriented Programmes (SWOP)

- National Social Assistance Programme (NSAP)
- Aam Admi Bima Yojana (AABY)
- Rural Housing Schemes
- Indira Awaas Yojana (IAY)
- Mukhya Mantri Awaas Yojana (MMAY) Special

Programmes on Education

- Schemes for Scholarship for Primary Education
- Mid-Day Meal Scheme

#### Other Programmes

- Rajiv Gandhi National Drinking Water Mission
- Pradhan Mantri Gram Sadak Yojana (PMGSY)
- Sarva Shiksha Abhiyan (SSA)

#### Dimensions of Rural Development

Rural Development Dimensions are all about improving the quality of life of all members of rural society (Fig: 1). There are three different but interrelated dimensions. The first is the economic dimension that providing both capacity and opportunities for the poor and low-income rural households in particular to benefit from the economic growth process in such a way that their average incomes grow at a higher rate than the growth of average incomes in the sector as whole.

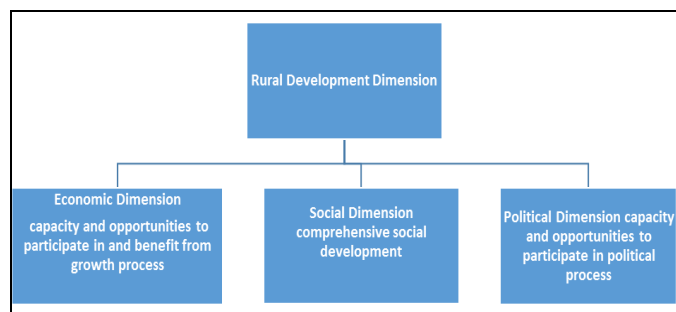


Fig 1

Economic dimension also includes measures to reduce intra and inter-sectoral income inequalities to reasonable levels. Second is the social dimension of supporting social development of poor and low-income households and disadvantaged groups, eliminating inequalities in social indicators, promoting gender equality and women's empowerment, and providing social safety nets for vulnerable groups. Third is the political dimension of improving opportunities for the poor and low-income people in rural areas, including women and ethnic minorities, to effectively and equally participate in the political processes at the village level. So, rural development is flexible concept, multi-dimensional process, deeper in impact, wider in scope and every one interprets in their own way, but the broad accord is that more importance should be specified to development activities which mostly concern with the rural areas to enhance the quality of life of rural poor.

#### Conclusion

Near about 70 per cent of the Indian population is living in rural areas. People in rural areas face many problems like-poverty, unemployment, poor and inadequate infrastructure etc. which automatically lead to the socio-economic tensions manifesting in economic deprivation and urban poverty. The government has realized that this sector contributes in large extent for the development of the Indian economy. The economic business development is a comprehensive approach which integrates every area of rural society. The economic development can be successful if the design and implementation of the government's programmes are according to the demand and changes happening in the environment. The rural development can be by the

government through the establishment and implementation of the proper rule, regulations, acts and polices. On the other side; the success of this Act not only depends upon its proper implementation but also with the community participation which is very important to make these programmes more effective.

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