

A Study on The Comprehensive Approach of Government to Deal with Rural Problems

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ABSTRACT - The term ‘rural development’ is a subset of the broader term development which implies . overall development of rural areas with a view to improve the quality of life and bring a positive change in the conditions of poor. Rural development is a comprehensive and multi-dimensional concept, encompassing the development of agriculture and allied activities, village and cottage industries including crafts, socio-economic infrastructure, community services and facilities, and above all, the human resource development in rural areas.

Overall it is an end result of transactions between various physical, technological, economic, socio-cultural and institutional factors. As a strategy, it is designed to improve the economic and social well being of the specific group of people-‘the rural poor’. As a discipline, it is multi-disciplinary in nature, representing an intersection of agricultural, social, behavioural, engineering and management sciences.

Keywords: rural, education, health, poverty, policies, development, Indian economy

I. INTRODUCTION

The term rural development“ is the overall development of rural areas to improve

the quality of life of rural people. Rural areas encounter many problem like hunger, unemployment issues, absolute poverty ,caste related issues , child marriage . The reasons attributed can be weak implementation of government nutrition schemes, inadequate health, infrastructure , technology and services facilities. There are also inadequate investment in health and other issues for rural people from government perspective. The major wings for the rural development are Economic dimension 2. Human dimension 3. Science & Technology 4. Resources and Environment 5. Political dimension.

RESEARCH METHODOLOGY :The paper is based on secondary data and data is procured from published sources like the websites of Ministry of Rural Development, research papers, books and periodicals and newspaper reports.

CHALLENGES OF THE RURAL ENVIRONMENT

- The nature of competition has become global.
- The rate of change is accelerating out of control.
- The rural people have been impacted by the changes through the media
- The rural economy is expanding.
- The internet is transforming the business landscape.

- Industry barriers are collapsing enabling major brands to enter new markets of rural sector through market penetration strategies.

II. REVIEW OF LITERATURE

Rural development is a process leading to sustainable improvement in the quality of life of rural people especially the poor (Ramesh, 2012).India has a very long history of experimenting with various approaches to rural development. Even in the pre-independence era, a number of rural reconstruction experiments were initiated by the nationalist thinkers and social reformers. Well known among them were the ‘Gurgaon’ Experiment of F.L.Brayne (1920), the Marthandam Experiment of Spencer Hatch (1921), the Srinikethan Experiment of Poet Rabindranath Tagore (in the 1920s), the Sevagram Experiment of Mahatma Gandhi (1933), the Firka Development Scheme (1946), and the Etawah Pilot Project of Albert Mayer (1948)

STRATEGIES FOR RURAL DEVELOPMENT:

Basically all strategies for rural development are based on various approaches. A review of various rural development programmes and policies followed in India after independence reveal different strategies of development which are as follows:

The Multi-purpose Strategy i.e Rural Development approach : In this agriculture, irrigation, animal husbandry , small scale industries, health and education , communication and housing activities are included.

Growth Oriented Strategy: This type of strategy is based on the thought that rural people can also become rational decision makers if provided with adequate opportunities and proper environment, which ultimately will maximize their incomes.

Target Group Strategy: In this approach, a particular group is taken up for studies and plan priorities are accordingly modified. Special programmes like SFDA/MFAL and Antyodaya Schemes were started for their development considering of small farmers and landless agricultural labourers

Area Development Strategy: Under this strategy, emphasis is laid on the development of the backward regions.

Spatial Planning Strategy: The need for appropriately locating all the special programmes in their respective fields, the induction of production plans, the full employment schemes and the supply of basic needs of the rural population, all demand that the plan formulation and implementation strategy should be rural oriented.

Integrated or Holistic Strategy : in this type of strategy sectoral development programmes, human resources development programmes, social welfare schemes and infrastructural development programmes³³ are brought within the framework of a prospective plan for implementation, where each programme reinforces the other through linkages.

