



**RURAL ASPECT OF INDIA: CHALLENGES & OPPORTUNITIES FOR
SUSTAINABLE DEVELOPMENT**

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Abstract

India is emerging as a major economy and our cities and urban centers are starting to show signs of prosperity. Unfortunately our development is lonely. In rural areas, I cannot travel with urban India. In rural India, about 68% of the country's total population still lives. No trickle-down effect. The benefits of economic development are not shocking to more than a two-third of people. Our performance in such important areas as agriculture, infrastructure development and community and social services and overall rural development is lacking. Economic development in any country depends largely on rural development and helps the economy to grow and sustain. This paper shows an aspect of India's rural situation and challenges and opportunities to sustainable development.

Keywords: Challenges, Rural strategies, Sustainable Development.

Introduction

India lives in a village. Despite the industrial development that took place in the last one and a half decades since independence, this saying that emphasizes the agricultural character of the Indian economy continues to be true today. The 2011 census estimates about 69% of the country's total population continues to live in rural India So that there is not enough land holding or alternative service to produce or buy essential goods. Despite the lack of employment opportunities, people in rural areas are unable to get enough pay to earn their living. As a result, 40% of households, which earn Rs. 11000 per year are classified as poor despite the government.

Objective of the Study

1. To analyze the challenges of rural economy.
2. Suggest possible ways to alleviate these problems.

Research Methodology

The study is theoretical in nature and the data required for the study are collected through secondary sources like books, journals, report, and internet.

Governments' Various programs & Expenses

At present are some major flagship programs implemented to develop rural areas by the Ministry of Rural Development like the Mahatma Gandhi Employment Guarantee Schemes (MGNREGS) with a budgetary allocation of Rs. 71,001.81 crore in 2020-21, The Pradhan Mantri Gramin Sadak Yojana received Rs 19,500 crore in budgetary allocation whereas the revised estimate of 2019-20 shows it received Rs 14,070 crore. The budgetary allocation to the scheme last year was Rs 19,000 crore, this year Panchayati Raj allocation was Rs 900 crore, which is a minimal increase from Rs 871 crore in 2019-20. The revised estimation shows that the government has spent only Rs 500 crore. Under the Deen Dayal Antyodaya Yojana for alleviation of poverty, 58 lakh Self Help Groups (SHGs) have been mobilised. We shall further expand on SHGs. Unlike the Department of Rural Development, the allocation for the Department of Panchayati Raj has almost doubled to Rs 900.94 crore for the year 2020-21 from Rs 500 crore from the estimated expenditure incurred in 2019-20. Rashtriya Gram Swaraj Abhiyan from an estimated expenditure of Rs 465.46 crore in 2019-20 to Rs 857.53 crore in 2020-21. Fibre to the Home (FTTH) connections through Bharatnet will link one lakh gram panchayats this year. It is proposed to provide Rs 6,000 crore to the Bharatnet programme in 2020-21. Through these schemes, the central government is striving for rural development. The positive effects of this are seen in the rural economy.

The present Scenario in rural India faces the following challenges

- 1. Population:** Increasing population which creates intense pressure on natural resources and environment.
- 2. Natural Resources** Due to the destruction of natural resources, food and job insecurity, almost 40% of the rural population is forced to live in poverty.
- 3. Pollution** and cooperative changes in the environment lead to a shortage of pure drinking water and adversely affects agricultural production.
- 4. Education:** Misconduct on education, resulting in lower literacy and unemployment of young people. The literacy rate in the rural areas is about 50-65%, while in the backward areas, it is less than 5-5%. In the past, girls' education seemed unnecessary and this had a serious impact on their lives. Illiteracy is also hampering their development due to lack of interaction with the outside world. They are slow to adopt new practices, which are needed during the changing times, with low literacy rates, especially for women, adversely affecting their skills development, employment productivity, family welfare and education.

5. Health:

Poor health status due to lack of safe drinking water, sanitation, hygiene and drainage facilities; inadequate healthcare facilities, leading to high child mortality and morbidity; Loss of labor productivity, financial loss, debt and poor living conditions; Due to the provision of safe drinking water, sanitation and health care, the mortality rate in rural cities is relatively higher in cities than in poor cities. Urban India has 15 times the number of beds and four times the number of doctors per capita compared to rural India. Not just the medical staff. Not only the shortage but doctors and medical staff are 40% absent in rural public health facilities.

