



## RURAL DEVELOPMENT STRATEGIES IN INDIA: A STUDY

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### **Abstract**

*Rural development is considered to be of noticeable importance in the country today than in the olden days in the process of the evolution of the nation. It is a strategy that tries to obtain an improved and productivity, higher socio-economic equality and ambition, and stability in social and economic development. Of late, rural development has assumed global attention especially among the developing nations. A country like India where majority of the population around 65% of the people live in rural areas has great significance. The present strategy of rural development in India mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure facilities through innovative programmes of wage and self-employment. The article overviews the role and function of the Government and its' programmes for rural development in India.*

**Keywords: Poverty Alleviation, Rural Development, Economic Development, Programmes.**

### **Introduction**

Rural development usually refers to the method of enhancing the quality of life and financial well-being of individuals, specifically living in populated and remote areas. Traditionally, rural development was centred on the misuse of land-intensive natural resources such as forestry and agriculture. However today, the increasing urbanisation and the change in global production networks have transformed the nature of rural areas.

Rural development still remains the core of the overall development of the country. More than two-third of the country's people is dependent on agriculture for their livelihood, and one-third of rural India is still below the poverty line. Therefore, it is important for the government to be productive and provide enough facilities to upgrade their standard of living.

Rural development is important not only for the majority of the population residing in rural areas, but also for the overall economic expansion of the nation.

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Rural development is a term that concentrates on the actions taken for the development of rural areas to improve the economy. However, few areas that demand more focused attention and new initiatives are:

- Education
- Public health and Sanitation
- Women empowerment
- Infrastructure development (electricity, irrigation, etc.)
- Facilities for agriculture extension and research
- Availability of credit
- Employment opportunities



## **Rural development strategies**

The people lives in rural areas are majorly depends on agriculture. The rural agricultural production & consumption process plays a predominant role in developing the Indian economy. The major objective of rural development is to increase farm productivity, for achieving rapid economic transformation, increasing profits to farmers and to increase the household outputs of selected agricultural products. The paper majorly focused on the various rural development management of land, labour and natural resources to the effective harvesting, pre processing methods and effective marketing strategies to be followed. Although policy makers and the development community have widely used the phrase 'rural development', what constitutes rural development seems to have changed significantly overtimes. The concept of rural development has changed significantly during the last three decades. Until the 1970s, rural development was synonymous with agricultural development and hence focused on increasing agricultural production. This focus seems to have been driven primarily by the interest of industrialization to extract surpluses from the agriculture sector to reinforce industrialization.

## **Strategies for Rural Development in India**

### **Two types of policies affect rural life**

- (i) Production-oriented activities targeting production and services, e.g., subsidized fertilizers, providing irrigation, credit, locating village industries, and so on; and
- (ii) Non-production oriented activities targeting living standards. The first types of activities are defined as rural development measures.

These activities may affect either the whole community or a particular section of the community.

### **Examples of the former type of activities are:**

Community development projects (1952), Panchayati Raj (1962), land reforms (1950s), poverty alleviation programmes (PAPs) like Integrated Rural Development Programme (1978) etc., while of the latter type of activities are Tribal Development Programme (1959), Drought-prone Area Programme (1979), Desert Development Programme (1977), Food for Work Programme (1977), National Rural Employment Programme (1980), TRYSEM, etc. Some programmes aimed at increasing assets (including increasing production) and benefitting people economically, e.g., IRDP, Minimum Agricultural Wage, Rural Employment Programme, etc., while others aimed at social uplift of people, e.g., zamindari abolition, land reforms, Panchayati Raj, TRYSEM, etc.

Some programmes indeed aimed at poverty alleviation (e.g., self-employment programmes of NREP, DPAP, training programme of TRYSEM, etc.) while some others were politically motivated, e.g., Garibi Hatao and 20- point programme. However, the basic aims of achieving community participation, removal of social evils, and improving the quality of life have yet to be achieved.

## **The Strategies**

### **Three distinct strategies for rural development may be identified**

(i) Initially, in the 1950s, policy-makers stressed maximisation of economic growth by stepping up investment assuming that the benefits arising out of it would 'trickle down' and diffuse among all sectors of the rural society. But in the 1970s, it was realised that the benefits of agricultural growth did not percolate to the rural poor.

