

RURAL DEVELOPMENT

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ABSTRACT

Rural development is not a charity program and its objective is to raise the capacity of producing more crops, better crops, variety crops, greater output per unit of input and higher quality of output. It is concerned with creation of increased incentives for putting more efforts and investments for raising efficiency per worker. Therefore education, information, training, research, and application of research is within the range of rural development.

The term 'rural development' is of focal interest and is widely acclaimed in both the developed and the developing countries of the world. There is however no universally acceptable definition of rural development and the term is used in different ways and in vastly divergent context. As a concept, it can notes overall development of rural areas with a view to improve the quality of life of rural people. In this sense it is a comprehensive and multidimensional concept and encompasses the development of agriculture and allied activities-village and cottage industries and crafts, socio- economic infrastructure, community services and facilities, and above all, the human resources in rural areas. As a phenomenon, it is the result of interactions between various physical, technological, economic, socio-cultural, and institutional factors. As a strategy, it is designed to improve the economic and social well-being of a specific group of people the rural poor. As a discipline, it is multidisciplinary in nature representing an intersection of agriculture social behavioral, engineering and management sciences. In the words of Robert Chambers, "Rural Development is a strategy to enable a specific group of people poor rural women and men, to gain for themselves and their children more of what they want and need. It involves helping the poorest among these who seek a livelihood in the rural areas to demand and control more of the benefits of rural development. The group includes small scale farmers, tenants and the landless.

Keywords: *Rural development & society, Importance of rural development*

1.Introduction

Rural development is the process of improving the quality of life and economic well-being of people living in rural areas, often relatively isolated and sparsely populated areas.

Rural development has traditionally centered on the exploitation of land-intensive natural resources such as agriculture and forestry. However, changes in global production networks and increased urbanization have changed the character of rural areas. Increasingly tourism, niche manufacturers, and recreation have replaced resource extraction and agriculture as dominant economic drivers. The need for rural communities to approach development from a wider perspective has created more focus on a broad range of development goals rather than merely creating incentive for agricultural or resource based businesses. Education, entrepreneurship, physical infrastructure, and social infrastructure all play an important role in developing rural regions.^[3] Rural development is also characterized by its emphasis on locally produced economic development strategies.^[4] In contrast to urban regions, which have many similarities, rural areas are highly distinctive from one another. For this reason there are a large variety of rural development approaches used globally.

Rural development is a comprehensive term. It essentially focuses on action for the development of areas outside the mainstream urban economic system. We should think of what type of rural development is needed because modernization of village leads to urbanization and village environment disappears.

Conceptually we can say that the rural development means the whole development for rural area and its people. It may be social, cultural and economical development of people living in rural area as well as the development of human resources like schools, hospitals, local markets, etc. According to G. Shah definition of rural development is “*the development of rural areas, often rural development has meant the extension of irrigation facilities, expansion of electricity, improvement in the techniques of cultivation, construction of school building and provision of educational facilities, health care etc.*”

1.1 Objectives

1. To make all the people literate in rural area .
2. To search out characteristics of rural poverty.
3. To identify the factors, that are affecting to the rural poverty.
4. To review in the exacting poverty alleviation program in rural areas and find out the major cons taint in its implementation.
5. To study the various elements related to poverty.

1.2 Components of rural development

1. Rural development seeks to transform all the sectors of rural economy—the primary sector, the secondary sector and the tertiary sector.
2. It is concerned with the improvement of the standard of living of the ruralites through the provision of health and medical facilities, employment opportunities including vocational training, educational facilities etc.
3. It brings about significant improvement in the socio-economic conditions of the scheduled castes, scheduled tribes, the landless agricultural labourers and the marginal and small fanners.

