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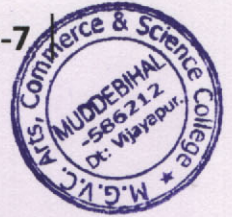
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RURAL DEVELOPMENT IN INDIA



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Introduction

Rural Development in India is one of the most important factors for the growth of the Indian economy. India is primarily an agriculture-based country. Agriculture contributes nearly one-fifth of the gross domestic product in India. In order to increase the growth of agriculture, the Government has planned several programs pertaining to Rural Development in India. The Ministry of Rural Development in India is the apex body for formulating policies, regulations and acts pertaining to the development of the rural sector. Agriculture, handicrafts, fisheries, poultry, and diary are the primary contributors to the rural business and economy.

Rural development in India has witnessed several changes over the years in its emphasis, approaches, strategies and programmes. It has assumed a new dimension and perspectives as a consequence. Rural development can be richer and more meaningful only through the participation of clienteles of development. Just as implementation is the touchstone for planning, people's participation is the centre-piece in rural development. People's participation is one of the foremost pre-requisites of development process both from procedural and philosophical perspectives. For the development planners and administrators it is important to solicit the participation of different groups of rural people, to make the plans participatory.

Important Goals of this Programme were

1. Welfare of the rural masses.
2. Increase in rural employment.
3. Minimum wages to landless labourers.



4. Uplift of the SC and ST people.
5. Growth of the housing facilities.
6. New programmes of family planning.
7. Extension of primary health facilities.
8. Making primary education more effective.
9. Welfare of women and children.
10. Some other programmes-drinking water facilities, public distribution system, increasing power production.

Need for Rural Development in India:

The rural economy is an example of an agrarian economy. Although farming and agriculture are one of the most important primary activities, the problem lies in the fact that they share in the GDP of the agriculture sector is on a constant decline. At the same time, about two-thirds of India's population depends on agriculture. As a result, the productivity is not up to the mark, with conditions only getting worse.

Moreover, public investment declined since 1991 coupled with a lack of adequate infrastructure, credit, transport, employment, etc. Henceforth the agricultural output has grown at only 3.2% during 2007-2011. All these factors have been denting the process of development. Therefore there is a need to focus on rural development and not just urban development.

Scope for Improvement

The primary area to improve should be providing employment in rural areas and improving the productivity of the agricultural sector. Often villages in our countries are not in sync with the urban areas because of bad connectivity. Eventually, this leads to segregation and a social divide between urban and rural areas. In essence, the infrastructure of rural areas should drastically improve. Even after so many years of Independence, stigmas like the caste system still have a grip on rural people.

Quality education can help in achieving the goal of eradication of such social evils. The dwindling literacy rates in rural India, especially for females, are a major matter of concern. There is a need for land and technical reforms. Modern technologies like organic farming



should be incorporated to improve outputs and profits. Lastly, people should be given access to easy credit and loans by improving the banking system in rural areas.

The developments of an economy in both rural and urban areas need to be focused upon. Rural areas need drastic changes in areas like infrastructure, credit availability, literacy, poverty eradication, etc. The schemes that are already in place with the aim of rural development need a new outlook and proper updating. Accordingly, the government needs to act for the upliftment of rural India.

List of Various Rural Development Schemes in India

Different ministries of the government of India formulate various development schemes not to raise the profit but to maximize the welfare of the people. Some schemes like National Rural Livelihood Mission, MGNREGA, Bharat Nirman etc. are made by the government for rural development of India. Different ministries of the government of India formulate various development schemes not to raise the profit but to maximise the welfare of the people. Some schemes like National Rural Livelihood Mission, MGNREGA, Bharat Nirman etc. are made by the government for rural development of India.

- **Deen Dayal Upadhyay Grameen Kaushal Yojna:** This is a placement linked skill development scheme for rural poor youth. It was launched by on 25 September 2014 by Union Ministers Nitin Gadkari and Venkaiah Naidu on the occasion of 98th birth anniversary of Pandit Deendayal Upadhyaya. It aims to target youth, under the age group of 15-35 years. A total of 52000 candidates have been skilled under this programme till 2014-15.
- **Roshni: Skill Development Scheme for Tribal's:** The Ministry of Rural Development on 7 June 2013 launched a new skill development scheme designed to offer employment to tribal youth in 24 Naxal -affected districts. The scheme, which is named Roshni is supposed to provide training and employment to an anticipated 50000 youth in the 10-35 years age group, for a period of



three years. As per the Ministry 50 per cent of the beneficiaries of the scheme will be women only. The scheme is designed in light of the Himayat project model, which was launched in Jammu and Kashmir has been implemented in Sukma, Chhattisgarh, and West Singhbhum, Jharkand, on a pilot basis over the last 18 months.

