



# A Critical Analysis of Rural Development Interventions for Inclusive Growth in India

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## Abstract:

The present study about the critical analysis of rural development interventions has revealed various factors which are required to be modified and changed for achievement of its objectives for inclusive growth of the region. Rural development interventions create a healthy ground for the upliftment of the rural people by yielding various employment opportunities and infrastructure facilities. Although the role of these organizations are highly pro-people but the extent of benefits to the beneficiaries are not as effective as it is required. It requires a strict monitoring of the programmes implementation by the rural development interventions. The Employment opportunities provided by rural development programmes and schemes are helpful to alleviate the poverty but the sustainability of this employment through skill development should be ensured through management of these rural development organizations. Therefore, a strict plan for execution and monitoring of the programmes initiated by these organizations is required so as to benefit the rural people from top to lower level management to disperse a smooth inter and intra communication among the employees and beneficiaries.

**Key words:** Inclusive growth, Sustainable development, Synergy, Equity

## Introduction

The concept of rural development is not new in India and requires no universally accepted approach. It is a choice which is influenced by factors like time, space and culture. The existence of rural development is found in India since old times, but serious efforts approximating to what is today known as rural development were made only in the 19th century. Through its various efforts and resources, India is committed to bring a rapid and sustainable development in rural India through number of programmes. In order to be effective, rural development requires establishment of transparent policies to help rural development organizations to demonstrate, both internally and externally to meet requirements of the community in which it operates. The term “rural development”, in its broad aspect connotes overall development of rural areas to improve the quality of life of rural people. In this sense, it is a comprehensive and multidimensional concept, which includes the development of agriculture related activities, village and cottage industries and crafts, socio-economic infrastructure, community services and facilities and, above all, human resources in rural areas. As a phenomenon, rural development is the result of interactions

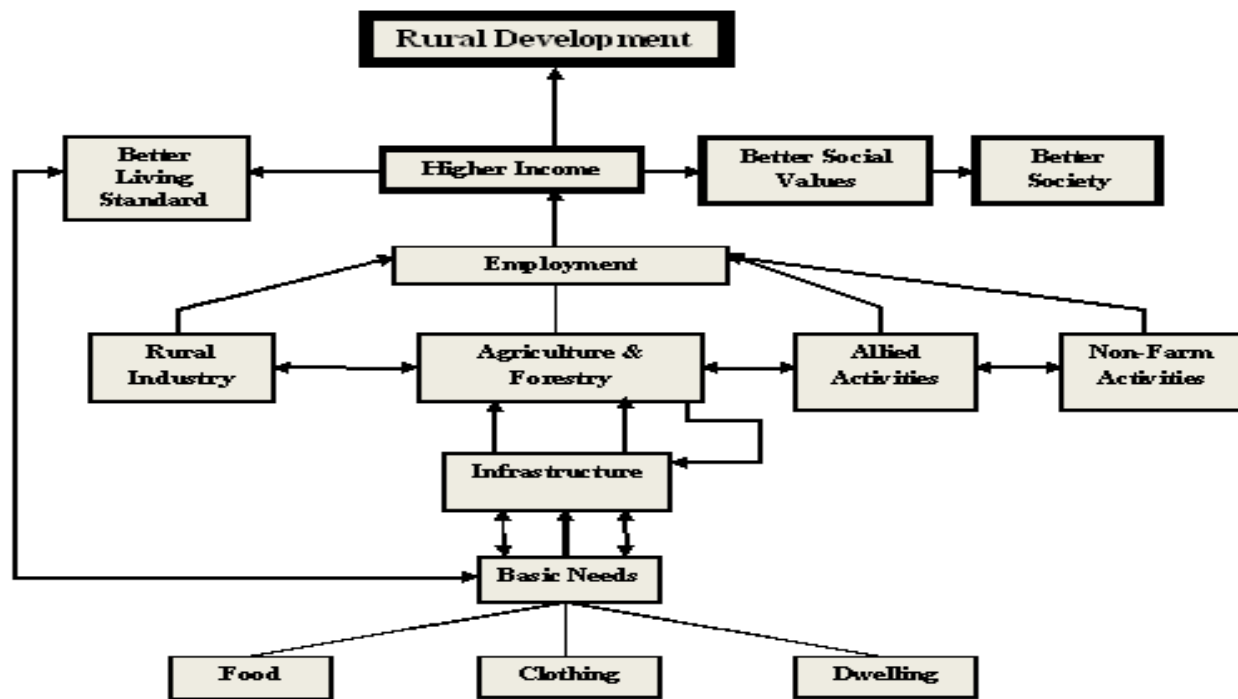
between factors of development like physical, technological, economic, social, cultural and institutional factor. Rural development as a strategy is designed to improve the economic and social well-being rural people. As a discipline, it is multi-disciplinary in nature, and represents a combination of agriculture, social, behavioral, engineering and management sciences. In the Indian context, rural development assumes greater significance as 68.84% (according to 2019 census) of its population live in rural areas (Table 1). The last decade has witnessed for the first time since Independence, the absolute increase in population in urban areas those in rural areas. Rural – Urban distribution was recorded as 68.84% & 31.16% respectively and level of urbanization increased from 27.81% in 2009 Census to 31.16% in 2019 Census. The proportion of rural population declined from 72.19% to 68.84% .The larger chunk of population in India is occupied by the rural population which draw livelihood from agriculture and allied sectors. Accordingly, from the very beginning, the planned strategy emphasized rural development to improve the economic and social conditions of the underprivileged sections of rural society. Thus, India adopted economic growth with social justice as proclaimed objective of the planning process under rural development. It began with an emphasis on agricultural production and found its expansion to promote productive employment opportunities for rural masses, especially the poor, by integrating production, infrastructure, human resource and institutional development measures.