PROBLEMS ENCOUNTERED IN RURAL AREAS

- Poverty: one of the biggest problems that needs an urgent solution
- Insecurity: food, income and productive employment
- Labour constraints: high dependency ratio, chronic illness
- Low accessibility: to various economic opportunities, credit facilities information and awareness about government schemes, other public services.
- Education: limited opportunities and it is the main reason for low enrolment, low attendance and high dropout ratio.
- Low academic performance and low accessibility to good teachers, facilities ,access to higher education and opportunity for informal education.
- Child labour is still the major problem that needs to be addresses. Issues encountered by child labour are health damage both physically and mentally, involvement of high activity in drug business and prostitution, developmental risks both morally and intellectually

NEED FOR RURAL DEVELOPMENT

- To raise the quality of life & environment in rural areas.
- To diminish urbanization
- For the enhancement of Indian economy

- For the proper administration of natural resources like land, water for agricultural production
- To generate variety of food products through agriculture.
- To progress profits for farmers

III. GOVERNMENT EFFORTS TO ERADICATE THE PROBLEM OF POVERTY, EDUCATION AND CHILD LABOUR

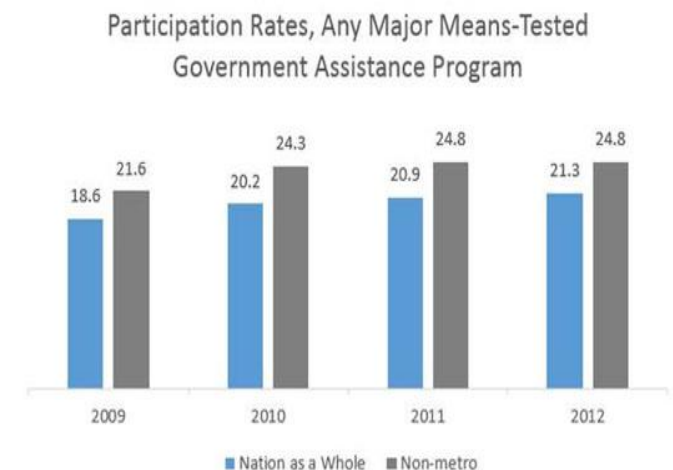
Education: government can take various measure to promote education by providing scholarship, school material subsidy, running after school programs, running campaigns for awareness raising, introduction of mid day meal to school so that they get motivated to come to school, providing teacher training to make a qualified staff and transitional education programs

Poverty: government tries to generate income for the rural areas by establishment of various self help groups, public works and cash/ in kind transfers. It tries to reduce risk by running old age pension schemes, providing unemployment insurance and health and life insurance. Many disaster relief programs are launched and self help groups created.

Child labour : To eliminate child labour , India works a lot by providing them rehabilitation facilities, cash, in kind transfer to stop them from begging and indulging in into social activities, vocational training programs to make them self employment and making children aware of various awareness program for their protection

SCHEMES FOR EMPOWERING WOMEN OF SLUM AREAS: government also is concerned towards development of women of rural areas and therefore they try to bring women empowerment by launching widespread training facilities for them, making finance facility and bank credit and providing government subsidies. By organizing the poor in small groups and by capacity building programs along with social mobilisation are some of the measures through which government transform women of rural and slum areas.

