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Management of Rural Development Programmes

Meaning and definition

(e-content)

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Rural Development in Developing Economy

Introduction:

In Developing Economy Rural development involves raising the socio-economic status of the rural population on a sustainable basis through optimum utilisation of local resources, both natural and human. While external help is necessary, rural development can be achieved only when the rural people actively participate in the development process. Rural development means an action-plan for the economic and social upliftment of rural areas.

The essence of development is not in 'providing' but in 'promoting' the rural sector. The rural population should know how to sustain itself financially and gain economic independence. Therefore, the streets of rural development should be self-Reliance. Also rural development should result in greater access to the rural population to goods and services.

The word 'Rural' means an area which is marked by non-urban style of life, occupational structure, social organization and settlement pattern. Rural is noticeably agricultural, its settlement system consists of villages or homesteads ; Socially it signifies greater inter dependence among people, more deeply rooted community life and a slow moving rhythm of life built around nature and natural phenomenon; and occupationally it is highly dependent on crop farming, animal enterprises, tree crops and related activities.

The term 'Development' means quantitative as well as qualitative change. Since it means change, which has meaning only when seen against something at a particular time, it carries a meaning which is not only relative but also subjective. Only a given type of quantitative cum-qualitative change is considered to be development in a positive sense. If the change is not of appreciable quality, and quantity, it is either mal-development or negative development.

In the same sequence of thinking, rural development, would essentially mean desired positive change in the rural areas-both in a quantitative as well as qualitative sense. Thus rural development is an area, It is a complete term which means a variety of elements (Social, Economic, Technological and Natural) of human life and activities.

Rural development means noticeable changes in all these components. But such changes in developing economy should take place in a mutually supporting relationship so as to generate organic and optimum development Organic development is one which maintains a healthy relationship among the various elements or components of a system.

The concept of rural development was born in the context of agriculture and for a long time it encompassed agricultural development Since 1970s, the concept has become more definite in its interpretation and it is being regarded as a design to improve the economic and social life especially, by extending benefits of development to the poorest, small farmers, tenants and landless. Now, rural development is not exclusively restricted to any single activity or area, it travels many or all areas which anyway affect upgrading, Enlisting and petrifying improvement of transformation in socio-economic lives of developing economy.

Importance on Rural Development in Developing Economy:

The emphasis on Rural Development in most developing countries is understandable. The majority of the population lives in the rural area. As such, their backwardness would be retarding growth in other sectors and in the economy as a whole. The growth of towns and cities will be possible; it is backed by prosperity in rural areas. Rural backwardness is the major cause for falling demand for most products. The stress on development is also due to many constraints facing the rural areas, which generally suffer from inadequate infrastructure facilities, and technological advancement.

The rural areas are not well placed in terms of even minimum needs like safe drinking water, primary health and road transport. This apart, the rural population suffers from indigence, ignorance and literacy. Their traditional outlook towards development has been preventing them from taking full advantage of the incentive offered by the Government. But with substantial exposure to media, both electronic and print media, the rural sector is moving towards self-Reliance and economic independence. Also, the ownership of land and other assets has been heavily concentrated in the hands of a few. It is precisely for this reason that the benefits of rural development programmes failed to reach the rural population targeted for these benefits of the extent expected.

Nature and scope of Rural Development:

Over the years, rural development has emerged as a strategy designed to improve the economic and social life of a specific group of people. The rural poor. It involves extending the benefits of development of the rural population who seek a livelihood in the rural areas. Rural development is three dimensional in nature. As a method, it seeks people's involvement in all programs. As a process, it seeks to modernise, through the application of science and technology, the traditional - oriented rural cultures. Its major objective is to bring about improvement in the quality of life of rural people.

'Rural development' denotes over-all development of rural area with a view to improving the quality of life of people. The concept is comprehensive and multi-dimensional in nature. It encompasses development of agriculture and allied activities, cottage and small scale industries, traditional crafts, socio- economic infrastructure, rural manpower and improvement in community services and facilities.

Rural development covers, besides agriculture development, a comprehensive set of activities, pertaining to all aspects of rural economy. It confers benefits on a number of classes like cultivators, landless labour and rural artisans.

Agriculture, in its broad sense, itself is very vast. It covers activities like horticulture, of irrigation, land Development, soil and water conservation, animal husbandry dairying, poultry, pig-farming, fisheries, handloom, sericulture and other village industries, social forestry and setting up of agro- based industries and forest-based industries.

But, rural development which is much more than agriculture development, ought to take into account the existing local and area-wise resources and complementary links among them. There are various classes in rural India and sometimes the relations among them may be conflicting. These conflicts have to be resolved.