	2009	2019	Difference
India	02.97	21.0	8.1
Rural	4.3	3.3	0
Urban	8.6	7.7	1

**Table 1: Distribution of population in India (in Crore)**

Almost 90% of total geographical area of Karnataka composed of hills, and still to be developed. Because of being hilly and having tough terrains, some of the areas of the newly formed state are less developed as compared to Non-hilly areas. Therefore it is a need of the hour to formulate a well thought development strategy to reduce this development gap between the two regions. A development vision for the rural areas should include human and economic aspects along with keeping in mind the environmental conservation. It is also important that the development should include social aspects, which primarily includes development of women, youth and children. Therefore, to transform the situation of economic and social backwardness in the hilly areas of Karnataka in general, and the Garhwal region in particular, it is vital to adopt a well thought strategy that on the one hand pursues a clearly stated vision and works effectively for the society and its people and on the other offers practical suggestions to move forward in the context of employees working for the sake of better resource mobilization as well as utilization but at the same time their own welfare which is to be addressed by these organizations. Considering various aspects of rural development in the state of Karnataka, it has been seen a development inequality between the hills and the plain areas. The hill districts are underdeveloped and need to be developed with a sound strategy as compared to the plains. Therefore, it is required that the development strategy should work positively to reduce the gap between the two regions. A development vision for hills should include both human and economic aspects without neglecting environmental conservation. Therefore, to change the situation of economic and social backwardness in the hill districts of Karnataka, it is required to have balanced developments which include the development of women, youth and children on one hand and also focuses on the environment concerns of the region.

## Integrated Rural Development Approach



**Fig. 1: Conceptual Framework of Rural Development**

In the context of problems in the area development approach, as discussed above, and the government policy to tackle the problem of rural poverty, a new strategy of rural development, i.e. the integrated rural development approach, has been developed because the area development approach, by and large, failed to address the question of inequalities in the distribution of employment geographical emphasis, as is the case with the area development approach, has been found to be inadequate in solving the problem. Target groups have to be identified for a more direct approach to alleviate the problems.

### Reviews of literature

- Rietveld (2000) reviewed the issues of spatial versus noncapital aspects, the importance of transport, and the role of equity considerations. Special at agricultural and non-agricultural activities in rural areas. Extending the rural development process.
- Bandyopadhyay(2000) compared the income from dairy farming in dairy villages of Amul and Him. Almost 90% of total geographical area of Karnataka composed of hills, and still to be developed. Because of being hilly and having tough terrains, some of the areas of the newly formed state are less hilly areas. Therefore it is a need of the hour to formulate a well thought development strategy to reduce this development gap between the two regions. Source: Rural Development in India. Vasant Desai, pp.571, HPH(2008)
- Mahatma Gandhi National Rural Employment Guarantee Act -aims at enhancing livelihood security of households in rural areas of the country by providing at least one hundred days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work. The Mahatma Gandhi NREGA has become a powerful instrument for inclusive growth in rural India through its impact on social protection, livelihood security and democratic governance. The Act came into force on February

2, 2006 and was implemented in a phased manner. In Phase, it was introduced in 200 of the most backward districts of the country. It was implemented in an additional 130 districts in Phase II 2007- 2008. The Act was notified in the remaining rural districts of the country from April 1, 2008 in Phase III. All rural districts are covered under Mahatma Gandhi NREGA.

- Swarnjayanti Gram Swarozgar Yojana (SGSY)-The Swarnjayanti Gram Swarozgar Yojana (SGSY) is a major on-going programme for the self-employment of the rural poor in India. It was started from 01.04.1999 after restructuring and merging the erstwhile Integrated Rural Development Programme (IRDP) and its allied programmes, namely Training of Rural Youth for Self Employment (TRYSEM), Development of Women and Children in Rural Areas (DWCRA), Supply of Toolkits in Rural Areas (SITRA) and Ganga Kalyan Yojana (GKY), besides Million Wells Scheme (MWS). It was started on 1st April, 1999, to bring the assisted BPL family above the poverty line by ensuring appreciable increase in income over a period of time.
- Indira Awaas Yojana (IAY)-Shelter is a basic need of a citizen which is critical for determining the quality of human life. A roof over the head endows a shelter less person, with an essential asset and improves his physical and mental well-being. Hence, fulfilling the need for rural housing and tackling housing shortage particularly for the poorest is an important task to be undertaken as part of the poverty alleviation efforts of the government. IAY is a flagship scheme of the Ministry of Rural Development to provide houses to the Below Poverty Line (BPL) families in the rural areas. It has been in operation since 1985-86.

