**Evolution and Efficient Strategy for a Rural Development**

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**ABSTRACT**

Rural development has presumed global attention particularly among the developing nations and it has eminent importance for a county like India. Rural development cores upon the development of the component of rural economies that involvement in serious poverty issues and effectively aims at developing their capacity. It also importance the need to marks various crucial matters of village economies that hinder growth and improve these regions. The Government of India has launched number of schemes for development of rural sector. The rural India facing the major issues of housing, absence of infrastructure in villages and towns to village affinity by all-weather roads and absence of employment opportunities in villages. This paper is to alcove the Government of India has declared several scheme is to provide houses, to construct roads and to furnish employment to rural people. These schemes are playing main role in rural development of India.

*Keywords*: Rural Development, Houses, Development and employment.

**INTRODUCTION**

Rural development is a word that focuses on the actions taken for the development of rural areas to enhance the economy. Rural development implies increasing the socio-economic status of the rural citizens on a continuous basis through best utilization of limited means, both natural and human. Meanwhile exterior help is necessary and appreciated, rural development can be realized only when the rural people cordially participate in the development process. The nature of development is not in ‘bringing’ but in ‘upgrading’ the rural sector. The rural people should know how to encourage itself economically and gain commercial independence. Therefore, the pressure of rural development should be on self-determination. Also, rural development should outcome in greater access to the rural population to goods and services.

Rural Development in India has observed a number of exchanges over the years in its importance, perspectives, access, strategies and schemes. As a reaction it has presume new extent during the past four decades. Rural Development involves both the economic betterment of people as well as eminent social transformation. Creation of employment opportunities were the prime objectives of planned development in India. Rural Development which is concerned with economic growth and social justice, Development in the living ability of the rural people by providing sufficient and quality social services and minimum basic needs becomes crucial. The current strategy of rural development primarily focuses on poverty.

**MEANING**

The term ‘rural development’ is of primary interest and is generally commended in both the developed and the developing countries of the world. There is still no universally acceptable definition of rural development and the word is used in individual ways and in extreme divergent contexts. As an idea indicates over all development of rural areas. Rural areas are those which are not categorized as urban areas. They are outside the jurisdiction of municipal corporations and committees and notified town area committees with a vision to make better the quality of life of rural people. Rural development endures the primary of the universal development of the country. In addition two-third of the country’s people is reliant on agriculture for their source of income, and one-third of rural India is still under the poverty line. Therefore, it is important for the government to be beneficial and provide enough facilities to ameliorate their standard of living.

In Rural development however, a small number of region that demand more intent attention and new capabilities are:

* Learning
* Public health and hygiene
* Women liberation
* Infrastructure development
* Facilities for cultivation extension and research
* Accessibility of credit
* Employment opportunities

**DEFINITIONS**

* According to Robert McNamara- “Giving stress on the development of the weak or feeble rural community like small farmers, landless farmers and rural artisans and an overall development of the rural area is Rural Development”.
* According to Dr. Swaminathan- “The process of developing the weaker sections of the rural society and making them strong in all aspects is rural development”.
* According to Chester Bolls say that-“ Rural development is not limited only to agriculture but improving the standard of small scale industries, educational development, advanced communication, rural electrification, rural health, population control centre and to give encouragement to rural culture is rural development”.

**FEATURES**

There are some of the features of the rural development are as under:

* Growing the productivity in the rural areas and lessen poverty.
* Enlargement of infrastructural.
* Improvement of human resource in the rural areas.
* Development of the production in the agricultural sector.
* Achievement of an alternative means of income in the rural sector.
* Rising access to education and health care in the rural association.
* Improvement of standard of living by providing food, shelter, clothing, employment and education.
* Comprising people in organizing and enlargement through their involvement in decision making and through circulation of management.
* Providing pervasive justice and equilibrium of opportunities in the society.

