



AN OVERVIEW ON RURAL DEVELOPMENT ACTIVITIES IN INDIA FROM THE PERSPECTIVE OF SOCIAL RESPONSIBILITY

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ABSTRACT This research paper focuses on the activities of rural development from the social responsibility perspective. One of the most vital organs for healthy society is **Quality Education**. We should take more and more efforts to give maximum efforts for increasing growth of education in rural areas and help them to improve their level of education. The tireless efforts have made the community self reliant in natural resource management. The key idea behind rural development complex was built in attaining eco- social and regional balance to ensure rapid growth and development.

KEYWORDS : Quality Education, Rural Development, Educational Assistance, Remedial Education Classes, Navjyoti Rural Development Program, School Ke Baad School

INTRODUCTION

There are semi urban as well as rural areas in our country. There is no doubt in saying that vital and vast potential of talent and also unbeatable untapped innovative and intellectual energy lies in rural India. The nation as a whole cannot flourish and develop if this group of people is not empowered. Since women stand at the fore front of the most activities of rural lives, the most impactful intervention was to initiate active participation of women in the decision making policies. The rural development initiative of **Navjyoti India Foundation** saw the light of the day with women's panchayat at **Bhandsi in 1996**. Navjyoti's scope of work span has spread across **30 villages in Sohna block** at present. It can be said that it was just the beginning of a dream lived well which continues to grow from strength to strength every day.

RURALEDCATION

The small children are the future of our nation. Every child has a right to education, irrespective of the socio-economic background. **The Navjyoti Rural Development Program** provides a platform for the educational assistance for the students of class 1 to 5 through remedial educational program called "**SCHOOL KE BAAD SCHOOL**" to ensure that no child remains uneducated. The main motive behind it is to prevent the child from being drop out from the mainstream education. The model of study which is being followed is also unique. It acts as a conductor for the holistic development of a child as far as the development of skills is concerned. There are provisions of computer laboratory, audio-visual room, library, music classes and language classes to enhance the personal growth of the child. The main objective is to prevent the child from losing interest in studies. Hence this project motivates the children to pursue higher education and also provides regular counselling services for that. The chief motive behind rural development initiative is to eradicate poverty, gender based biasedness, bridge the rural and urban gap and thereby assist in attaining eco-social and regional balance to ensure rapid growth and development. The tireless efforts made the community self reliant in natural resource management and adopting sustainable lifestyles. Every month close to 400 women and 100 children are educated and countless families are being touched and smiles shared. The two main aspects of the **Educational Initiative at the Rural Centre** are "**Remedial Education Classes and Library**".

RURAL ENVIRONMENT

Tree plantation drives are conducted in schools and villages to promote greenery in the entire belt. Soil and water conservation are also promoted through the use of low cost and locally accessed technologies. Water harvesting structure such as check dams, gulli plugs, recharges wells are constructed with the help of people. Thus the environmental initiative is very active in the Sohna block in Gurgaon. The community is encouraged to adopt environment friendly technology and non-conventional energy sources. Demonstration and awareness sessions such as rallies, home visits, puppet shows, awareness meetings, competitions, etc. are conducted on regular basis.

RURAL GOVERNANCE, RURAL YOUTH AND RURAL HEALTH

For any machinery to work effectively, it needs to be placed in well trained hands. This becomes even more crucial when it is about

governance. The rural governance initiative of **Navjyoti India Foundation** aims to facilitate smooth functioning of Panchayati Raj Institution and empowering grassroots leadership this is done by training various stake holders of rural society through workshops and seminars. The idea helps stakeholders get a perspective on various issues and help them in getting clarity about their roles and responsibility. This is done to build responsible and accountable leadership capacities at grass root level. Thousands have benefited immensely because of the rural governance. Linkages are established at a block and district level and community needs are identified and advocated at various platforms under such programs.

- The pupation of young people is huge in Sohna block of Gurgaon where Navjyoti Rural Development Centre works. To ensure rapid development of the area, it is important to invest in the young work force. Youth truly is the face of emerging rural India. Two major initiatives aimed at promoting rapid development are "**Vocational Training and Advocacy**".
- Another very important aspect for overall development of the rural areas is "**Health**". Unlike cities, adequate and good quality medical facilities are not available in the rural areas. That is why tie-ups with government and private hospitals are sought and health camps are organized from time to time. Health talks and health education classes are also conducted on a regular basis for children in schools and community. The aim is to improve health status of the community especially children and women. Innovative activities also conducted on health related issues. Rural development in Gujarat state works in association with the panchayat. Its chief aim is to develop various schemes for the welfare of rural poor to improve the state's socio economic condition. The main programs that are planned of rural development in Gujarat state include to generating wage employment. The DRDA administration in Gujarat has got the certification of ISO 9001 late. The commissioner and secretary of the state govern the rural development of the Gujarat state. The Panchayati Raj Institutions of CRD plays a significant role in identifying as well as highlighting the various faced by the rural poor. There are number of initiatives taken up for rural development of Gujarat state, which were implemented in order to reduce the poverty. The chief concern of this initiative is to introduce various income generating activities among the rural poor. The enterprising working for this scheme will be equipped and highly competent to solve the obstacles faced by the rural sector of the state.

Some of the objectives of rural development of the Gujarat state are as under:

- To upgrade the skills of the individuals.
- To provide superior quality and advanced technology that can be used as well afforded by the rural poor.
- To provide sustainable livelihood to majority of families living under the poverty line by introducing various employment.
- To provide options for building capacity and to provide better understanding of the contemporary atmosphere of industry.
- To develop a wide spectrum of welfare programs for reducing the poverty level among the rural poor, generate employment, develop

the infrastructure, and ensure security.

CONCLUSIONS AND SUGGESTIONS

- **Rural Development Drives** are being carried out extensively for the benefit of the rural sections of the country. It has been involved in the introducing newer schemes and has also been modifying the old ones to generate better results on the desired area over time to time.
- **Public Sector** is slowly moving towards management with the objective to bring balance between autonomy and accountability, i.e. to adopt the policy to reduce quantity of control and increase the quality of accountability and undertake social responsibility. In doing so these units with a few reforms should become market oriented. Public sector has made a good case for diversified industrial base. It has provided an organized sector employment.
- It seems that the **Central Government Public Sectors** would get more independent autonomy for taking and implementing decisions like this. This would support and prove to be more useful to the public sector growth in general. Rural Development is a very vital task in present situation. The number of educating the rural women and rural youth should be increased day by day.

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