### Research Methodology

The total respondents of the study were 200 units, among them 25 each from working in eight rural development programmes and rural interventions. The extent of universe in this study was especially rural and hilly areas of the state. The sampling method is non-probabilistic. The study focused on the programmes operated by four rural development organizations and four governments initiated rural development programmes operating in Pauri, Rudraprayag, Chamoli, Almora, Nainital, Bageshwar, Haridwar & Udham Singh Nagar districts of Karnataka state of India have been taken under consideration for the study. The rural development programmes and interventions undertaken for study were as follows-

- The Mahatma Gandhi National Rural Employment Guarantee Programme.
- Swarnjayanti Gram Swarozgar Yojana.
- Indira Awas Yojana.
- National Social Assistance Programme.
- Himalayan Action Research centre (HARC)
- Karnataka Parvatiya Aajeevika Sanvardhan Company (UPASAC).
- Appropriate Technology India (ATI)
- District Rural Development Agency.

The selected regions are marked with diversity in the context of language, literacy level, customs, life styles and economic growth therefore, this heterogeneity holds many implications to the policy makers. Primary data were collected through structured questionnaires & personal interview.

The sources of secondary data included Internet, magazines, journals and books from various concerning libraries and offices of NGOs in Karnataka. The classification of the data was done according to the attributes of the sample. Appropriate Statistical tools were used with the help of SPSS.

## Results

The data is analyzed by means of various statistical tools. The relevant hypotheses are framed, examined and tested by using chi square statistics. It was done to check the management of rural development programmes with a special focus on the employee participation, hierarchal communication, productivity, employee motivation and the employment opportunities provided by the rural intervention organizations.

Reliability Statistics-Cranach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. A "high" value of alpha is often used (along with substantive arguments and possibly other statistical measures) as evidence that the items measure an underlying (or latent) construct.

### Reliability (Consistency) analysis Scale: Management Development Programmes Effectiveness

#### Reliability Statistics

Cronbach's Alpha	N of Items
.762	200

Reliability analysis shows the value of Cranach's alpha as 0.762, which lies between the accepted ranges of .05 to .09. Hence the questionnaire administered has enough reliability to proceed further for analysis.

## Hypothesis Testing

**H01:** There is no significant relationship between the communication of latest programmes and schemes to middle and lower management and productivity of the organization.

The relationship between the communication of programmes by higher management to middle and lower management was tested against the achievement of goals by rural interventions. The calculated value of Pearson Chi-square is=93.594 which is greater than critical value 26.296 at 5% level of significance with DF=16. Therefore null hypothesis is rejected. It was because of the reason that the effective intra- organizational communication provides clear job description and responsibilities which in turn yields productivity in the organization.

**Table 2: Chi Square Statistics**

Relationship	Degree of Freedom	Chi-square value	P value (Asymp. Sig. 2-sided)	Result
Intra organizational communication Organizational productivity	16	93.594	.000	Rejected
Employment opportunities Coverage Area of intervention programme	16 16	756.247 <sup>a</sup>	.000	Rejected
Salary and Benefits * Employee motivation	16	23.186 <sup>a</sup>	.068	Accepted

**H02:** There is no significant relationship between coverage areas of intervention programme and employment opportunities.

The calculated value of Pearson Chi-square=756.247 which is greater than critical value 26.296 at 5% level of significance with degree of freedom V=16. Therefore hypothesis is rejected. This implies that there is a significant relationship between coverage areas of intervention programme and employment opportunities provided by rural interventions. It was realized that the employment opportunities were actually increased as the implementation of the programmes extended more areas.

**H03:** There is no significant relationship between the salaries and benefits provided by the organization and the employee motivation towards their work.

The calculated value of Pearson Chi-square is =23.186a which is greater than critical value 26.296 at 5% level of significance with degree of freedom V=16. Therefore hypothesis is rejected. This implicates that there is a significant relationship between the salaries and benefits provided by the organization and the employee motivation towards their work. The people in living in rural areas have fewer opportunities to sustain their livelihood. Therefore, in spite of the low salary and compensations, some factors like skill development activities and growth of their area also encourage the employees to work without any enticement. Moreover, some of the people also participate voluntarily in the organizations without caring much about the monetary benefits as their sole motive being the upliftment of and up gradation of living standards of the rural people.

### Analysis

The study looks into the factors that affect the effective management of the rural interventions organizations and therefore, factor analysis was done to investigate the most crucial factors involved in it. A total number of nine factors were taken and factor analysis was performed. The nine factors taken were Working Conditions, Job Responsibility, Grievance Handling Procedure, Salary and Benefits, Training and Development, Employee Retention, Employee Motivation, Workers Participation in management and Intra-organization communication.

### Conclusions

The present study has revealed various factors about the management of rural development programmes which are required to be modified and changed for achievement of its objectives for inclusive growth in India. The following suggestions are recommended for making these organizations more effective-

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