

Corporate Social Responsibility in Rural India



Management

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ABSTRACT

Rural development in India revolves around issues related to agriculture, socio-economic standards and infrastructure. Hence, it is necessary to address the problems related to Infrastructure, Public utility services and Communication. The precursors to improve Health, Education and clean living space are building infrastructure, public utility services and communication. The ultimate goal is to generate rural employment. Agriculture is the major economic activity contributing 67.9% employment. Hence, a sustainable agriculture means a stable economic activity. The important issues in rural development are lack of infrastructure, public services and communication link which are hindering the progress in education and employment. Poor economic status and un-hygienic living space are leading to health issues. A protocol has to be prepared encompassing various social issues which are hindering the development process. Social investments can be possible in various domains of development process.

INTRODUCTION:

Rural development in India encompasses around sustainable agriculture and livelihood in subsidiary enterprises with a better socio-economy as 68.8% of country's population lives in villages. In spite of government's efforts to boost rural economy, the change is slow for reasons of poor acceptance by farmers, poor policy implementation and lack coherent thinking among stakeholders. Rural development envisages providing urban facilities in villages like health, education and employment protecting very fabric of agro-ecosystem. A vast human resource is available in rural area which needs to be deployed in constructive job for making rural economy more vibrant. Indian agriculture contributes < 18% to the GDP. The share of agriculture in rural employment is 67.9%. The population below poverty line constitutes 25.7. The issues plaguing rural development are poor on farm income, farm employment, infrastructure and health. The present paper deals with rural demography and issues related to the development in the light of recent CSR bill.

MATERIALS AND METHODS:

The study is based on the secondary data obtained from various records published and available on websites. The study is based on the analysis of various facts and inference was made to highlight the need for social investments in various domains of development like agricultural development, infrastructure and health sector for overall rural development.

RESULTS AND DISCUSSION:

The vast geographical area supported with diverse agro-climatic situations, agriculture can offer bounty dividends if proper planning and implementation of right option for right zone is done. There is an every need to change the present agricultural system to more profitable commercial venture for more on farm employment and sound economic order. Deploying new and advanced technology for bringing in high value crop/system is the order of the day to vitalize the agriculture. A diversified agriculture system in place of traditional one pays more in times of weather vagaries and crop failure, a kind of insurance to the farmer. In the country Out of 150 m.ha only, 60 m.ha is irrigated making agriculture more weather dependant a major setback in rainfed situations. Adding to the problem is the fast urbanization which is swallowing away the fertile land further limiting the cultivable land. In certain cases poor yields and losses due to pests and diseases is due to lack of knowledge, poor storage and lack of skills to add value addition where ever possible. The net agricultural and allied activities contribute 26.6% as against all India Net state domestic output (NSDP) of in billion Rs. 44,885/-. The share of agriculture in rural employment was 67.9%. The change in share of agriculture in rural employ-

ment between 2004-05 to 2008-09 is -4.8 with -3.3 change in share of total value in NSDP (% points) (Table 1).

The contribution of farmers in total output by size is 29.1, 22.1 and 51.2% by marginal, small and small and marginal farmers respectively. Though the net % value output/ha is more in marginal farmers, the cost of cultivation is also more. The % indebtedness among farm households is very high in medium and large group of farmers (Table 2). The income pattern of marginal, small and semi-medium is low compared to consumption pattern with highest difference among marginal farmers. The average income pattern of medium and large farmers is 5,681 & 9,667 with 4,626 and 6,418 consumption per household respectively.