- I. This gave birth to the second approach led by structural school which suggested distribution of assets through land reforms, community development programmes and cooperative farming. But this also did not work.



- II. Then came the idea in the 1980s that suggested attack on poverty through rural development programmes, such as IRDP, TRYSEM, NREP, and RLEGP which later on merged in JRY programme. Before analysing these anti-poverty programmes, we shall evaluate the role of Five Year Plans, and 20-Point Programme in poverty alleviation.

### **Agricultural development**

Provide MSP (Minimum Support Price) for various crops to the farmers, apart from providing Crop Insurance. Irrigation facilities to all the agricultural fields should be provided.

Provide Life Insurance to all the farmers who are actually performing agriculture.

Instead of giving direct cash in to the hands of farmers, Government has to provide free of cost all required inputs like quality seeds, fertilizers and pesticides etc.

For purchasing Tractors, Electric Motor Water Pumps etc on subsidy, Government should provide loan facility to the farmers. Electricity for farmers should be supplied on subsidy rates. In the event monsoon failure and crop failure due to floods etc, Government must come to the rescue of the farmers. As there are no other activities except agriculture in rural areas, Government must provide loan facility to the interested educated youth for starting Startups to reduce unemployment.

Strengthen and develop existing Agricultural Markets in addition to the establishing new Agricultural Markets. Establish new agricultural godowns in addition to the existing godowns. Agricultural research, extension of rural education and training programmes for farmers should form a part of institution building activities.

Infrastructure building activity related to the growth of irrigation, transport, communications and health facilities. Programmes to improve agricultural production and marketing should be organized. Up dated information on policies related to land tenure, agricultural output, prices etc should be provided to the farmers.

### **Deen Dayal Upadhyaya Grameen Kaushalya Yojana**

Deen Dayal Upadhyaya Grameen Kaushalya Yojana, a part of National Livelihood Mission, has the objectives of catering to the career aspirations of the rural youth and adding diversity to the income of rural families. Launched on 25th September 2014, the scheme's prime focus is on the rural youth of poor families aged between 15 and 35. An amount of Rs 1500 crores has been provided for the scheme which will help in enhancing employability. The yojana is present in 21 States and Union Territories across 568 districts and 6215 blocks changing the lives of youth. Around 690 projects are being implemented by 300 partners. As per the government reports, over 11 lakh candidates have been trained till now and nearly more than 6 lakh candidates have been placed in jobs.

### **Deendayal Antyodaya Yojana/ National Rural Livelihood Mission**

Swarnjayanti Gram Swarozgar Yojana which is redesigned as National Rural Livelihood Mission was launched in 2011 by Ministry of Rural Develop. Also known as Ajeevika, this scheme aims at empowering women self-help model across the country. Under this scheme, the government provides a loan of 3 lakh rupees at an interest rate of 7% which can be reduced to 4% at the time of repayment. The scheme was aided by World Bank and aimed at creating efficient and also effective institutional



platforms for poor people. It also helped in increasing the household income by improving access to financial services. NRLM also helps in harnessing the capabilities of the poor so that they can participate in the growth of the economy of the country.

### **Prime Minister Rural Development Fellows Scheme**

The Prime Minister Rural Development Fellowship (PMRDF) is a scheme initiated by the Ministry of Rural Development, implemented in collaboration with State Governments. It has dual goals of providing short-term support to the district administration in the underdeveloped and remote areas of the country and develop competent and committed leaders and facilitators who can serve as a resource for a long-term.

### **Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)**

As per the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) of 2005, 100 days of employment is guaranteed to any rural household adult who is willing to do unskilled manual work in a financial year. The Act addresses the working people and their fundamental right to live life with dignity. If a person does not get a job within 15 days, he is eligible for getting unemployment allowance. National Rural Employment Guarantee Act (NREGA) also highlights the importance of basic right to work. Amendments have been introduced to this act to minimize corruption in the scheme. MGNREGA has covered more than 700 districts in India. Also, there are currently more than 14.8 crore MGNREGA cards that have been issued in the country, and in total of 28 crore individuals have reaped the benefits of this scheme in the year 2020-21.

