



SUSTANABLE RURAL DEVELOPMENT

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Abstract :

More than 70% of Indian population lives in rural areas and most of rural people depend on agriculture and agricultural allied industries. As rural development is the prerequisite for overall development of India, there is a great need to formulate effective rural development strategies to improve quality of life in rural areas, self-employment to rural people and raising profits to the farmers to improve the Indian economy. The govt. of India is providing a lot of funds to promote rural economy and industry, indicating that the availability of funds is not the only factor for rural development. But the key factor seems to be potential from the funding ministries / state govt. is that they should design proper schemes and should make delivery system effective to use the funds properly and successfully in order to move the schemes into desired outcomes. To achieve growth, rural area needs productive activities which produce rural exports - goods and services that can be traded outside rural areas.

Moreover, a clear cut policy for rural industrialization should be evolved to address the possible pitfalls in the way of rural industrialization. The special efforts should be made to strengthen the economy of marginal and small farmers, artisans, unskilled workers etc. so that they can also contribute in the developmental process. This would require strengthening programmes related to skill development and assisting them with credit and market support. In addition to this, it is also essential to create awareness among rural peoples about govt.'s development programmes. Besides these, about 60 percent artisans are still carrying out their occupation in traditional primitive method due to non-up-gradation of technology in rural industries. Thus, there is still more crucial need for research and development (R & D) in rural industrial sector. For encouraging rural industrialization, it is essential to provide credit facilities at concessional rate to rural entrepreneurs.

Rural Development Strategies :

Rural agricultural development or opportunity of financial income for youth in the fight against debt strategies In a context marked by the scarcity of employment, but with a constantly ongoing production of graduates from State Universities and other private institutes, the state found itself unable to reduce youth unemployment. This situation was exacerbated by the policies of the Breton Woods institutions share structural adjustment

policies on the one hand and on the other hand of the fact that the training offered have not always been in line with the realities of the field. The establishment of the Ministry of Agriculture and Rural Development and the intervention of other rural development actors are tentative answers provided by the state to fight against the poverty of young people and in turn the fight against their financial debt. The major objective of this research is to analyze the socio-economic impact of agricultural development in the search for financial empowerment of young.

A Study on Rural Development in India:

For the economic development of any country, rural development is considered as the backbone and it assists the economy to grow and sustain. It is the axis of the economy including the labour ethics impacting the potential of business in big way. It is a popular belief that economic development takes place due to rapid industrialization. But industrial development itself cannot take place without agriculture. More specifically, agriculture contributes to economic development by product contribution and market contribution.

For economic development, agricultural activities play a key role in rural areas, but economic activities may be related to primary sector (besides agriculture it includes fisheries, forestry, mining and animal husbandry), processing of food grains and production of raw materials, household manufacturing industries, small scale agro-based rural industries and business. As agriculture depends on monsoon and weather conditions, such industry is assumed to be very volatile and fluctuating. Though people have become modernized in urban sector depending more on non-vegetarian food for their survival needs, the growth of agricultural sector is imperative to feed the nation and country. In rural sector, people are facing the issues like poverty, exploitation, etc. which is impacting total productivity of the Indian agriculture.

Social and Ecological Development :

Sustainable development means "Meeting the needs of present generation without compromising with the needs of future generations." It implies the fulfillment of several conditions: preserving the overall balance, respect for the environment, and preventing the exhaustion of natural resources. Reduced production of waste and the rationalization of production and energy consumption must also be implemented. Sustainable development is presented as a more or less clean break from other modes of development, which have led and are still leading to worrying social and ecological damage on both a worldwide and a local scale. In order to be sustainable, development must combine three main elements: fairness, protection of the environment, and economic efficiency. A sustainable development project must be based on a better-developed mode of consultation between the community and the members it comprises. The success of such a policy also depends on consumers accepting certain constraints and citizens observing certain requirements with regard to transparency and participation.

NEED FOR RURAL DEVELOPMENT IN INDIA

The country's economy is a case of an agrarian economy. Albeit cultivating and farming are one of the most significant essential exercises, the issue lies in the way that they share in the GDP of the horticulture segment is on a consistent decrease. Simultaneously, around 66% of India's populace rely upon agribusiness. Accordingly, the profitability isn't sufficient, with conditions just deteriorating.\

The essential zone to improve ought to give work in rustic territories and improving the profitability of the agrarian part. Frequently towns in our nations are not in a state of harmony with the urban territories due to awful network. In the long run, this prompts isolation and a social partition among urban and rustic regions. Fundamentally, the foundation of provincial territories ought to definitely improve. Much after such a large number of long stretches of Independence, marks of shame like the standing framework despite everything have a grasp on provincial individuals. Quality training can help in accomplishing the objective of the destruction of such social disasters. The waning education rates in country India, particularly for females, are a significant matter of concern. There is a requirement for land and specialized changes. Current advancements like natural cultivating ought to be consolidated to improve yields and benefits. In conclusion, individuals ought to be offered access to simple credit and advances by improving the financial framework in rustic regions. It tends to be effortlessly finished up, that for the advancement of an economy in both provincial and urban territories should be engaged upon. Provincial regions need uncommon changes in regions like foundation, credit accessibility, education, destitution destruction, and so forth. The plans that are now set up to the point of provincial improvement need another standpoint and appropriate refreshing. As needs be, the administration needs to represent the upliftment of country India.

As our economy creates in some cases quick and now and again hesitantly the change is clear to all, regardless of whether they are associated with the progression of India. When these are not known, it blends a feeling of disdain among the discouraged. When these are not known, it mixes a feeling of hatred among the discouraged. We ought to in this manner guarantee that the advantages of budgetary development contact each and every resident of India right now throughout the entire existence of India. In the event that not, on the off chance that the standards of dissimilarity and desires kick the pail, at that point our endeavors to make a prosperous India won't demonstrate productive. Regardless of the discoveries of the examination of the potential and utilization of M-Services in changing the district expansion administrations and superficially at more ranchers through the modernism empowered way of activities, little has been knowledgeable by the situation increase direction to date.

Conclusion :

Apart from strengthening the agricultural sector, rural entrepreneurship plays a vital role in the economic development of India, particularly in the rural economy. It helps in generating employment opportunities in the rural areas with low capital, raising the real income of the people, contributing to the development of agriculture by reducing disguised unemployment, under employment, unemployment, poverty, migration and economic disparity. Government should go for appraisal of various rural development schemes and programmes in order to uplift rural areas. Rural entrepreneurship finds it difficult to take off is due to lack of capital accumulation, risk taking and innovation. The rural development programs should combine infrastructure development, education, health services, investment in agriculture and the promotion of rural non-farm activities in which women and rural population can engage themselves. Rural development and rural entrepreneurship is the way of converting developing country into developed nation. Promotion of rural entrepreneurship is extremely important in the context of producing gainful employment and reducing the widening disparities between the rural and urban. Monitoring rural development programmes by supplying right information at the right time, providing timely and adequate credit and continuous motivation of bankers, Panchayat union leaders and voluntary service organizations will lead to the development of rural entrepreneurship and in turn rural development.

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