



ADOPTING A HOLISTIC APPROACH TOWARDS RURAL DEVELOPMENT

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ABSTRACT

The Rural India is rightly said as soul of the country about 68 percent of the population reside in rural area and there development is key to the development of country, the SDGs can be achieved only by ensuring holistic development, the government of India has launched several policies and programmes that have up to great extent shaped the rural area and have led to emergence of numerous success stories that dot the countryside.

Health, Education and Infrastructure facilities are the cornerstone of social and economic development. It is well highlighted what role they have played in the holistic rural development.

The rural ecosystem was revolutionizes by emergence of rural entrepreneurial talent and frugal innovators, the Government of India through various means helping them to flourished to ensure bridging the gap of opportunity and development between urban and rural India.

The Holistic Development of Rural area can be done through raising the purchasing power of farming community, the government of India is well dedicated towards the doubling of farmer income, for ensuring it government is modernizing the process and pattern of agricultural activity.

Through these and other means government is trying to ensure holistic rural development.

INTRODUCTION

The present population structure of India reflect existence of strong demographic dividend, over 65 percent of its population are under 35 years of age, which provide various opportunities for development and also posses several challenges in there right full optimum utilization.

Over 70 percent of the country population are in Tier-2, Tier-3 cities and in rural agri dominant India. Over 70 percent of the formal and informal labour workforce of country is associated with the MSME of India.

The Rural Ecosystem of India since ancient time remains dominant by agrarian economy. But now a change in pattern was observed were rural youth started to engaged in other sector of economy which is not directly adhere to the agriculture sector.

The growing rise of aspiration among youth leading to rapid changes in the rural society, there is urgent need to provide proper guidance and opportunities to rural society for there steady growth.

KEYWORDS

Farmer Producer Organization (FPOs), SDGs, ATLS, Grameen Agricultural Market (GAMs), SHGs, ACICs.

LITERATURE REVIEW

The book titled “Rural Development: Principles, Policies and Management. By Katar Singh (1986). The book sheds light on the unparalleled policies, strategies and programs in the sphere of Rural Development and management.

The book titled “Rural Development in India” (2004) by Kulwant Rai Gupta. It caters all the know-how of rural development in India. It is a comprehensive and holistic work, covering all aspects of rural development desired.

The book titled “Rural Development: Putting the Last First (1979) by Robert Chambers. Rural poverty is often unseen on misperceived by outsiders. The author focuses and appreciates the richness and validity of rural people knowledge on the hidden nature of rural poverty.

The book titled “Rural Development: Concept and Recent Approaches, By A.J Christopher, A. Thomas William (2011). The book takes the special case of India. The author is focusing at the schemes of India central and state governments along with rural development activities.

The book titled “Handbook of Rural Development (2013) by Gary Paul Green. The author addresses the emergent issue of policy, structure and agency in complex and the contrasting settings. This comprehensive book deals with key issues of rural development.

OBJECTIVE

- To identify the hindrance in Rural Development.
- The innovative practices through which holistic rural development can be ensured.
- How to outreach of modern approaches of rural development can be ensured to rural people.
- How rural development led's to achievement of SDGs.

PROMOTING INNOVATION AND ENTREPRENEURSHIP

The present world is characterized by steady change of ideas and innovation in technology or mode of lifestyle and this has been the driving force for both economy and country. The innovative ideas leading to emergence of numerous startups which are major driving force for creation of job opportunities and up-skilling among the youth.

In country like US and Israel it is observed that the startups are major player in creating job opportunities and the job generated by established firm are less than the job generated by startups. In contrast in Japan there was loss of job opportunities due to stagnation in entrepreneurship activity.

The rapidly growing digital prowess of India, technological capabilities and its innovative spirit made India today a important player globally, India is today becoming hub of fast growing start-up nation of the world. However the percolation of the start-up culture was very low to Tier 3 and Tier 4 cities leading to gap in development.

To ensure holistic development and ensure outreach of development to rural area plan and policy needs to be designated in such a way that skill and technology get percolated towards the rural area.

DELIVERING QUALITY EDUCATION

The New Education policy (NEP) 2020 has led down special emphasis upon the technology driven practical education, In future the data driven approach is required to solve the problem at hand, there for the education system needs to be designated in such a way to ensure its futuristic importance.

Through the Atal Innovation Mission, Atal Tinkering Labs (ATLs) are launched, it is a state of the art labs created in schools were children are introduced to new and emerging technologies toolkits.