Objective of Rural Development in Developing Economy:

Rural development programmes, in the context of developing economy, have aimed at achieving a number of objectives. The basic objectives of Rural Development Programmes have been alleviation of poverty and unemployment through creation of basic social and economic infrastructure, provision of training to rural unemployed youth and providing employment to marginal Farmers/Labourers to discourage seasonal and permanent migration to. These include:

- Changing the attitude of rural people towards development or transformation of the village community.
- Promotion of democratic leadership at the grassroots level by setting up local self-governments.
- Provision of basic needs such as drinking water, healthcare, better sanitization, housing and Employment.
- Development of both farming and non-farming activities so as to generate gainful employment without adversely affecting the environment.
- Improving infrastructural facilities in villages, particularly transport and communication facilities and,
- Ensuring a tension-free life for the rural population by promoting communal harmony and unity, levels of literacy, education and cultural activities.

Rural development should have the following major objectives:

- Full employment of labour and physical resources li setting up of agro-industries complexes.
- Laying down minimum standard of productivity or efficiency for those owning or using precious resources.
- Minimum standard of performance by public agencies by making them accountable to the local people and
- Creating scientific temper which implies a changing of the mind and old habits of thoughts and action.

Rural development involves generating employment opportunities for the rural people active so that they are able to meet their basic needs and ultimately become major agents of economic progress and social change. A climate has to be created which enables the rural poor to realise their full potentialities to attain a higher quality of life with economic security to sustain themselves. This alone can prevent rural exodus.

According to the economic and Social Commission for Asia and Pacific the (ESCAP) the criterion for rural development involve:

- i Drawing the entire rural labour force into the mainstream of economic activity.
- ii Realising the creative energies of the rural people,
- iii Checking the drift of rural population to cities,
- iv Enhancing participation of women and youth in the rural development process,
- v Improving the quality of life through integration between development and environment and
- vi The all -round development of the rural population by tapping the abundant manpower.

Rural development is the process of improving the quality of life and economic well-being of people living in rural areas, often relatively isolated and sparsely populated areas. Rural development has traditionally centered on the exploitation of land-intensive natural resources such as agriculture and forestry.

12th Five Year Plan of the Government of India (2012–17) was India's last Five Year Plan. With the deteriorating global situation, the Deputy Chairman of the Planning Commission

Mr Montek Singh Ahluwalia has said that achieving an average growth rate of 9 per cent in the next five years is not possible. The final growth target has been set at 9% by the endorsement of plan at the National Development Council (NDC) meeting held in New Delhi.

"It is not possible to think of an average of 9 per cent (in 12th Plan). Mr Ahluwalia said that, somewhere between 8 and 8.5 per cent is feasible", on the sidelines of a conference of State Planning Boards and departments. The approached paper for the 12th Plan, approved in 2018-19, he talked about an annual average growth rate of 9 per cent."When He said feasible...that will require major effort. If you don't do that, there was no God given right to grow at 8 per cent. He think given that the world economy deteriorated very sharply over the last year. The growth rate in the first year of the 12th Plan (2012-13) was 6.5 to 7 per cent".

He also indicated that soon he would share his views with other members of the Commission to choose a final number (economic growth target) to put before the country's NDC for its approval.

Though the 12th Plan has taken off, it is yet to be formally approved. The Planning Commission was set a deadline of September for taking the approval of the NDC. The council was expected to meet after July, subject to the convenience of the Prime Minister. It was mainly focused on health. The status of the 12th Plan was in question due to the dissolution of the Planning Commission.

Needs of Rural Development:

In Rural communities, there are number of aspects that need to be developed. These include, education, employment opportunities, agriculture and farming practices, administration and management, infrastructure, civic amenities, health care and medical and environmental conditions.

It is a strategy trying to obtain improved rural creation and productivity, higher socio-economic equality, and ambition, stability in social and economic development. They have many general characteristics, such as:

- A small population size.
- A generally low population density.
- A smaller choice when it comes to shopping, medical services, and so on.

These are (1) geographical location, (2) size of a village, (3) productivity of land, (4) type of land use, (5) active population, (6) poplar production areas, (7) proximity to a river, (8) housing comfort, (9) characteristics of drinking water, (10) productive fruit areas, (11) co-operativization and (12) social norms.

The major problems consist of the agriculture, the ownership of the land, the lack of cottage industries, lack of education social evils, death of animal, wealth, bad wealth and so on. These problems are the result of traditionalism and conservatism of the Rural Society in India.

The following indicators of rural development identified in developing economy: increase in agricultural productivity, increase in rural employment, equitable distribution of wealth and income, fair distribution of power and influence and participation in decision making and removal of social barriers to have access to.

In many developing countries, food security and rural development are ongoing challenges. Most poor people in the world live in rural regions. Based on years of experience and comprehensive know-how, GIZ offers regionally adapted strategies to secure the right to food and make rural development a driver for economic takeoff.