1.3 Essential aspects of rural development

The essential aspects of rural development are as follows:

1. Agricultural development constitutes the crucial aspect of rural development. Agricultural development is possible through the use of better seeds, adequate fertilizers, manures, and pesticides, adequate supply of water and effective implementation of land reform measures.
2. By effecting changes in the socio-economic institutions, rural development seeks to change the socio-economic structure of the rural community.
3. The effectiveness of the rural development programs necessitates political non- interference. The persons associated with these programs should be given adequate freedom to carry out their plans and programs with undivided attention.
4. The success of the rural development programs depends on the co-operative orientation and attitude among the ruralites. The functioning of the co-operative societies goes a long way in improving the conditions of the vulnerable sections of the rural set-up.
5. Rural development programs demand the active participation of the ruralites. While formulating these programs the opinions, attitudes, drives and interest the rural people should be taken into account. Further,

dedicated and committed village leaders should come forward to guide the masses for bringing about rural development.

1.4 Developmental challenge of rural development

Somnath Chatterjee had said about rural development that this is essentially about helping the rural sector realise its own potential by using the gains of modern science and technology and industrial development.

INDIA IS emerging as a major power with the economy registering high growth rates and our cities and urban centres beginning to display marks of affluence. Yet, there is no uniform development, the rural hinterland not being able to march in tandem with urban India. More than 70 per cent of our people live in villages 80 per cent of our poor also live in rural areas. The benefits of economic growth are not percolating to more than two-thirds of the people. The visible symbols of development should not make us forget the problems of the rural areas.

The Indian economy is the fourth largest in the world. But the growth pattern is not uniform. While the rate of growth for manufacturing, services, and communications sectors has substantially improved, in vital sectors such as agriculture, infrastructure development, and community and social services, and in rural development as a whole, our performance is not appreciable.

Without the development of rural people, the country can never claim to be developed. In recent years, agricultural growth has fallen and so have investment and profitability of agriculture, net sown area under crops, and the area under irrigation. According to the Economic Survey 2006-2007, low yield per unit area across almost all crops has become a regular feature.

Rural India is in crisis. As Dr. M.S. Swaminathan, the distinguished agricultural economist, said, "The agrarian crisis has its roots in the collapse of the rural economy... Unemployment leading to out-migration of the asset-less is growing. The minimum support price mechanism is not operating for most commodities. At every level of the livelihood security system, there is a tendency to make profit out of poverty. Something is terribly wrong in the countryside... "

Today, finding themselves helpless in the face of adversities of various kinds, the peasantry in parts of the country is resorting to extreme measures. Repeated crop failures due to unpredictable climatic variations, inability to meet the rising cost of cultivation, and the increasing debt burden are among the factors leading to frustration. In such a scenario, meeting the challenges of rural reconstruction becomes a formidable and priority task.

Agriculture being the mainstay of our economy, it is imperative that we have a comprehensive and time-bound programme to extricate the sector from stagnation, if not deceleration. Larger irrigation facilities, better seeds and agri-inputs, and fertilizer at reasonable costs will have to be provided to farmers, along with finance and infrastructural and marketing facilities. Agriculture must become an income generating activity and farmers should not be left to the vicissitudes of weather, financial resources, and markets.

2. Conclusion

Improvement in the quality of life of rural people is the important agenda of rural development programme. In India – a country where the number of people living in rural areas, rural development programme is necessary aspect. Rural development implies both the economic betterment of people as well as greater social transformation. The basic objective of all rural development endeavors / programmes has been the welfare of the millions. In order to achieve this, planned attempts have been made to eliminate poverty, ignorance and inequality of opportunities. A wide spectrum of programmes has been undertaken so far, to alleviate rural poverty and ensure improved quality of life for the rural population especially those below the poverty line. In the initial phase of planned rural development, the concentration

was on sectors of agriculture industry, communication, education and health. The Ministry of Rural Development places importance now on health, education, drinking water, housing and road so that the quality of life in rural areas improves and the fruit of economic reform are shared by all sections of the society. With time and experience, it is realized that accelerated and meaningful development can be achieved only if people of the grass root are involved, “people’s participation” has become the keyword in rural development programmes. The participation of the people is necessary to provide the rural people with better prospects for economic development.

3.References:

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