ATLs has given equal importance to building of physical infrastructure as well as special focus on creating a pedagogy which makes quality delivery easy and accessible for all. Year round program for school teacher training is carried out to ensure that the teacher remain up to date about the skill required, the Rural development can be best carried out through the available accessible of quality education.

The ATLs aim at making young school students equipped with the right skill required to adopt the next generation technologies.

Better education will drive towards building and strengthening better equipped budding entrepreneurs and better job seekers thus contributing to the ecosystem.

DEVELOPING YOUTH AS CHANGE MAKERS

The focus of this decade is to achieve the SDG 2030 and this can be achieved by focusing upon the youth and making them skilled and capable enough to address the present problem, the rural youth need special attention to ensure that holistic development of the country can be ensured.

The big market of India provide a lot of opportunities to innovative mind to develop the rural India, Frugal Jugaad innovation is widely prevalent in the Rural India, the frugal jugaad innovation needs to be institutionalized to derive maximum out of it.

The institutional structure formed for developing the youth change makers must provide the young innovators with an equitable opportunity that currently exist with the urban youth.

There is need to create awareness about the SDGs, the rural youth needs to be actively engaged to arrive at solution, it will led to development of innovative ideas and fertile cognitive skill ultimately leading to rural society development.

An effort in this direction was undertaken by the government of India through the establishment of Atal Community Innovation Centers (ACICs) in the underserved/unserved regions of the country.

Rural community youth fellowship program created which focuses upon harnessing the talent of a young innovator and creating a viable solution to a local SDG challenge.

It is also imperative that rural community youth fellowship program is strongly supported by a PPP network. The private sector will provide relevant business challenges and they will guide in entire process of developing and implementing the solution.

DIGITAL PUSH AND TRANSFORMATION OF THE AGRARIAN ECONOMY

There was urgent need to ensure farm mechanization and creation of sustainable value chains till now very few innovators have been able to solve it. The farm to fork model is complex it need to be addressed with right full approach.

The farming owes of the country easily and smoothly solved by emerging technology like the AI and block chain. These technologies not only assist in providing inputs on the growing patterns of the crops but also provide farmers with the knowledge of domestic and global demands of the market.

The start-ups can provide technology driven solution to farmer for quick and smooth harvesting with proper storage facilities. The start-ups may provide the farmers a direct producer to consumer linkage or may decide to become the buyer of the farm product.

The government of India is promoting the establishment of Farmer Producer Organization (FPOs) the civil society organizations, NGOs are actively helping in the formation of local Farmer Producer Organization (FPOs).

The FPOs will help in organizing of farmer, it will provide the farmer with additional opportunity to creating a bigger value chain network and driving an integrated approach towards creation of vibrant rural economy.

RURAL INFRASTRUCTURE

Infrastructure is the backbone of any country, it plays significant role in supporting a nation's economic growth.

Rural infrastructure is core/fundamental for agriculture, poverty alleviation, agro-industries in the rural areas. Rural infrastructure make favourable capital-output ratio, it is major element in ensuring overall social and economic growth and for promoting the quality of life in rural areas.

The government effort is well guided towards ensuring reduction of poverty and increase the quality of life of the rural poor by introducing various schemes and programmes related to rural infrastructure.

ROADS – Road is an important transport arteries, it is very important and critical component of rural development. It creates multiplier effect and key to the success of the rural economy, education, rural health etc.

In December 2000, the Government of India launched the Pradhan Mantri Grameen Sadak Yojana (PMGSY) with the aim to provide all weather access to eligible unconnected habitations. It is totally dedicated towards development of rural roads.

Recently, the third phase of PMGSY has been launched, it aims at consolidating the existing rural road networks by upgrading and strengthening the rural road links that connect habitation to Grameen Agricultural Markets (GAMs), higher secondary schools and hospitals.

The roads play key role in ensuring backward and forward linkages to rural products and ensuring higher economic growth which will ultimately led to holistic development of rural areas. Rural connectivity is key in ensuring faster movement to and from the food processing centers to mandis (Agricultural market) and other farmer related enterprises.

ENERGY - Deen Dayal Upadhyaya Gram Jyoti Yojana (DDUGJY): was launched in 2015 with two components. 1) To separate agricultural and non agricultural feeders. 2) Strengthening and augmentation of sub-transmission in rural area.

Saubhagya – under it free electricity connection is provided to all household in rural areas.

PM-Kusum – Its main aim lies in increasing farmer income, accessible to reliable source of irrigation and promoting the adoption and installation of solar power generation to ensure independency of farmers.