**OBJECTIVES**

The objectives framed by the government for the rural development are:

* To enhance productivity and wages of rural people.
* To Increase the productivity in the agricultural sector.
* To generate an alternative means of livelihood in rural sector.
* To warrantee increased and quick employment possibilities.
* To bring down unemployment and bring an outstanding decline in underemployment.
* Promoting education and health facilities in the rural areas.
* Affirmation an increase in the standard of living of the destitute population.
* To give the basic needs: elementary education, healthcare, cleans drinking water, rural roads, etc.

**CENTRAL PROBLEMS OF RURAL DEVELOPMENT**

There are some of the central problems which identify the problems of rural development:

* A strong system of rural credit.
* A structure of marketing that secure lucrative price to the farmer for his production.
* Assortment of crops that reduce risks of production and persuade exploitation of farming.
* Changing of production activity with a view to find different means of sustainable living other than crop-cultivation.
* Advancement of organic farming with a view to assemble crop cultivation environmental friendly as well as a feasible process over a long period of time.
* Equitable system of land reforms.
* Expansion of human resource like health, labeling both sanitation and public health.
* Enlargement of human resource involving literacy, education and skill development.
* Elaborating of Infrastructure like electricity, irrigation, transport facility, etc.

**SCOPE OF RURAL DEVELOPMENT**

* To lead about a Modification in the Rural Vocational Structure – Agriculture is the main occupation in the rural areas. Out of the total population 70% population is directly engaged in farming. But the majority small farmers and marginal farmers use traditional method of farming. Therefore provision of credit supply to the agricultural sector, water facilities, provision of agricultural implements and subsidiary occupation is very important.
* Basic Requirement - To create positive conditions for rural development it is essential to provide basic requirement in the rural areas. To enlarge and furnish the facilities like transport, communication, unemployment, markets, electric supply, water supply the range of rural development has become large.
* Industrial Evolution- The occupation move on in the rural areas, are of primary sector in nature. The processing industries on the raw material are maximum in the cities. Therefore the benefits of the production are reached to the traders’ in the cities due to which the economic condition in the rural areas is not enhanced.
* Social occurrence - Humans from different caste and religion reside in the rural areas. Also many traditional, undesirable customs are seen in the rural community. This outcome in the adverse effects on the progress of the rural community. Rural community is diffused and there are many issues in the backward community staying in the distant areas. To solve the fundamental problems and bring about a social development of this community rural development scope has become large.
* Growing Natural Resources - Natural resources are available in abundance in the rural areas. To advance this natural resource capital is required in large proportion so that it can be used for economic development. To evolve the factors like land, water, minerals, animal resources, ocean wealth in actual proportion and make its use in economic development the scope of rural development has to be comprehensive.

**FACTORS THAT AFFECT RURAL DEVELOPMENT**

Several factors devote to the urban development of India. However, in-complete knowledge and knowledge development will definitely help students know the factors of rural progress.

Therefore, factors affecting the rural development in India are suitably stated below –

* **Framework** – The framework condition of a rural area has a direct link with its scale of development. Firstly, framework consists of pucca roads, a consistent supply of electricity, and availability of transport. As an outcome, there has been a growth in the efficiency of the supply of agricultural output to mainland markets all over India. Therefore the opportunity of income increases among the rural residents.
* **Learning** – It is close obvious that the level of learning plays an integral role in the overall progress of rural areas. First of all, education presents one to new and innovative ideas to improve his/her individual condition. Learning the rural population at an early age secures that there is no discrimination between the urban and rural populations.
* **Health protection** – Health protection is an important part of rural development in India. The rural population is frequently susceptible to diseases that can be keeping away with proper healthcare measures. Besides, this contributes directly to their productivity. Appropriately, they will be able to participate in healthy competitions in the emporium. Proper healthcare systems also bring down the mortality rate, thus ensuring a healthy and purposeful life.
* **Innovation** – The role of technology in rural development is incontrovertible. Firstly, modern production methods in various sectors can actively enlarge their rate of production, which allows for a remarkable rise in the scale of economic activities in rural areas. On the other hand, the technology importantly lessens irrigation and quality issues. Consequently, the presence of proper technological means such as pumps, tractors is the critical factor of rural development. Besides, access to clean drinkable water and sanitation is need to the development of rural areas. Hence, rural residents will be able to benefit from equal income opportunities and sustainable healthcare services.