- **Swachhh Bharat Mission:** The Prime Minister launched Swachhh Bharat Mission on the birth anniversary of Mahatma Gandhi on 2nd October, 2014. The concept of Swachhh Bharat Abhiyan is to pave access for every person to sanitation facilities including toilets, solid and liquid waste disposal systems, village cleanliness and safe and adequate drinking water supply. The programme is to be implemented by Ministry of Drinking Water and Sanitation. An action plan has been drawn up for **Swachhh Bharat to become a reality by 2019**, the 150th birth anniversary of Mahatma Gandhi. The Mission aims to triple the growth percentage of toilet from present 3% to 10% by 2019.
- **Sansad Adarsh Gram Yojna:** This programme was launched by the Prime Minister Narendra Modi on the birth anniversary of Lok Nayak Jai Prakash Narayan on 11 October 2014 Ministry of Rural Development will be the supervising authority for this programme. Under this programme each Member of Parliament will take the responsibility for developing physical and institutional infrastructure in three villages by 2019.
- **Heritage Development and Augmentation Yojna (HRIDAY):** This scheme was launched on the 21 January 2015 under the care of The Union Ministry of Urban Development. Its aim is to preserve and rejuvenate the rich cultural heritage of the country. In the initial phase of HRIDAY, 12 heritage cities have been identified which will be rejuvenated and developed. Union Government will provide 500 crore rupees to these 12 cities.

- **Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS):** National Rural Employment Guarantee Act 2005, was launched on the 2nd Feb.2006. Now the new name of this scheme is "Mahatma Gandhi National Rural Employment Guarantee Act" (or, MGNREGA). This scheme is an Indian labour law and social security measure that aims to provide 'right to work' to the people falling Below Poverty Line. It guarantees 100 days employment in a year to the village people. Fifty percent workers should be women. Its 90% funding is borne by the central government and 10% by the state government.
- **Pradhan Mantri Gram Sadak Yojna:** Initially it was 100% centrally funded scheme, launched on the December 25, 2000. After the recommendation of 14th finance commission report now expenditure will be shared by the centre and state at ratio of 60:40. The main aim of this scheme is to provide all weather road connectivity to the rural areas whose population is more than 500 persons and in terms of hilly areas it is 250 persons. This scheme is launched by the Ministry of Rural Development.
- **Training to Rural Youth for Self Employment (TRYSEM)** This centrally sponsored programme was started on August 15, 1979. The main target of this scheme was to provide technical and business expertise to rural BPL people who are in the age group of 18-35. This programme has been merged with Swarn Jayanti Gram Swarajgar Yojna on April 1, 1999.
- **Antyodaya Anna Yojna (AAY):** The scheme was launched by the Prime Minister Atal Bihari Bajpayi on the 25 December 2000. The scheme provides food grains to around 2 cr. Below Poverty Line (BPL) families at a very subsidized rate. Total 35 Kgs of food grains is provided to a family. Rice is provided at the rate of Rs. 3/kg and wheat at 2 Rs.2/kg.
- **Village Grain Bank Scheme:** This scheme was implemented by the department of food and public distribution. Main objective of this scheme is to provide



safeguard against the starvation during the period of natural calamity or during lean season when the marginalized food insecure households do not have sufficient resources to purchase rations. Under this scheme needy people will be able to borrow food grains from the village grain bank and return it when they have abundant food.

- **National Rural Health Mission:** The National Rural Health Mission (NRHM), now under National Health Mission is initiated on 12 April, 2005. Main aim of this plan is to provide accessible, affordable and accountable quality health services even to the poorest households in the remotest rural regions. Accredited social health activists (ASHA) scheme is also operational under this scheme. It is run by the ministry of health and family welfare.
- **Aam Aadmi Bima Yojna:** It was launched on october2, 2007. It's a social security scheme for rural households. Under this scheme one member of the family is covered. The premium of Rs. 200 per person per annum is shared by the state and central government. The insured person needs not to pay any premium if his/her age is between the 18 years to 59 years.
- **Kutir Jyoti Programme:** This programme was launched in 1988-89. Its main motive was to improve the standard of living of schedule castes and schedule tribes including the rural families who live below the poverty line. Under this programme, a government assistance of Rs. 400 is provided to the families who are living below the poverty line for single point electricity connections in their houses.
- **Sarva Siksha Abhiyan:** SSA has been operational since 2000-2001. Its main aim is to make free and compulsory education to children between the ages of 6 to 14, a fundamental right. This programme was pioneered by former Indian Prime Minister Atal Bihari Vajpayee Right to education is related to the 86th Amendment to the Constitution of India. Currently its expenditure is shared by the centre and state into 50: 50 ratios.



Conclusion

Although concerted efforts have been initiated by the Government of India through several plans and measures to alleviate poverty in rural India, there still remains much more to be done to bring prosperity in the lives of the people in rural areas. At present, technology dissemination is uneven and slow in the rural areas. Good efforts of organizations developing technologies, devices and products for rural areas could not yield high success. Experiences of many countries suggest that technological development fuelled by demand has a higher dissemination rate. However, in India, technology developers for rural areas have been catering to needs (with small improvement), rather than creating demand. There is no industry linkage machinery to create demand-based-technology market for rural communities. Besides, there is also an imbalance between strategies and effective management programmes. Propagation of technology/schemes for rural development is slow and there is a lacking in wider participation of different stakeholders. An ideal approach may therefore, include the government, panchayats, village personals, researchers, industries, NGOs and private companies to not only help in reducing this imbalance, but also to have a multiplier effect on the overall economy.

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