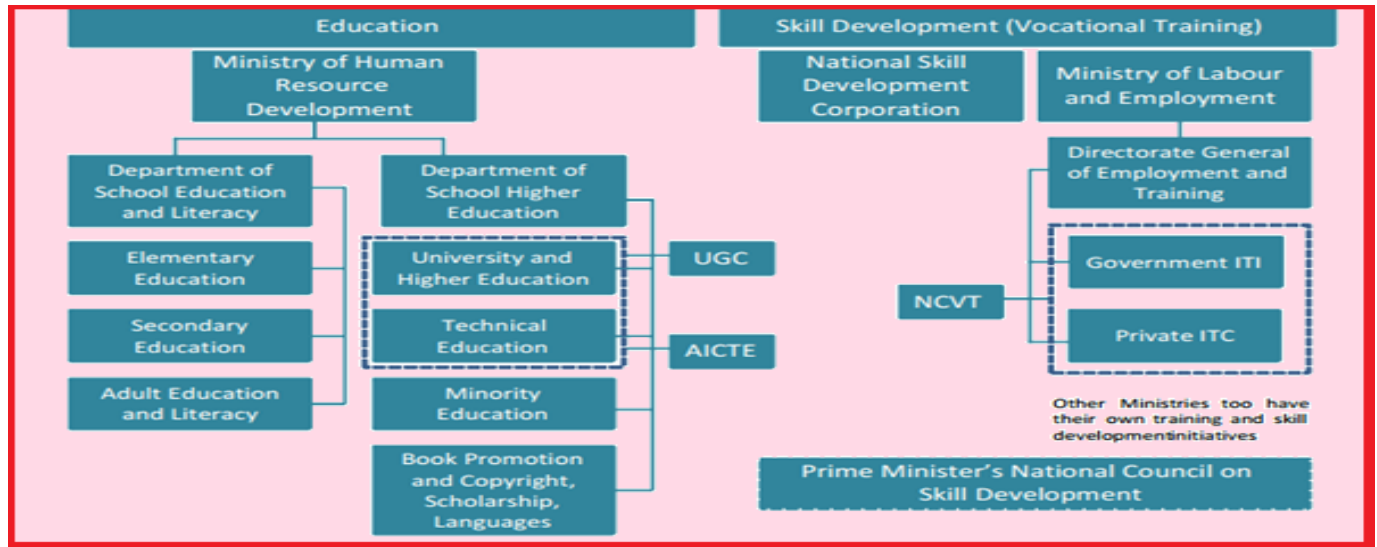
TABLE 1 :



ANALYSIS: After analysis of the graph we can say that basically all the government assistance programmes are mainly concentrated toward non metro states and

government is trying many strategies to make the rural area be included in the mainstream.

TABLE 2 - GOVERMENT SCHEMES FOR PROVIDING EDUCATION



ANALYSIS: From the table we can say that MINISTRY OF HUMAN RESOURCE DEVELOPMENT runs variety of programs to improve the literacy level, both in elementary and secondary education. Under the Skill Development (Vocational Training) National skill development corporation and Ministry of Labour and employment run various training and skill oriented programs for the upliftment of the people of rural areas.

For promoting rural development government policies push towards more sustainable **technological development in rural areas**. Some of the major strategies are

- Setting up of an independent department of transport to resolve issues.
- Schemes launched for faster adoption and manufacturing of electric and hybrid vehicles.
- Setting up of a technology modernization fund with focus on MSME
- Automobile mission plan to accelerate and sustain growth
- Providing credit of us\$124.71 billion to farmers to boost the tractors segment
- Reduction of excise duty from 12% to 8% to boost make in India

- Establishment of National Automotive Board to act as facilitator between GOI and Industry.
- 100% FDI under the automatic route

TABLE 3:

Proportion of undernourished in India



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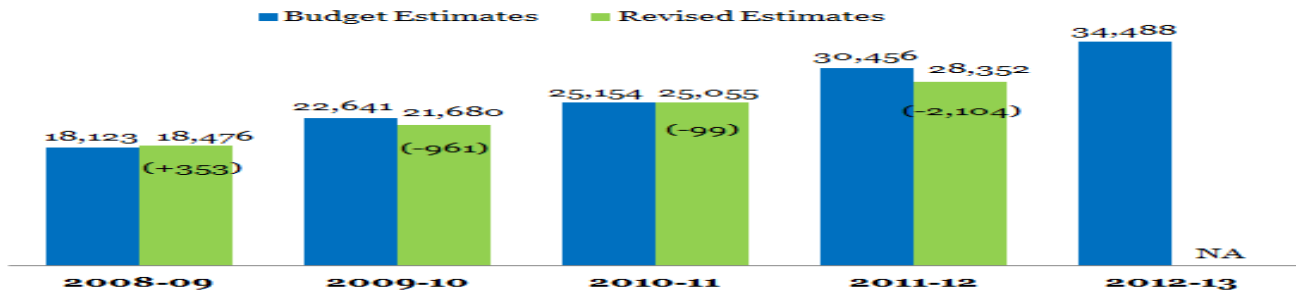
Data: Global Hunger Index