Table1. Contribution of agriculture to NSDP and rural employment in India

Indicator	1999-2000	2004-05	2009-10
NSDP (in Rs billion)	15,240	24,927	44,885
Total value output of agriculture and allied activities (in Rs billion)	5,546	7,436	11,924
% Share of total value output agriculture and allied activities in NSDP	36.4	29.8	26.6
% Share of agriculture in rural employment	76.3	72.7	67.9

Source: www.rural.nic.in

Table 2: Agriculture and its contribution to net total per cent output

Parameter	Marginal	Small	Small & marginal	Medium & large
%Total output	29.1	22.1	51.2	-
Value output per ha	14,754	13,001	13,944	11,333
Net farm income	6,955	7,414		6,080
Indebtedness among households	45.8	50.8	46.8	57.8
Cost of cultivation/ha	6,945	6,046	6,530	5,252
Area under irrigation during kharif	47.5	43.8		47.6
Area under irrigation during rabi	61.4	55.5		47.6

Source: www.rural.nic.in

The demography of rural India constitutes a cross section of people involved in cultivators, agricultural labourers, household workers and non-working people. Data suggests that both men and women are equally involved in various activities for making economic gains. Out of the total working group in rural India women constitute 34.9% with 30% work participation. The men contribute to 69.4% with 56.9% men as agricultural labourers (Table 3). A holistic approach makes agriculture more remunerative halting the migration to urban areas for livelihood. The approach should focus on all aspects of the system development.

Table 3: Per cent population in rural area contributing to working group

Parameter	2001		2011	
	Male	Women	Male	Women
%Total workers	64.2	35.8	65.1	34.9
%Work participation	52.1	30.8	53.0	30.0
% Marginal workers	36.8	63.2	47.4	52.6
State wise non-working group	42.3	57.7	41.4	58.6
Cultivators	66.9	33.1	69.4	30.6
Agricultural labourers	53.4	46.6	56.9	43.1
Household workers	49.3	50.7	49.1	50.9

Source: www.rural.nic.in

Development is also, stagnant due to poor infrastructure development in rural areas. Rural India is denied roads, communication links and educational facilities. Health delivery in rural area is also, poor and needs a greater investment. Health is an important aspect of development in any nation. The health issues in rural India are mainly due to poor economic status and lack of awareness. Added to the problem is poor infrastructure in terms of hygiene dwelling, water and clean environment. In spite of good planning and implementation, there is a gap between urban and rural areas on the issue of health. A comprehensive planning addressing various issues with cohesion among various stakeholders will play a good role in bridging the gap between the rural and urban population for effective health delivery system.

Due to poor economic status poor and agricultural labourers are denied access to good and nutritious food. In India out of 3118309.39 sq.m area 94.86% is rural with 640867 villages under 640 districts. The rural people in India on average constitute 68.8% with 2.5 to 79.9% in different states. The average growth rate is 12.18 with 238 population density / sq.m in rural area as against Indian average of 17.64 with 312 population density/sq.m. The rural crude birth rate of 23.3 as against 17.6 in urban and 7.6 crude death rate as against

5.7 in urban are also, a concern. The infant mortality of 48 as against 29 in urban area is also, due to low socio-economic status. The rural health issues are 56% communicable and 29% non-communicable diseases.

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The present opportunity of huge funding in the form of social investment by corporate houses under the new law a change can be made if proper investment policy envisaged under UNO charter of “Millennium development goals” is adhered to. Social investments in rural areas can be- supporting agricultural system and related livelihood; Community development. Agriculture which is the back bone of rural development needs a lot of support to increase the farm income. Social investments in terms of creating knowledge parks for updating the knowledge on improved agricultural practices and cultivation of high value crops will boost farm income and on-farm employment.

The other important area for social investments is to help creating small scale industries and village based industries which can employ vast rural population in both in season and non-season for boosting the income. Social investments in the area of information and skill development will improve the yields and profits with more rural livelihoods. Information technology can be effectively utilized to deliver the services in rural areas. Health which is seen as index of development needs an effective delivery system. Social investments can also be done in health sector by establishing rural health care units, conducting health camps. Information kiosks can be established by training the rural youth for delivering various services at the village level. Training rural women in value addition to the farm produce and by creating market avenues will help in addressing gender issues in rural areas. A better infrastructure in rural areas can boost the rural economy making easy access to services. Social investments in creation of infrastructure help in providing urban facilities in rural area and also, check the urban migration in search of livelihood. In conclusion, it is seen that there are many issues in developmental process which need to be addressed in a comprehensive plan. Social investments can help in supporting governments endeavor to develop rural area by better services.

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