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## Dynamics of Rural Development

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### Introduction

"India lives in its villages" –

**Mahatma Gandhi.**

According to 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 those seek a livelihood in the rural areas to demand and control more of the benefits of rural development"

### Hurdles in Rural Development

It is imperative to know that more than 60% of the population in India lives in rural areas. So as democratic socialist government it is necessary to provide rural development but there are some issues

1. Less diversification of occupation. Mostly rural people depend on agriculture.
2. Lack of financial autonomy of local bodies.
3. Less investment in rural areas by private players because of less market in rural areas
4. Lack of infrastructure facilities in terms of health, education ,road transportation etc
5. Migration of people to urban areas.
6. Orthodox thinking of rural people
7. Fragmentation of land due to high rate of growth of population
8. Lack of skill development and lack of cash crunch.

There's a major problem in the implementation part. There are many schemes and programs run by government but the implementation of those great ideas remain impressive on paper. As monitoring is not done properly and regularly as to what sort of development had been planned and what has been achieved.

We need to improve social structure in rural India. Indian villages are divided in caste gotra and many social problems and rituals. We need to educate peoples that caste and social rituals are harming them. They need to understand that in global world everyone has a equal rights and they need to understand that caste, lower caste, upper caste all are irrelevant and apart from that they should give freedom to their family members it will be good for their social and Economic goals.

### **Measures for Rural Development**

We need measures that can uplift rural areas in India as a whole in all fields of health, wellness education, and infrastructure. Such initiatives will by and large uplift the rural economy and people on the whole and not in bits and pieces.

The Kalgidhar Society works for upliftment of the society and by and large the rural sector though schools, healthcare facilities through the Charitable hospitable, Free Medical Camps, Drug Rehabilitation, Disaster Relief programs and training women and empowering them though School of Spiritual Sciences for girls, Akal Rozgar Yojana & Elementary Teacher Training Academy. The society works for the upliftment of rural areas with the help of an old age home too wherein isolated and lonely elderly people especially women stay. Just like a little plant seed grows into a huge tree such initiatives will leads to overall development of society and upliftment of rural India.

It must be a 'down to up' approach in which the people are allowed to give suggestions and ideas for what they need. Their suggestions must be taken no matter how silly they are. It is not always the outsiders who can identify a problem in the rural areas

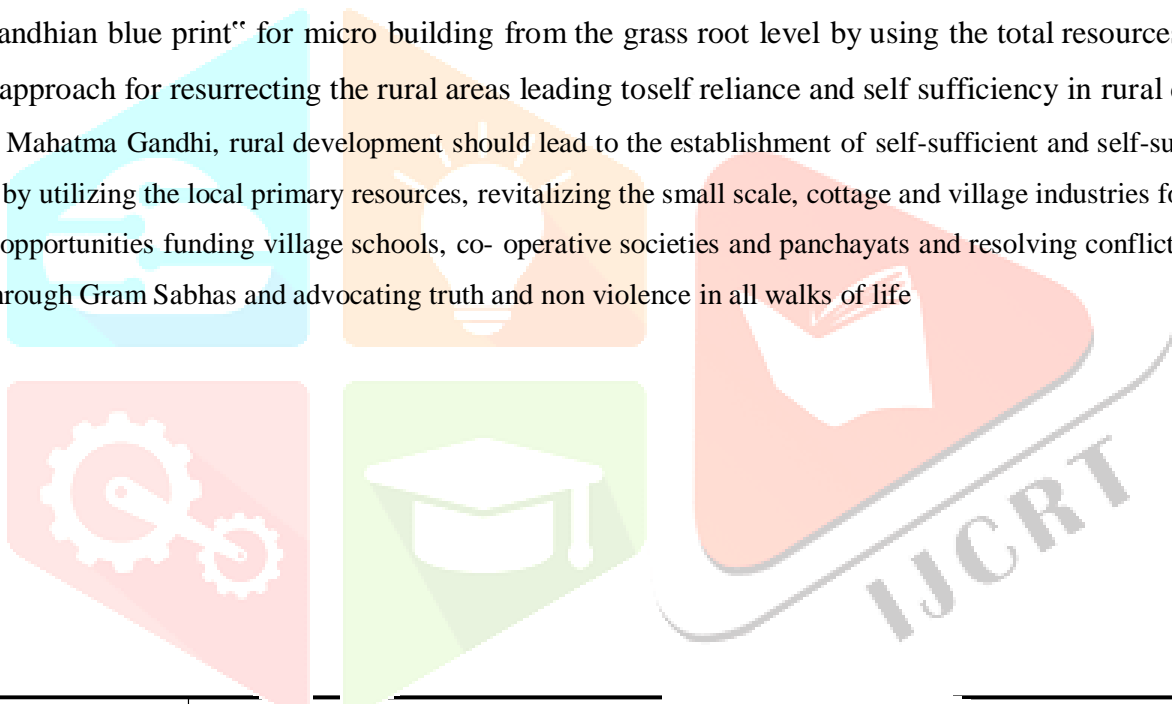
## What can be done?