ANALYSIS: From the table it is very clear that the proportion of undernourished persons in India is reducing, though marginally. This implies that government schemes for eradication of malnutrition and hunger problems are addressed and people have access and information of many policies and have started availing them, though a lot more needs to be done.

The rural social determinants of health are: Income, Education, Food, Race/ ethnicity, Community infrastructure, Housing, transportation, Environment

TABLE 4:

Health Ministry Budget Over Last 5 Years



Figures In Rs Cr; () Figures: Increase/Decrease From Budget Estimates
Source: indiabudget.nic.in

ANALYSIS: From the graph it can be interpreted that government is trying hard to improve the health issues in rural areas. It is very much visible from the budget analysis that government is spending huge for providing good health, hygiene and sanitation facility to give access poor and underprivileged sectors.

STEPS TO TACKLE UNEMPLOYMENT PROBLEM

To eradicate unemployment the biggest and major problem in our country and specially in rural areas, government launched NATIONAL RURAL EMPLOYMENT GUARANTEE ACT 2005 (NREGA). This act guarantees 100 days of employment in a financial year to every household social safety net for the vulnerable groups and an opportunity to combine growth with equity structured towards harnessing the rural work force, employment for the area for future growth employment and self sufficiency. It was operationalised from 2nd feb 2006 in 200 selected districts and is now widespread. It is now renamed As Mahatma Gandhi National Rural Employment Guarantee scheme.

APPROACH FOR CHILD DEVELOPMENT SCHEMES:

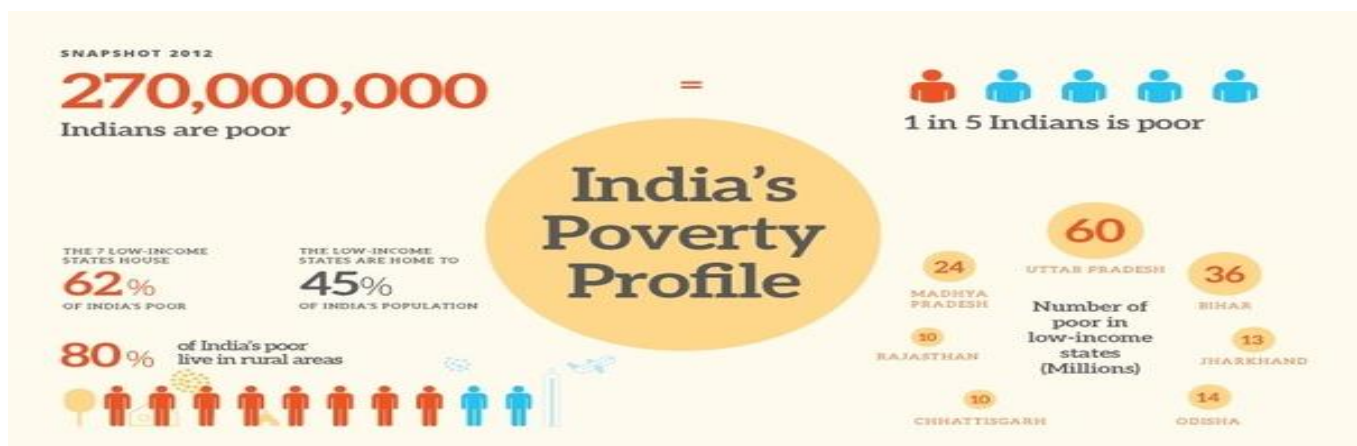
Integrated Child Development scheme remain the world's most unique early childhood program, that was launched on 2nd October 1975 in pursuance of the national policy of children in 33 experimental blocks. One of the

largest nutrition program implemented by the government of India under Ministry of Social welfare, funded by Central Government of India and partly by UNICEF. It is implemented through Anganwadi centres.

