

Efficient Rural Development Strategies for the Improvement of Indian Economy

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ABSTRACT

The people lives in rural areas are majorly depends on agriculture. Agriculture is the backbone of the Indian economy. It occupies a central and pivotal position, so far as economic and social life of our country is concerned. No national prosperity can be conceived of without paying adequate attention to agrarian economy. It is, therefore, in the fitness of things that in our national plans, priority is accorded to the growth of agrarian economy of the country. 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 present article majorly focused on the various rural development strategies in field of agriculture, starting from management of land, labour and natural resources to the effective harvesting, skill & Knowledge improvement, infrastructure development and effective marketing strategies to be followed.

Key words: Rural development, Agriculture products, Rural development strategies, Indian economy.

INTRODUCTION

Rural development has always been an important issue in all discussions pertaining to economic development, especially of developing countries, throughout the world. The rural agricultural production & consumption process plays a predominant and vital role in developing the Indian economy. Agriculture and agro processing account for 30-60 % of GDP in developing countries.

More than 63 per cent of population lives in rural areas. In India a large majority of rural people continue to suffer from persistent poverty. The socio-economic disparities between rural and urban areas are widening and creating tremendous pressure on the social and economic fabric of developing Indian economies. These factors, among many others, tend to highlight the importance of rural development.

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India started producing more than 700 million tonnes (Mt) of biological materials per year including food grains, fruits, oilseeds, vegetables, milk, eggs, tea, coffee, fibre crops, forest produce etc. Because of its socio economic impact specifically on employment and income generation, Agro food processing is now regarded as the sunrise sector of the developing countries especially Indian economy. The policy makers in most of the developing economies recognize this importance and have been implementing a host of programs and measures to achieve rural development objectives. While some of these countries have achieved impressive results, others have failed to make a significant dent in the problem of persistent rural underdevelopment.



Fig.1: Rural development. Source: Royal Commission Canada, 2013

The major wings for the rural development are:

1. Economic dimension
2. Human dimension
3. Science & Technology
4. Resources and Environment
5. Political dimension.

NEEDS AND IMPORTANCE OF RURAL DEVELOPMENT

Rural development is a national necessity and has considerable importance in India because of the following reasons.

1. To develop rural area as whole in terms of culture, society, economy, technology and health.
2. To develop living slandered of rural mass.
3. To develop rural youths, children and women.

4. To develop and empower human resource of rural area in terms of their psychology, skill, knowledge, attitude and other abilities.
5. To develop infrastructure facility of rural area.
6. To provide minimum facility to rural mass in terms of drinking water, education, transport, electricity and communication.
7. To develop rural institutions like panchayat, cooperatives, post, banking and credit.
8. To provide financial assist to develop the artisans in the rural areas, farmers and agrarian unskilled labour, small and big rural entrepreneurs to improve their economy.
9. To develop rural industries through the development of handicrafts, small scaled industries, village industries, rural crafts, cottage industries and other related economic operations in the rural sector.
10. To develop agriculture, animal husbandry and other agricultural related areas.
11. To restore uncultivated land, provide irrigation facilities and motivate farmers to adopt improved seed, fertilizers, package of practices of crop cultivation and soil conservation methods.
12. To develop entertainment and recreational facility for rural mass.
13. To develop leadership quality of rural area.
14. To improve rural marketing facility.
15. To minimise gap between the urban and rural in terms of facilities availed.
16. To improve rural people's participation in the development of state and nation as whole.
17. To improve scopes of employment for rural mass.
18. For the sustainable development of rural area.
19. To eliminate rural poverty.
20. To solve the problems faced by the rural mass for their development.

The implementation of Rural development strategies will use & develop existing institutional, management and funding mechanisms to focus the expenditure of government in the three spheres to more effectively and efficiently respond to needs and opportunities. So there is a great need to

develop the rural areas for the improvement of Indian economy.

OBJECTIVES OF RDS

1. To develop farm, home, public service and village community.
2. To bring improvement in producing of crops and animals living condition.
3. To improve health and education condition etc. improvement of the rural people.
4. To improve villagers with their own efforts.
5. To improve village communication.
6. For achieving rapid economic transformation.
7. To promote value addition and ensure a stable market for these agricultural products.

