

Sustainable Rural Development For Emerging Economies

Aarcha.S.S, Assistant Professor, Department of Commerce, S.N.College,Kollam

Email:aarcha2ss@gmail.com

ABSTRACT

Rural development is about improving rural life mainly in social and economic aspects. Of course, there are different levels where rural development takes place. From the rural areas of developed countries suffering from isolation and distance from services, to third world countries where poverty and malnutrition are a constant threat. Different situations, different challenges but always a crucial role to play. Rural development is a topic that is easy to understand but hard to implement. It focuses upon the upliftment and development of the sections of rural economies, that experience grave poverty issues and effectively aims at developing their productivity. It also emphasizes the need to address various pressing issues of village economies that hinder growth and improve these areas.

Key words: Rural development, Agriculture products, Emerging economies.

INTRODUCTION

Rural development is the process of improving the quality of life and economic well-being of people living in rural area. However, changes in global production networks and increased urbanization have changed the character of rural areas. Increasingly tourism, niche manufacturers, and recreation have replaced resource extraction and agriculture as dominant economic drivers. The need for rural communities to approach development from a wider perspective has created more focus on a broad range of development goals rather than merely creating incentive for agricultural or resource based businesses. Education, entrepreneurship, physical infrastructure, and social infrastructure all play an important role in developing rural regions. Rural development is also characterized by its emphasis on locally produced economic

development strategies. In contrast to urban regions, which have many similarities, rural areas are highly distinctive from one another. For this reason there are large variety of rural development approaches used globally. Rural development is a comprehensive term. It essentially focuses on action for the development of areas outside the mainstream urban economic system. we should think of what type of rural development is needed because modernization of village leads to urbanization and village environment disappears.

Rural Development in India

Rural development is a topic that is easy to understand but hard to implement. It focuses upon the upliftment and development of these sections of rural economies, that experience grave poverty issues and effectively aims at developing their productivity. It also emphasizes the need to address various pressing issues of village economies that hinder growth and improve these areas. Some areas that need urgent attention for Rural Development in India are:

- Public health and sanitation
- Literacy
- Female empowerment
- Enforcement of law and order
- Land reforms
- Infrastructure development like irrigation, electricity, etc.
- Availability of credit
- Eradication of poverty

Need for Rural Development in India

The rural economy is an example of an agrarian economy. Although farming and agriculture are one of the most important primary activities, the problem lies in the fact that they share in

the GDP of the agriculture sector is on a constant decline. At the same time, about two-thirds of India's population depends on agriculture. As a result, the productivity is not up to the mark, with conditions only getting worse. Moreover, public investment declined since 1991 coupled with a lack of adequate infrastructure, credit, transport, employment, etc. Henceforth the agricultural output has grown at only 3.2% during 2007-2011. All these factors have been denting the process of development. Therefore there is a need to focus on rural development and not just urban development.

Scope for Improvement

The primary area to improve should be providing employment in rural areas and improving the productivity of the agricultural sector. Often villages in our countries are not in sync with the urban areas because of bad connectivity. Eventually, this leads to segregation and a social divide between urban and rural areas. In essence, the infrastructure of rural areas should drastically improve. Even after so many years of Independence, stigmas like the caste system still have a grip on rural people. Quality education can help in achieving the goal of eradication of such social evils. The dwindling literacy rates in rural India, especially for females, are a major matter of concern. There is a need for land and technical reforms. Modern technologies like organic farming should be incorporated to improve outputs and profits. Lastly, people should be given access to easy credit and loans by improving the banking system in rural areas. It can be easily concluded, that for the development of an economy in both rural and urban areas need to be focused upon. Rural areas need drastic changes in areas like infrastructure, credit availability, literacy, poverty eradication, etc. The schemes that are already in place with the aim of rural development need a new outlook and proper updating.

Components of Rural Development:

1. Rural development seeks to transform all the sectors of rural economy – the primary sector, the secondary sector and the tertiary sector.

2. It is concerned with the improvement of the standard of living of the ruralities through the provision of health and medical facilities, employment opportunities including vocational training, educational facilities etc.

3. It brings about significant improvement in the socio-economic conditions of the scheduled castes, scheduled tribes, the landless agricultural labourers and the marginal and small farmers.

Aspects of Rural Development:

1. Agricultural development constitutes the crucial aspect of rural development. Agricultural development is possible through the use of better seeds, adequate fertilizers, manures, and pesticides, adequate supply of water and effective implementation of land reform measures.

2. By effecting changes in the socio-economic institutions, rural development seeks to change the socio-economic structure of the rural community.

3. The effectiveness of the rural development programmes necessitates political non-interference. The persons associated with these programmes should be given adequate freedom to carry out their plans and programmes with undivided attention.

4. The success of the rural development programmes depends on the co-operative orientation and attitude among the ruralites. The functioning of the co-operative societies goes a long way in improving the conditions of the vulnerable sections of the rural set-up.

5. Rural development programmes demand the active participation of the ruralites. While formulating these programmes the opinions, attitudes, drives and interests of the rural people should be taken into account. Further, dedicated and committed village leaders should come forward to guide the masses for bringing about rural development.

