



# A STUDY ON RURAL DEVELOPMENT IN INDIA AN OVERVIEW

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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.

**Index Terms - Rural Development, Rural People, Employment and Development**

## 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. (Yakana, A., 2017)

### **Importance 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.

### **Rural Development Objectives**

Following are the primary objectives of rural development:

- To improve the living standards by providing food, shelter, clothing, employment and education.
- To Increase productivity in rural areas and reduce poverty.
- To involve people in planning and development through their participation in decision making and through centralization of administration.
- To ensure distributive Justice and equalization of opportunities in the society.

### **Objective of the Study**

The objective of the study is to understand the role, importance, issues and Government initiatives of rural development in India

### **Data and Method**

The study is theoretical in nature. For the purpose of the study secondary data is used. The secondary data collected from the published books, research papers in journals and annual reports.

### **Issues of the Indian Rural Development**

The fundamental problems with the rural economy are influenced by both the economic and noneconomic environments. Both the domestic and global environments have an influence on economies. The sociocultural environment, natural demographic physical environment, and political environment make up the noneconomic environment. The rural environment's economic components have a direct influence on the Indian commercial market. The company must comprehend the requirements of the rural setting and adapt to the rural markets in order to increase its worth to society. Due to the rural values, ethics, and culture that it contains, the rural economic environment is a complex process. The adaptation of government's values into the rural environment includes the following elements:

- Rural environment as a complex and dynamic strategy.
- It involves rural people's satisfaction and loyalty.
- Changing attitude of the rural society.
- Focusing on continuous people service.
- Maintain a constant updating technological changes.
- High technological purgation and modernization.
- Implement of the people friendly policies.
- Assimilation of rural growth and development.

### **Innovative Ideas for Rural Development in India**

**Utilization of Local Resources:** If there are water sources nearby, such as rivers and tanks, plans must be developed to access them in the summer by closing holes in the tanks, building new reservoirs, bunds, and canals while bolstering the ones that already exist to prevent water loss. In a similar vein, any iron, coal, or granite mines should be explored in order to offer work for the local community.

**Establishment of Rural Industries:** All the village industries come under the following broad categories:

- **Agro Based Industries:** Sugar industries, Jaggery, Oil processing from oil seeds, Pickles, Fruit juice, Spices, Dairy products etc.
- **Forest Based Industries:** Wood products, Bamboo products, Honey, Coir industry, making eating plates from leaves.
- **Mineral based industry:** Stone crushing, Cement industries, red oxide making, wall coating powders etc.
- **Textile Industry:** Spinning, Weaving, Colouring and Bleaching.
- **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.
- **Handicrafts:** These include producing regionally unique wooden or bamboo handicrafts, traditional ornamental items, toys, and all other types of handicrafts.
- **Services:** There are a wide range of services including mobile repair, agriculture machinery servicing, etc which are being undertaken under this category.

**Startups:** They are entrepreneurial initiatives, which are recently established enterprises that try to address a need, demand, or problem in the market by creating a workable business model based on goods, services, procedures, or platforms. As an illustration, consider the following topics: agriculture, supply chains, trading in agricultural products, processing agricultural products, fisheries - both culture and trade, rural microfinance, rural health, rural primary health care, and rural education, among others.

**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.

**Encourage Rural Entrepreneurship:** These are some possible kinds for them: Individual entrepreneurship is essentially one person owning the business. Group entrepreneurship, or "group entrepreneurship," mostly refers to partnerships, private limited companies, and public limited companies. Entrepreneurship in Cluster Formation, or c), includes networking between NGOs, VOs, CBOs, SHGs, and other similar organisations. These also include the formal and informal grouping of people based on things like caste, occupation, money, etc. Cooperative entrepreneurship is an autonomous group of people who have voluntarily come together for a shared goal.

### **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 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.
- As there are no other activities except agriculture in rural areas, Government must provide loan facility to the interested educated youth for starting Startups to reduce unemployment.
- 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.

### **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.



## 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)
- Cash Programme for Rural Development
- Food for Works Programme (FFW)
- Small Farmers, Marginal Farmer and Agricultural Labourers' 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 Mukherji Rurban Mission
- Saansad Adarsh Gram Yojana
- Mission Antyodaya
- Mahatma Gandhi National Rural Employment Guarantee Scheme

## 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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