LPG CONNECTION - The Pradhan Mantri Ujjwala Yojana (PMUY) aims to provide clean cooking fuel to poor households especially in rural areas.

The scheme was highly use full in adoption of clean energy in rural areas, it has major impact up on the health of women and children, rural household previously dependent up on the fire wood and cow dung for cooking fuel which is polluting having repercussion on the health of women and children.

The usage of LPG has helped in reducing health disorder, air pollution and deforestation.

SOCIAL AND COMMERCIAL INFRASTRUCTURE - Pradhan Mantri Awas Yojana (Gramin)- It aims to provide pucca houses to all rural homeless and those household living in kuccha and dilapidated houses.

Along with the rural housing the government of India aimed at providing all basic amenities eg sanitation, piped drinking water, electricity and gas connection through various centrally sponsored schemes.

PMAW-G and other schemes full filling basic amenities has been bringing transformational changes among to holistic rural development.

WATER AND SANITATION - The source of potable/fresh water is limited, the rising population and subsequently rising demand of water for drinking, irrigation etc has led to major concern for availability of fresh water. Today, throughout the world there is scarcity of potable drinking water which is attributed to combination of natural and anthropogenic factors.

The government has launched Jal Jeevan Mission and comprehensive sanitation programme (Swachh Bharat Mission) to support the health vision.

Jal Jeevan Mission objective lies to promote piped drinking water supply to all household by 2024 to all household in rural India, it also focus up on the recharge and reuse through ground water management, water conservation, rainwater harvesting.

Swachh Bharat Mission (Gramin): under the mission (SBMG) ALL VILLAGES, Gram Panchayat (GPs), District, States and Union territories in India declared themselves “ open-defecation free” (ODF) by 2nd October 2019. It has been further upgraded to ensure open defecation free behavior get internalized, to ensure solid and liquid waste management facilities are accessible the mission is moving towards the phase-@ of (SBMG). It will make villages clean and ensure sustainable development of the rural areas.

COMMUNICATION - The government vision lies in ensuring digital connectivity to all gram panchayat through Bharat Net Fiber to the Home (FTTH) Connection is linked to 100,000 gram panchayat.

The Bharat Net aim at providing broadband connecting to all the 2.5 lakh gram panchayats across India.

Plans and scheme for Holistic Development of Rural India.

- Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), 2005.
Objective
Providing not less than 100 days of unskilled manual work to every household in rural areas in a financial year.
Strengthening the livelihood resource base of the poor.
It has helped in reducing the vulnerability related to livelihood of poor and helped in reducing forced migration.
- Deendayal Anyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM)
Objective
To reduce rural poverty by assisting poor household to access self employment and skilled wage employment opportunities.
To mobilize self help groups (SHGs).
To established efficient and effective institutional platforms for improved access to financial and public services to rural poor.
- Deendayal Upadhayay Grammen Kaushlaya Yojana.
Objective
To bridge the skill gap that prevents rural poor from competing in the modern market.
It provides funding support for placement linked skilling projects.
- PM Garib Kalyan Rojgar Abhiyan
Objectives
It aims at providing livelihood employment to the returnee migrants and similarly affected citizen in the rural areas.
- Shyama Prasad Mukherjee Rurban Mission
Objective
To stimulate local economic development enhance basic service and crete well planned Rurban cluster.

- Mission Antyodaya
Objective
It aims at rural transformation by addressing the multidimensional of poverty in a time bound manner through convergence of Human and Financial resources.
- Neeranchal National Watershed Project.
Objective
To further strengthen and provide technical assistance to the watershed component of PMKSY.
To ensure Har Khet Ko Pni.
To ensure efficient utilization of water resource for irrigation (Per Drop More Crop).

CONCLUSION

The infrastructure scheme of state and central government for rural development has played sea change role in improving the lives of rural people in different ways and helped in reducing poverty consequently leading to holistic Rural Development.

The Infrastructure development in Rural India led to improvement of several socio economic indicators eg Health, Education, Transport arteries, Employment generation, Poverty alleviation among rural household and empowered them to live their lives with dignity and safety with improved living standards.

Delivering quality education, Developing Youth as change makers, Providing Digital Push and transformation of the Agrarian economy shall not only be beneficial for the holistic development of the rural economy today but also will have a sustainable future for an AatmaNirbhar Bharat that can serve the country as well can serve the world guiding towards the sustainable approach of development which bring Holistic Rural Development consequently achievement of SDGs.

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