**SEVERAL PROGRAMS FOR GROWING RURAL DEVELOPMENT**

The Indian government has launched expanded programs for rural development areas. Further down that is the list of the development programs which are carried out by the government for the consolation of the weaker sections in rural areas:

* Rural works program
* Marginal farmers and agricultural laborers Development Agency
* Small farmers Development Agency
* Integrated dry land Agricultural Development
* Agro services centers
* Area development schemes
* Crash program for employment food for work program
* Pilot intensive Rural Employment
* Projects minimum needs programs
* Common area development
* Desert development program
* Drought-prone area program
* Integrated rural development program
* National Rural Employment program
* Training rural youth for self-employment rural and less employment guarantee program
* Jawahar Rozgar Yojana
* Indira Mahila Yojana
* Indira Awas Yojana
* Rural area council for Advancement of people's action and rural technology
* Prime Minister Rozgar Yojana
* Modernization of Agricultural Green Revolution
* Development of Agriculture High-value
* Credit banking cooperative societies
* Land Reforms promotion of rural industrialization

After independence Salient rural development programs were executed. As per changing situations the programs implemented are as follows:-

* **Cultural development program** - Considering rural community development program was started for an overall development of this society. Activity like agricultural development, developing a positive attitude in the rural areas, creating a responsible and constructive leadership in rural development, bringing development in the economic conditions of the people and providing basic essential in the rural areas and other such programs were launched.
* **Regional development program** - From the point of view of an area division these programs were started. Acknowledge the different problems in different areas individual programs for different areas were started instead of implementing a single program all over the country and such as this the problems in the rural areas were solved.
* **Grouping Development Program** - Distinct groups and categories consist in different areas have different problems. To solve these problems independent programs are to be executed for different categories. Problems of small farmers, marginal farmers, agricultural laborers, landless laborers, educated unemployment, women and children. So grouping programs were set-up for each class.
* **Implementation Formation Programs** - Different types of unemployment carry on in the form of seasonal unemployment, unemployment, hidden unemployment, or people are intended in for few days then again they are unemployed. To meet the basic needs of the rural population employment has to be generated. For this many employment generation programs had been implemented through which skilled workers could be produced.
* **Minimal Needs Program** – Minimal needs program is execute keeping in view the basic needs of the rural population. This scheme fulfilled the basic needs like food, clothing, shelter, education, health, drinking water, rural electrification, construction of roads, rehabilitation of the unhygienic rural areas and other require and necessities were comprised while implementing the program. It was an aim to provide the basic necessities.
* **Mixed Rural Development Program** - This program was executed with the motive that the weaker sections of the rural society can upgrade their economic conditions. The formal sections of the society were provided with financial help so that along with the development in agricultural production small and cottage industries also were begun.

**CONCLUSION**

Rural area grows from the mountainous areas till the sea coast areas all over the country. Different regions have different problems. Due to faith in the traditional patterns rural community has been disaffected of the economic development. It is for these reason features such as features, scope, objectives, importance and rural development programs have been studied here. Compassionate the various problems of the rural areas and try to execute the programs accordingly. India has given attention to rural development in its economic development. If villages are growing then in the literal sense we can say India has developed. Before the British rule India villages were self sufficient and independent. The management of the villages was in the hands of experienced village panchayats. During the British period the essence of self-sufficient villages in the country came to an end as a result many problems came into existence. After independence many rural development issues were evaluated. Specific objectives proceeds into consideration the features, scope, and other point objectives of rural development were put ahead. It is said that there is connection between rural development and economic development. Future designs of development rural areas also means recompense attention to modification and flexibility processes, energy conversion and climate change issues, and new initiatives—often decided by technology and combining proportions bloom everywhere on the planet. The growth and fulfillment of experimental, interdisciplinary and applied research devices is in this factor a pivotal demand.

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