1. First of all, we need a change of attitude. We have to consider the rural India an integral part of India and give it due importance. Historically, we have targeted agricultural growth and succeeded in that, but the societal change that was needed foremost was never driven home.
2. Secondly, we have to identify the primary buckets of goals, challenges; the risks or impediments towards attain the goals, mitigation strategies.
3. Adjudge the ground reality and bridge the gap between logical and physical ideas. Our theories are great on paper, but the fairy tale ends the moment implementation begins.
4. Identify the benefactors of status quo and bypass them in implementation phase. For e.g. If you Ask the moneylender to educate people on nuances of financials, he would sabotage your project.
5. Honesty, Truth and prioritization are necessary. I don't expect corruption to go away in a day, but every citizen need to understand the effect of their decision.

Lastly, understand that economic development will not work, will not realize its full potential till the time benefits of that development trickles down to the most downtrodden strata of our society. You cannot leave the majority of the country unemployed and chafed as we blow trumpets about being the next big thing.

## Gandhian Approach to Rural Development

Gandhiji was an ardent votary of rural development. He took a comprehensive view of village upliftment in his "Samagar Gram Seva" with a totality of process leading to integrated rural development having economic, political, social, mental, moral and spiritual dimensions. Gandhi expounded his scheme of "constructive programmes" which is called "Gandhian blue print" for micro building from the grass root level by using the total resources as the main plans of his approach for resurrecting the rural areas leading to self reliance and self sufficiency in rural communities. According to Mahatma Gandhi, rural development should lead to the establishment of self-sufficient and self-sustaining village communities by utilizing the local primary resources, revitalizing the small scale, cottage and village industries for creation of employment opportunities funding village schools, co-operative societies and panchayats and resolving conflicts by the village themselves through Gram Sabhas and advocating truth and non violence in all walks of life



## Digitalization in Rural India

In spite of the fact that rural population comprised more than 60% of India's population internet accessibility in rural areas is quite low compared to urban areas. To achieve the goal of Digital India, it is required from the governments to build digital infrastructure in the rural sector.

### Major steps can be taken by the government to achieve the digital India goal:

- 1- Education is a critical element here. The government needs to take initiative to educate the rural population of the various advancements in the technology. It can be done through organizing various educational campaigns in these areas highlight the advantages and the use of the advancing technologies, including digital payments, online free educational courses, and e-commerce websites.
2. The government should further improve the infrastructure in the rural areas with better roads so that the connectivity can be improved. More number of shops should be opened in the rural areas that offer internet services so that the locals can find information related to fisheries, agriculture, buses, healthcare, jobs etc. online.
3. It has been observed that hills and mall town attract the young generation for small visits to relax away from the crowded cities. In this case, government should support and develop tourism in these areas. With more of the young people visiting these areas, the local population will see and learn about the latest technologies. Moreover, there will be a willingness to learn as the people will look forward to possible way of earnings through the tourist who visit these places.

4. Companies should be encouraged through tax waivers or other benefits to expand to the rural areas. For instance, Cisco and BT have established Life lines India, which is a telephone-based help line that provides advice and guidance to rural farming communities. With more such initiatives from corporate, the flow of information will increase coupled with employment activities.

With improved infrastructure, education, and support of the government, the dream of “DIGITAL INDIA” is indeed, possible. 100% Rural areas can be reached digitally only in India. It is not at all possible by any other country. We have two strong networks across nation namely Postal and BSNL. Instead of going for private players, divert all subsidy, farmer benefits, pension, DTH services through postal bank and BSNL networks. Pay utility bills through BSNL. Create an omni channel payment solution through BSNL exchange. Let the rural people who do not know internet can use BSNL exchanges for digital transaction. Send or receive postal bank or PSU banks money through BSNL mobile numbers.

## **Conclusion**

Integrated rural development programmes emerged as an effort to improve the standards of the poorest sections of the population while at the same time increasing the production of food and other rural produce by tackling the problems of rural areas in a coordinated way (Abasiokong, 1982; Montgomery, 1983). In many developing countries, this trend towards decentralised planning has resulted in increasing emphasis on a relatively small area known as the district which is in general the lowest level at which most agencies are represented. Many of the problems of integrated rural development planning can also be attributed to the lack of an appropriate organisational structure, which in turn is due to the fact that most governments are organised on a hierarchical, sectoral basis. Consequently, any attempt to prepare an integrated plan for a particular area is hampered by the lack of authority of staff at that level and the lack of coordination between the various agencies which they represent.

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