



A REVIEW: RURAL DEVELOPMENT IN INDIA

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Abstract:

The process of raising the standard of living and economic security of rural residents is known as rural development. 68.84% of people, as per the 2011 Census, reside in villages. The rural sector's sluggishness would be a significant barrier to the economy's overall development. Over the years, India's rural development has seen a number of changes in terms of its emphasis, methodologies, strategies, and projects. As a result, it now has a new viewpoint and dimension. The integration of cross-functional sectors into rural economic growth produces crucial policies for the transformation needed to offer the rural sector sustainable development. The objective of the study is to understand the role, importance, issues and Government initiatives of rural development in India.

Keywords - Rural Development, Rural People, Employment and Development.

1. Introduction

Rural Development in India is one of the most important factors for the growth of the Indian economy. Rural development successfully tries to increase the productivity of those areas of rural economies that are experiencing severe poverty challenges. The process of raising the standard of living and economic security of rural residents is known as rural development. 68.84% of people, as per the 2011 Census, reside in villages. The rural sector's sluggishness would be a significant barrier to the economy's overall development. Rural development is the foundation of every nation's economic development, and it supports long-term economic growth. The economic axis of rural development is labour ethics, which have a significant influence on corporate potential. It is a common misconception that fast industrialization is the source of economic progress. However, without agriculture, industrial progress would not be possible. About two-thirds of India's population depends on agriculture, making it one of the most significant main industries there. The issue is that agriculture's contribution to GDP has been steadily declining.



Agriculture specifically contributes to economic growth through product and market contributions. The long-term plan for economic growth is the agricultural sector. Due to dependence on the monsoon and weather, agriculture is an unstable and erratic sector. Though people have gotten more modernised in the urban sector and depend more on non-vegetarian food for their survival needs, this sector of economic development is crucial for feeding the nation and the entire country. The issues of poverty and exploitation that the rural population is dealing with are having an effect on the overall productivity of Indian agriculture. Over the years, India's rural development has seen a number of changes in terms of its emphasis, methodologies, strategies, and projects.

As a result, it now has a new viewpoint and dimension. Only with the involvement of development's target audiences can rural development become richer and more significant. People's involvement is the key to rural development, just as execution is the yardstick for planning. From a procedural and philosophical standpoint, one of the most important prerequisites for the development process is the involvement of the populace. It is crucial for administrators and planners of development to enlist the help of various rural communities in order to make the plans participatory. The Indian government has a number of programmes planned for rural development. India's top organisation for developing policies, rules, and laws relating to the development of the rural sector is the Ministry of Rural Development. The main industries that contribute to the rural business and economy include agriculture, handicrafts, fishery, poultry, and dairy. (Srinivasa 2019).

Due to their lack of education and reliance on agriculture, Indian rural areas experience severe drought and famine circumstances that have an influence on people's quality of life. Poverty and undulation are issues that rural resident must contend with. Because they lack the abilities to seize chances, the individuals are unemployed. It is simpler to do business and the level of growth is higher if the rural sector is educated and sophisticated. Due to how the external environment affects the values of economic growth, there is a link that is typically intertwined between economic development and rural society. It is necessary for the government to move in the direction and rhythm with the society because their sustainability is dependent on the long-term benefits derived from the economic, social and environmental issues connected to rural basics.



1.1 Need of Rural Development:

The main goal of the rural development initiative is to improve the quality of life for those living in rural areas. A rural development strategy is essential in India since there are so many people who live in rural regions. Both greater social transformation and economic improvement for individuals are implied by rural development. The welfare of millions has been the primary goal of all rural development projects and initiatives. This has been accomplished via deliberate efforts to eradicate inequality of opportunity, poverty, and ignorance.

Presently, a broad range of activities have been implemented to reduce rural poverty and assure an improvement in the standard of living for rural residents, particularly those who are poor. The focus of the first stage of planned rural development was on the fields of agriculture, communication, education, and health. In order to improve the quality of life in rural regions and ensure that the benefits of economic reform are distributed equally across society, the Ministry of Rural Development currently places a high priority on health, education, drinking water, housing, and roads. With time and experience, it has become clear that engagement of the general public is essential to the success of rural development initiatives if rapid and meaningful development is to be achieved. The participation of the people is necessity to provide the rural people with better prospects for economic development.

2. Data and Method:

The study is based on secondary data and theoretical in nature. The secondary data collected from the published books, research papers in journals and annual reports.

2.1 Rural Development Perspective

The government must promote growth in the Indian economy by giving citizens access to job and business possibilities in order to support the development of the country's rural areas. In the highly competitive international marketplace, the government is under pressure to offer services of the highest calibre. Government service providers can create the package to create the value chain, which typically controls the economies of scale. The basic objectives of the rural economic development are as follows:



Human Perspective: Farmers' individual needs must be attended to for the rural economy to thrive economically, since if they are, they will produce better goods and increase the productivity and efficiency of the rural economy.