RDS (STRATEGIES)

The effective rural development strategies to be followed are:

1. Provision of support to the farmers Groups, and Associations in order to build their capacity and supporting farmer unions.
2. By adopting localized way of distributing agricultural products.
3. Water management for agricultural production by the Usage of sprinklers and drips.
4. Use of private companies for processing & marketing.
5. By proper communication & quality maintenance.
6. Enhancing Rural Micro finance services & provision of subsidies for crops.
7. Strategy for provision of technology inputs to the farmers.
8. Liberalization of Markets and Price Structures.
9. All weather roads to rural habitations.
10. Better economic utilization of agricultural residues, by products & Recycling of wastes by the establishment of separate plants at the village levels by the support of government.
11. Enhancement of linkage to farmer groups with processors and buyers for increasing the profits to the farmers.

12. Pests and disease control with the usage of improved seeds, Bio Fertilizers, Herbicides, and Bio Pesticides.
13. Usage of advanced equipment and machinery that constitutes the technology for the plantation and harvesting of the crops that leads to decrease the labor cost.
14. Agricultural Productivity Enhancement.
15. Research & Development for agro processing technologies.
16. Provision of Support to agricultural related industries.
17. Establishment of farmer care centers.
18. Analysis of complete Agricultural trade statistics includes Tree crops, Consumption data, Diseases and disease control data, Statistics on agricultural products processing & marketing, Fisheries statistics etc.
19. Increasing the organic farming. Because of high utilization of pesticides and fertilizers by the farmers, scientists are advising the organic products. The agricultural products, that produced through organic farming termed as organic products. In the world market these organic products having high demand day to date. So, there is a great need to follow the organic farming by the Indian farmers and produce the organic foods and export to other countries for the propitiation. Worldwide the organic farming land increased 11% - 52% from 1990 to 2016.
20. By conducting and organizing the camps / programs at the rural areas regarding development.
21. Establishment of separate teams for the rural development by the central government with special packages.
22. Maintenance of CLEAN & GREEN at the villages.
23. By providing transport facilities to the rural areas.
24. Building of interactions with the agricultural experts for gaining more profits.
25. These are the different rural development strategies.

RURAL MARKETING

Rural marketing basically deals with providing manufactured or processed inputs to rural producers for their needs. Rural Marketing would also be different they include input manufacturers, dealers, farmers, government agencies and traders. Thus, to promote their brands, they are exploiting social and cultural values. Increasing specialization in the farming sector has marketers to this strategy.

CHALLENGES OR PROBLEMS IN RURAL DEVELOPMENT

1. Peoples related:

1. Traditional way of thinking.
2. Poor understanding.
3. Low level of education to understand developmental efforts and new technology.
4. Deprived psychology and scientific orientation.
5. Lack of confidence.
6. Poor awareness.
7. Low level of education.
8. Existence of unfelt needs.
9. Personal ego.

2. Agricultural related problems:

1. Lack of expected awareness, knowledge, skill and attitude.
2. Unavailability of inputs.
3. Poor marketing facility.
4. Insufficient extension staff and services.
5. Multidimensional tasks to extension personnel.
6. Small size of land holding.
7. Division of land.
8. Unwillingness to work and stay in rural areas.

3. Infrastructure related problems:

1. Poor infrastructure facilities like water, electricity, transport, educational institutions, communication, health, storage facility etc.

4. Economic problems:

1. Unfavourable economic condition to adopt high cost technology.
2. High cost of inputs.
3. Underprivileged rural industries

5. Social and Cultural problems:

1. Cultural norms and traditions

2. Conflict within and between groups, castes, religions, regions, languages.

6. Leadership related problems:

1. Leadership among the hands of inactive and incompetent people.
2. Malafied interest of leaders.
3. Biased political will.

7. Administrative problems:

1. Earlier, majority of the programmes were planning based on top to bottom approach and were target oriented.
2. Political interference.
3. Lack of motivation and interest.
4. Unwillingness to work in rural area.
5. Improper utilization of budget.

CONCLUSION

More than 60% of the Indian population lives in rural areas and most of the rural people depend on agriculture and agricultural related industries. So there is a great need to follow the effective rural development strategies for improving the quality of life in rural areas, self-employment to rural people and raising profits to the farmers to improve the Indian economy.

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