The challenges of rural development

Food Security: Food security is one of the biggest challenges facing rural development. Giving the population the means to grow their own food, produce more, or by providing better access to it, thinking of better land use, and sustainable agriculture are key factors which contribute to the challenge of food security. Food waste limitation and food distribution improvement are an

urgent issue. In some countries, 25-30% of the population are experiencing days without food, and with the population growing, food security is becoming more and more important.

Resources: Rural development also has to face the question of scarce resources. Water and land are essential but they are not infinite. Their quality can also suffer from pollution and this is why awareness is important but also better land management and with better irrigation systems in order to reduce waste.

Perspectives of the Rural Economic Development

The Indian rural economic development is an important part of the Indian economy where the government has to foster growth by providing employment and business opportunities to the people. The government is in pressure to provide high quality services in the global environment of high competition. The service providers on the part of government can design the package to form the value chain which generally governs the economies of the scale. The basic objectives of the rural economic development are as follows:

- **Human Perspective:** The economic development of the rural sector has to look after the individual needs of the farmers because if he is given attention he will give better products and enhance the productivity and efficiency of the rural economy.
- **Social Perspective:** For every sector of development, the social issues are important because we are existing in this society which is the web of human emotions and feelings. The rural people have to be respected, their social and cultural values are important and the government development policies have to incorporate the values of the rural society.
- **Economic Perspective:** The society or any economy can only be successful if the design, implementation and feedback are according to the specific needs of a particular section of the society. Every policy related to the economic development requires a unique profit oriented strategy for growth and sustainability.
- **National Perspective-** The government has the national objective for enhancing the gross domestic product of the country so as to increase the national income of the country through the rural and urban development.

●Global Perspective: The government policy has to focus on the global issues because now we are connected to the world through the technological up gradation happening in the world.

Importance of rural development for the nation

India lives in its villages, and while the cities have grown immensely over the last 20 years, rural areas have not seen that kind of development. For India's economy to be strong the rural economy needs to grow. Rural areas are still plagued by problems of malnourishment, illiteracy, unemployment and lack of basic infrastructure like schools, colleges, hospitals, sanitation, etc. This has led to youth moving out of villages to work in cities. This could be compared to the brain drain from India to US. Our villages need to grow in tandem with cities and standard of life has to improve there for inclusive growth to happen. If rural India is poor, India is poor. India lives in many generations, and visiting rural areas very easily shows that they lag behind cities by decades. While we have latest services and products available in our cities now, villagers are still coping with age old products. It is easy to see the rising disconnect between cities and villages. Some examples are –

1. While we have international fully air conditioned schools in our cities, the schools in villages still don't have benches and chairs, leave alone computers. We have a huge shortage of teachers in rural areas, and the school drop out rate is huge.
2. In cities, we have wide roads, flyovers and underpasses while many villages still don't have proper roads. Urban-rural road links can play a vital role in rural growth.
3. Employment opportunities are hardly there in villages which forces youth to move to cities creating imbalance in the ecosystem and leaving the villages deprived.
4. While we may have numerous hospitals, nursing homes and medical facilities in cities, villages neither have health awareness nor health facilities. See the condition of major hospitals like AIIMS to know how many villagers have to flock to cities for even basic treatments. Apart from the above options, villages need to have
 1. **Proper land reforms** to make sure land is held, owned, cultivated, irrigated to make the most efficient use and maximum output.
 2. **Rural credit** – Banking services need to be popularized and credit should be available for basic services like agriculture.

3. **Electrification** – Many villages still receive only 2 to 6 hours of electricity per day which needs to drastically improve to empower the villages of India.

Conclusion

Rural development aims at finding ways to improve rural lives with participation of rural people themselves, so as to meet the required needs of rural communities. The outsider may not understand the setting, culture, language and other things prevalent in the local area. As such, rural people themselves have to participate in their sustainable rural development. Basically, what we need is to empower the rural people by providing them education and proper health care. They need to have infrastructure like electricity and water so that they are free from the cycle of droughts and floods. We need to give them self-employment so that they want to stay in villages instead of migrating in cities. There is a need to empower the villagers, and not just supporting them by food subsidies, loan waivers which end up crippling them. India will grow only when rural India marches hand in hand with cities in the twenty first century.

REFERENCES

- Chand, R and S K Srivastava (2014): "Changes in the rural labour market and their Implication for Agriculture," Economic & Political Weekly, Vol 49, No 10, pp 47-54.
- Chand, R., R Saxena and S Rana (2015): "Estimates and Analysis of Farm Income in India, 1983-84 to 2011-12," Economic & Political Weekly, Vol 50, No 22, pp 139-145.
- Moseley, Malcolm J. (2003). Rural development : principles and practice (1. publ. ed.). London [u.a.]: SAGE. p. 5. ISBN 978-0-7619-4766-0.
- Emirbayer, M., & A. Mische (1998), "What is Agency?", in The American Journal of Sociology, 103(4), pp. 962-1023.
- Escobar, A. (1995), Development: The Making and Unmaking of the Third World, (Princeton, NJ: Princeton University Press
- Esteva, G (1992) "Development", in W. Sachs (ed.), The Development Dictionary: A Guide to Knowledge and Power, London: Zed Book

<https://www.toppr.com>

<https://www.tutorialspoint.com>

<https://archive.india.gov.in>