Economist, advise our partners on agricultural and rural development policy. Farmers and associations are involved in decisions and organisational deficits are addressed. This is the only way to give poor people in rural areas access to land, water, loans and training. In cooperation with academic institutions and the private sector, we develop strategies for increasing production and income under changing conditions in agriculture and fishing, in ways which do not burden the environment or reduce biodiversity. At the same time, it is important to develop rural infrastructure and create access to markets.

The basic objectives of Rural Development Programmes have been alleviation of poverty and unemployment through creation of basic social and economic infrastructure, provision of training to rural unemployed youth and providing employment to marginal Farmers/Labourers to discourage seasonal and permanent migration to.

Rural Development in India:

Rural development usually relates to the method of enhancing the quality of life and financial well-being of an individual specifically living in populated and remote areas, stimulate the speed of overall economic expansion of our nation.

Rural development is pretended to be noticeable importance in our country today than in the olden days in the process of the evolution of the nation. It is a strategy trying to obtain improved rural creation and productivity, higher socio-economic equality, and ambition, stability in social and economic development.

It aims at improving the quality of life of people living in villages. It focuses on the action for the development of areas that are lagging behind in the overall development of the village economy.

Rural development is important in India because of the following reasons:

- Large Proportion of Population about 3/4th (75%) of the total population living In Rural Areas..
- However, they have always lagged much behind the overall progress of the economy.
- Agriculture is still the major source of livelihood in the rural areas. More than two-thirds of India's population depends on it.
- So, the development of agriculture will contribute to the betterment of rural areas and rural people.
- Majority of the poor people lives in rural areas. They do not have access to basic necessities of life like a proper meal, health facilities, sanitation, etc.

Objectives of Rural Development in India:

The general objective in this area is the sustained improvement of the quality of life of the low-income rural population while at the same time seeking to assure an effective and efficient contribution by the rural economy to the national development process. For that purpose, support will be given to the development of "campesino" economies and other low-income sectors in rural areas through various combinations of efforts geared to the specific circumstances of each local community.

In this context, the more specific objectives are:

To promote the Indian rural economy by improving production and the employment situation and incomes of the rural population through:

- a) an increase in the economic profitability of campesino units through increases in agricultural productivity (supported, inter alia, by technical assistance, specialized research and small-farmer credit) and improvements in the prices of inputs and outputs that will improve the terms of trade of the "campesino" units vis-a-vis the national economic system;
- b) the development of new non-agricultural rural activities, such as agroindustries, support services, etc., which because of their scale may best be assisted through associative structures which will make higher levels of productivity and competitiveness possible;
- c) the improvement of working, training and income conditions of rural workers; and
- d) the rational occupation of new land on the agricultural frontier, taking into account the nature of the ecological systems, the possibility of economic returns, and physical and economic integration with the national market.
- e) to promote the generation of savings and facilitate a higher level of investment in the rural area.
- f) to strengthen the effectiveness of national and local institutions responsible for the formulation and implementation of rural development policies and projects, and to support effective participation of the population in the planning and implementation of local activities.
- g) to help expand the access of the rural population to basic services, including, education, health care, etc.
- h) to strengthen rural development planning as well as the adoption of measures for promoting better and more equitable integration of the rural sectors with the rest of the national economy.

Some suggestive Fields of Activity in Rural India

Through its lending and technical assistance operations, the Bank will assist in national efforts to identify appropriate rural development solutions compatible with the specific circumstances of each period and place. Special emphasis will be placed on three complementary fields of activity:

1. Strengthening the national capacity to identify and prepare better programs and projects, including support for the formulation of policies for improving the general framework of rural development and efforts to link the analytical and research capacity of the region more productively with the search for and formulation of operational solutions.

2. Mobilizing the efforts of rural populations, which entails encouraging their participation in decision-making, organizational activities, training and rural education, social communications, including, where appropriate, the development of associative-type economic organizations that can open the way to socially and economically feasible solutions.

3. Financing programs and projects that will contribute to capitalizing and galvanizing the rural economy, and that will act on the mechanisms for the retention and reinvestment of surpluses generated in rural areas, including support for towns operating as service and marketing centers. In this regard, the Bank grants loans for:

a) Rural production projects for low-income farmers. Their purpose is to help increase the production and raise the income of small farmers by allocating resources for a single activity that deals with a specific constraint preventing or hindering development.

b) Integrated agricultural development projects. These projects are aimed at removing more than one production and/or economic infrastructure constraint.

So, Rural Development can be possible in developing economy, if only there is proper balance between service-oriented programmes and development-oriented and self-reliance centered programmes. The importance attached to service oriented schemes, besides retarding rural development, has also resulted in wastage of precious resources.

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