### **Sampoorna Grameen Rozgar Yojana (SGRY)**

The Sampoorna Grameen Rozgar Yojana (SGRY) was launched in 2001 to provide employment to the poor. It also aimed at providing food to people in areas who live below the poverty line and improving their nutritional levels. Other objectives of this Yojana were to provide social and economic assets to the people living in rural areas. The scheme did not include the employment of contractors or middlemen.

### **Samagra Siksha Abhiyan**

Pioneered by former Prime Minister Atal Bihari Bajpayee, the Sarv Siksha Abhiyan was launched in 2000. However, in 2018, the Samagra Siksha Abhiyan subsumed the three schemes Rashtriya Madhyamik Shiksha Abhiyan(RMSA), Teacher Education and the Sarva Siksha Abhiyan. It is an attempt to provide an opportunity to all children to get free education which is also a basic fundamental right. The state and the central government share the expenses of this project with central government covering 85% of the expenditure and the state shares 15% of it. In 2022 budget, the government has allotted over 37,383 crore to the scheme.

### **Sansad Adarsh Gram Yojana (SAGY)**

Sansad Adarsh Gram Yojana (SAGY) is a rural development project launched in 2014 by the Government of India in which each Member of Parliament will take the responsibility of three villages and look after the personal, human, social, environmental and economic development of the villages. This would substantially improve the standard of living as well as the quality of life in the villages. No fundings have been provided to this project as fundings can be raised through existing schemes.



### **National Social Assistance Programme (NSAP)**

National Social Assistance Programme signifies the fulfilment of Directive Principles in Article 41 and 42 of the constitution which states that it is the duty of the state to provide assistance to the citizens in terms of sickness, unemployment, old age in limits of the economic capabilities. It is basically a centrally sponsored scheme of Government of India which provides financial help to widows, elderly, people with disability in form of pensions. The scheme was launched on August 15 in 1995. Until now the NSAP has more than 2.9 crore beneficiaries and by adding 1.5 crore state beneficiaries, the total adds up to more than 4 crore people who reap benefits of this program.

### **Pradhan Mantri Awaas Yojana (Gramin)/ Indira Awas Yojana**

Indira Awas Yojana revamped as Pradhan Mantri Gramin Awaas Yojana in 2016 is a welfare programme created by the Indian Government to provide housing to rural poor people in India. The goal of this scheme is to provide home to all citizens till 2022. The cost of constructing the houses will be shared by the centre and the state. The scheme has been implemented in rural areas throughout India, except in Delhi and Chandigarh. Houses developed under this scheme will have basic amenities such as toilet, electricity connection, drinking water connection, LPG connection etc. The allotted houses will be jointly under the name of husband and wife. Until now 1.2 crore houses have been sanctioned with almost 58 Lakh houses completed. In 2022, the government has sanctioned over Rs 48,000 crore for the scheme in the budget, and the government aims to reach a target of almost 80 lakh this year.

### **Antyodaya Anna Yojana (AAY)**

Launched by the former Prime Minister Atal Bihari Vajpayee in 2000, the Antyodaya Anna Yojana aimed at providing food grains to around 2 crore people at subsidised rates. As per the scheme Below Poverty Line (BPL) families were provided 35 kgs of food grains. Rice was provided at the rate of Rs 3/kg and wheat at the rate of Rs 2/kg. The scheme was first launched in Rajasthan but has now been implemented in all Indian states.

### **Provision of Urban Amenities In Rural Areas (PURA)**

PURA is a strategy for Rural Development in India which was proposed by former President APJ Abdul Kalam in his book Target 3 billion. PURA proposes that urban infrastructure and services should be provided in rural areas to create opportunities outside the cities. This will also prevent the migration of youth from the rural areas to urban areas. The Central Government has been running PURA programs in various states since its launch in 2004.

### **Conclusion**

India lives in rural areas. Majority of the people in India living in rural and mostly depends up on agriculture sector. There is very much need to develop rural areas by providing good schemes and infrastructure and also employment. Central and state governments after independence concentrating on rural development. Here this article discussed rural development strategies' since independence.

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