



Rural Development Programmes in India

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ABSTRACT

This articles presents introductory aspects of rural development such as introduction, concepts and definitions of rural development, objectives of rural development, importance of rural development, rural development in the pre-independence era, rural development in the post-independence era, rural development programmes, rural development during the plan period, approaches to the rural development, and the like. India is a vast and second most populous country in the world. India lives in its village as maintained Mahatma Gandhi. The statement is valid even today literally and from the social, economic and political perspective and could well be proved prophetic for years to come. To say realistically, according to 2011 census more than 70 percent of India's population is in rural. In other words, in India 75 per cent of the population live in 576 lakh villages. This amounts to over 750 million people, more than the combined population of all the developed countries of the world without Japan and south Korea.

Rural development in the context of developing country is essentially an attempt in improving living conditions of the rural poor. During 1950s and early 1960s development policies in the third world centered on growth maximization. The poor were expected to gain from the trickle down of the resulted from over all rapid growth Rural development has been a major concern of our policy planners since 1950 s. Development of rural areas and rural people has been the central concern of development planning in India.

Keywords : Words Rural Development Schemes

Rural India which encompasses three fourths of the countries population is characterized by low income levels, not even adequate to ensure the quality of the life compatible with physical well being. By the late 1960s, it was realized that the benefits of rapid growth were not ultimately reaching the target groups. It was also noticed that the impact of rapid growth widened the gap between the poor and the rich. This called for a change in the concept and strategy of rural development. During the early 1970s, such terms as 'redistribution with growth' 'growth with social justice' appeared. The idea of people's participation in the process of development was also emphasized by the scholars. The change of emphasis made on rural development is more broad based. But the socio-economic structures that lie at the root of inequitable distribution of power and resources were not taken into serious consideration by the scholars.

According to the Tendulkar committee about 37 percent of those who are depending upon agriculture and non-agricultural activities live below the poverty line. That poverty is now considered as the rural poverty by the planners, economist's academicians and the like. The term rural poverty is opposite of the term rural development. It implies lack of development, or under development, and therefore the knowledge of its measures is an important for a researcher moreover, rural poverty is a worldwide problem. It exists in both developing and developed countries of the world. Over one billion people in the world are estimated to be living in poverty. For more than 15 per cent of rural poor people, poverty is a chronic condition. Agricultural wage earners, small and marginal farmers and casual workers engaged in non-agricultural activities, constitute the bank of the rural poor. Such a high incidence of poverty is highly uneven among the different regions of the world, among the countries within those regions, and among localities within those countries. Nearly half of the world's poor live in south Asian region and it accounts for roughly 30

per cent of the world's population. Alleviation of poverty has been an important objective of rural development policies and programmes all over the world including India².

Definitions of Rural Development

Rural development is a holistic concept encompassing both natural and human resources development in an integrated manner. It aims at; (i) increasing the opportunities of all rural people in respect of health, knowledge, and skill development, income and participation in decision making (ii) creating a conducive environment in reducing social and economic inequalities and conflicts and (iii) bringing all present and potential natural resources to most optimal use, conservation and development.

Many social scientists, while giving the concept of rural development, have emphasized on effective participation of the rural people in achieving the objective of fuller utilization of available physical and human resources, and, thus, higher incomes and better living conditions. Mosher terms it as 'popular participation' and says that "the need for popular participation should be recognized from the beginning"⁴.



Sources Dr c venkateswarulu study on rural area in Andhrapradesh

The study of "Policies and Programmes for Rural Development" a new concept of integrated development has assumed a new significance in the field of rural re-construction programme, in view of the growing interest in the behavioural study of developmental administration. One of the major changes that has occurred during the post-Independence period is a remarkable change in the field of rural development, which in turn reflected the socio-economic development and the dynamics of public policy in a contemporary political system.

Rural development as a boarder concept is concerned with the development of the rural economy as a whole .It is a holistic concept rather than a sequential one .It is equally concerned with rural poverty, unemployment, the development of infrastructure like roads, transport, power, insurance and banking, development of cottage industries, encouraging traditional crafts and industries providing decent and cheap houses for the poor and the depressed classes.Various other concepts of rural development have been propounded by various authors in the post-Independence period. The former Union Finance Minister, C.Subrahmaniam,who put forward the thesis of rural development at the All-India Science Congress, Waltair 1976,viewed it as a "systematic scientific use of all our natural resource and as part of this process enabling every person to engage himself in a productive and socially useful occupation and earn an income that would meet at least the basic needs"¹.

Development³ may be defined as an activity or process of both qualitative and quantitative seeking change in the existing systems, aiming at immediate improvement of living conditions of the people or increase the potential for the betterment of living conditions in future until recently, the concepts "development" and "economic growth" were used interchangeable now-a-days, a clear distinction is made between the two concepts. Development is abroad concept which also embraces growth. Development off course both quantitative and qualitative aspects economic growth is mainly concerned with the quantitative aspects of development. For example, producing more farm output by way of extensive cultivation is an indication of growth, as well as producing more output by way of increasing yield per hectare by means of new farm technology. However, in the latter case, some authors prefer the "economic progress" implying increasing productivity per head. Development has many dimensions and includes qualitative changes in social economic, political, cultural, and environmental and the like aspects. Development is a continuous and an ever going process attempting to improve all aspects of society.

OBJECTIVES OF RURAL DEVELOPMENT

Since rural development is a preferred condition, the approaches and strategies of rural development adopted in various countries are reflected of the national needs. The policies and programmes for rural development is a strategy for the improvement in the socio-economic and political life of the people with special emphasis on the rural poor. In a democratic society there are three goals of development They are

1. raising community solidarity;
2. raising agricultural needs; and
3. Institutionalization of equality.

In order to accomplish the said goals, the following are the main objectives that are set for rural development:

- i. to ensure extension of the principles of cooperation and every effort to be made to make rural people credit-worthy, and providing certain basic amenities-like drinking water, electricity, specially for productive purposes, connecting villages to marketing centers and facilities for health care and education and the like.
- ii. to generate maximum possible employment opportunities in the rural areas especially for the weaker sections of society through the establishment of rural industries with emphasis on village and cottage industries so as to enable them to improve their standard of living.
- iii. to lead rural people from the chronic under-employment to full employment,
- iv. to secure the full development of all the, material and human resources of the rural areas
- v. to maximize production in agriculture and allied activities in rural areas through the use of modern technology and improved scientific knowledge, to raise the socio-economic status of those families who have adopted agriculture as their profession.

In short, rural development aims at all round development of rural economy with more, emphasis on socio-economic amelioration of rural people.

Scope of Rural Development

Social consciousness among the rural poor to the development of cottage village industries. So the need for rural development in India has become apparent. The critical areas of development and the inter linkages amongst the different elements or dimensions of development have to be carefully identified and an appropriate strategy has to be evolved. An attempt is made here to indicate some of the broad areas of rural development which need an integrated approach.

Social Consciousness

The first step in the process of rural development is the creation of social consciousness among the rural poor about the different hindrances to their development, the ways and means of overcoming them, their rights and duties in the community in which they live, progressive aspects of their traditions, their own strengths and potentialities to develop themselves. This type of consciousness among the rural people about social reality would pave the way for awareness of many possibilities for the development. Formal and non-formal education would help to create social consciousness apart from it certain effective short term measures need to be taken to create social conciseness and awareness. Among others mass media like slide shows on specific programmes, films with social development themes, cultural programmes with relevant themes can be used. The rural people must be educated to think for themselves to identify the ways and means for their own development, thus paving the way for collective decision-making and collective action

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