The malnutrition determinants are also a result of ignorance of healthy diets among people of rural areas, unhealthy feeding and cleanliness practices apart from unsafe and unclean water, and lack of proper sanitation and hygiene facilities. Hunger is ultimately the biggest cause of all these factors. The government is making a comprehensive approach toward the solution of malnutrition problem in country. The policies and programmes are broadly divided under the following heads:

- Increasing the production of food grains
- Better utilization of food resources by use of food technology
- Teaching the common man about the better utilization of the existing foods already available.
- To protect the vulnerable groups by preventing against certain nutritional deficiency diseases and supplementary feeding of most vulnerable segments.
- Associated health measures which could indirectly improve the nutritional status of the people.

TABLE 5 :



ANALYSIS: From the above graph we get a very clear picture of the India's poverty profile, which clearly indicated that we are in the tight grip of poverty. 80% of India's poor live in rural areas whereas in states Uttar Pradesh is the having the highest number of poor .

IV. FINDINGS

In spite of government launching various schemes for upliftment of the villages and remote areas there are a lot of problems encountered like:

People related problem: Traditional way of thinking and not adapting to the modern means of agriculture. In spite of various means there is a low level of education and people in rural area have an existence of unmet need. People in remote and rural areas have poor understanding to understand developmental efforts and new technology.

Administrative problem: even if the policies are announced there come may issues like political interference, improper monitoring of various programs and lacking their implementation, improper utilization of budget. Lack of motivation and interest along with unwillingness to work in villages' act as a hindrance in effective implementation of various policies.

Infrastructure related problems: Problems like access to safe and clean water, 24hours electricity and transport facility add to the infrastructure related problem.. There is a lack of educational institutions in remote areas along with issues of employment and health and hygiene.

Economic related problems: Sometimes even if the policies are good and farmers are aware still unfavourable economic conditions to adopt high cost technology and high cost of input along with underprivileged rural industries.

Poverty is largely a rural problem and agriculture is the key to alleviating rural poverty.

Sustainable agricultural growth and rural development can be achieved. The key ingredients to this end include: (i) access or entitlement to assets (e.g. land, water, farm animals and technology); (ii) access to fair and competitive markets - both domestic and international - for farm products; and (iii) the necessary information and physical infrastructure to reach these markets.

V. PRIORITIES FOR ACCELERATING RURAL DEVELOPMENT

1) Many developing countries have considerable unfulfilled potential in agriculture. Priorities for accelerating agricultural growth and rural development in most developing countries include: (i) developing the productive potential of the agricultural sector; (ii) diversifying within agriculture and into non-farm productive activities; (iii) and safeguarding rural livelihoods from unfair competition and excessive fluctuations in world and domestic markets.

2) Mobilizing significant new investments in rural infrastructure, agricultural research and extension services is essential to help farmers and rural agribusinesses overcome the handicaps they face and acquire the technology and skills they need to raise productivity and improve their competitiveness.

3) Providing government support through appropriate public subsidies is a legitimate and necessary means of correcting market failures and countering unfair competition

4) Safeguarding rural livelihoods from unfair competition and excessive fluctuations in world and domestic markets is also necessary for sustainable rural development.

VI. CONCLUSION

The government have to put all their resources to support strategic changes happening in economic rural environment. The economic development touches the life of people and integrates the people, process and technology, taking advantage of the revolutionary impact of the internet. There are massive challenges which need to be urgently dealt in this highly competitive market, so that maximum possible development can be achieved. Rural development is achievable only when government policies are effectively implemented and monitored and are made as per the ever changing and dynamic environment.

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