Social Perspective: Because we live in a society that is a network of human emotions and sentiments, social concerns are significant for every area of growth. Rural residents must be respected, their social and cultural values are significant, and government development programmes must take into account these values.

Economic Perspective: Only when the design, execution, and feedback take into account the special requirements of a certain group within the community can an economy or society be successful. Every economic development agenda demands a special, profit-driven growth and sustainability plan.

National Perspective: Only when the design, execution, and feedback take into account the special requirements of a certain group within the community can an economy or society be successful. Every economic development agenda demands a special, profit-driven growth and sustainability plan.

Global Perspective: Due to the worldwide technical advancements that have connected us to the rest of the globe, government policy now needs to concentrate on global challenges. When it becomes impossible to disregard global influence, the economy is liberalised.

Rural Industries				
Agriculture Based Industries	Forest Based Industries	Mineral based industry	Textile Industry	Engineering and Services
Sugar industries, Jaggery, Oil processing from oil seeds, Pickles, Fruit juice, Spices, Dairy products etc	Wood products, Bamboo products, Honey, Coir industry, making eating plates from leaves.	Stone crushing, Cement industries, red oxide making, wall coating powders etc.	Spinning, Weaving, Colouring and Bleaching.	Tractors and Pump set repairs etc. Small and medium sized industries to produce agricultural machinery, equipment for usage in rural areas etc.



Rural Development Strategies in India

- Irrigation facilities to all the agricultural fields should be provided.
- In the event monsoon failure and crop failure due to floods etc, Government must come to the rescue of the farmers.
- Provide MSP (Minimum Support Price) for various crops to the farmers, apart from providing Crop Insurance.
- Provide Life Insurance to all the farmers who are actually performing agriculture.
- Instead of giving direct cash in to the hands of farmers, Government has to provide free of cost all required inputs like quality seeds, fertilizers and pesticides etc.
- Establish new agricultural godowns in addition to the existing godowns.
- Agricultural research, extension of rural education and training programmes for farmers should form a part of institution building activities.
- Programmes to improve agricultural production and marketing should be organized.

2.2 The Role of Government in Rural Development:

The integration of cross-functional sectors into rural economic growth produces crucial policies for the transformation needed to offer the rural sector sustainable development. Utilising better and more modern policies helps to improve performance and increase overall productivity by combining the numerous factors that make up the rural economic environment. Because markets link people and businesses, their forces of operation have an effect on the entire economic system. Through project-based growth, the government must recognise the demands of the populace and give them access to job possibilities. Government spending on education is necessary to increase peoples' capacity and empowerment.

2.3 Rural Development Programmes

- Community Development Programme
- Intensive Agricultural District Programme (IADP)
- Intensive Agricultural Area Programme (IAAP)
- Whole Village Development Programme (WVDP)
- Drought Prone Area Programme (DPAP)



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- Cash Programme for Rural Development
 - Food for Works Programme (FFW)
 - Small Farmers, Marginal Farmer and Agricultural Labourer's Development Agency
 - Minimum Needs Programme (MNP)
 - Command Area Development (CAD)
 - National Rural Employment Programme (NREP)
 - Million Wells Scheme (MWS)
 - Training of Rural Youth for Self-Employment (TRYESM)
 - Jawahar Rojgar Yojana (JRY)
 - Indira Awas Yojana
 - Rural Landless Employment Guarantee Programme (RLEGP)
 - Development of Women and Children in Rural Areas (DWCRA)
 - Employment Assurance Scheme (EAS)
 - Shyama Prasad MukherjiRurban Mission
 - SaansadAdarsh Gram Yojana
 - Mission Antyodaya
 - Mahatma Gandhi National Rural Employment Guarantee Scheme

3. Conclusion:

India's economic progress, especially in the rural sector, depends heavily on rural development. It contributes to the growth of agriculture by lowering hidden unemployment, underemployment, unemployment, poverty, migration, and economic inequity. It also helps to provide employment possibilities in rural regions with modest capital requirements. The government has come to the realisation that in order to support a strategic shift occurring in the economic environment, they must mobilise their resources. The development of the economy is a comprehensive strategy that allows for the smooth integration of all facets of rural society. Using the internet's revolutionary power, economic growth impacts people's lives and merges people, processes, and technology. In today's fiercely competitive economy, the government is up against enormous obstacles as it works to achieve the greatest level of growth. If government operations are planned and carried out in accordance with environmental changes, economic development will be successful. The economic



development of the rural environment can be by the government through the establishment, development, maintenance and optimization of long term mutually valuable relationships between the business and macroeconomic environmental variables.

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