6. Infrastructure:

Poor infrastructure to receive timely information on development opportunities, market demand and prices of agricultural commodities, new technologies, forward and backward linkages, credit facilities and government development policies.

7. Globalization:

The liberalized trade system, as well as the more integrated and consumer driven agriculture and food market, are rapidly globalizing and bringing in innovations, which is forcing farmers to adapt or lose ground. Poor farmers do not have the capacity to face the cut throat competition and therefore die.

8. Neoliberalization:

The neo-liberalization also seems to have a major impact on rural economy in India. Government efforts are important for rural development, but due to neoliberalization from the public sector, the economy is moving towards the private sector. This is affecting rural employment, rural education and rural livelihoods.

Opportunities to overcome these challenges and achieve sustainable development:

Rural development does not have a generally accepted perspective. It is a choice that influences time, space and culture. Rural development the term rural development means all-round development in rural areas to improve the quality of people in rural areas. In this sense, it is a comprehensive and multidisciplinary concept and includes the development of agriculture and allied activities, rural and cottage industries and crafts, socioeconomic infrastructure, community services and above human resources in rural areas. Rural development as a phenomenon is the result of interaction between various physical, technological, economic, social, cultural and organizational factors. As a strategy, it is designed to improve the economic and social welfare of a particular group of villagers. As a discipline, she is multidisciplinary in nature, showing the interplay of agriculture and social, behavior, engineering and management sciences. Some of the strategies that are suggested are as follows:

1. Environmental protection

All development programs need to conserve natural resources and protect the environment, as it is vital for sustainable development. This is especially important, as it is about living with the poor, and it is the responsibility of the development organizations to carefully plan the programs to ensure the protection of the environment along with income activities.

2. Blending development with research and training

For effective implementation of various development programs, the applied research and training activities should support the development program. Development programs without research backups are out of date, and any research programs without development and extension outlets are educational. Effective transfer of technology from laboratories to the field requires training of field workers and farmers.

3. Water Resource Development

Development of water resources and watershed are other important activities. However, because of solitary watered development, especially small farmers with low quality land cannot benefit because they lack the ability to invest in land development and serious agricultural investment. That is why they are not actively involved in such events. Therefore, the policy should be integrated with the development of weak agricultural land and the development of waste land owned by the weaker sections of the community.

In all watershed development programmes, community involvement will be an important factor for the success of the planning phase. Although an entry point initiative, mobilizing the community and establishing effective communication, identifying resources and community involvement in development through SHGs and rural-level planning committees should be an important component of these programmes. Introduction of improved agricultural practices, such as the use of standardized seeds, timely plowing work, integrated pest management, micro-financing of resources, establishment of grain banks to meet the emergency needs of the poor, including welfare development etc. Can play an important role in building community confidence.

4. Level of Infrastructure Development:

The development of physical and social infrastructure plays a vital role in the overall development of the rural economy by contributing directly to the employment generation and wealth creation. Improved network of physical infrastructure facilities such as well-built roads, irrigation, rail links, power and telecommunications, information technology, food storage, cold chains, market-growth centers, processing for produce and social infrastructure support, viz., health and education, water and sanitation and veterinary services and co-operatives are essential for the development of the rural economy, especially in the era of liberalization, privatization, globalization and neoliberalization.

5. Indigenization of Social Research

Most of our education in higher education institutions is based on the assumptions, concepts and theories developed by Western scholars, including rural sociologists that have limited use in our rural development. In the context of rural development, indigenization of concepts and theories is needed to understand and resolve the issues facing state governments, Panchayati Raj institutions and stakeholders. This requires indigenization of social science research, particularly in rural areas. Such an approach, if adopted in social science research, could soon resolve the problem of rural transformation.

6. Corporatization of the Rural Economy:

In the changing globalization system, the upbringing of the rural economy was more relevant, where the market for quality products had to be addressed. Access to the corporate sector will help farmers to diversify their crops from wheat and rice to other crops. This can be done by providing awareness about quality inputs and their judicious use, ensuring their crop procurement, refrigeration, carrier, grading, cleaning, packing, branding and also helping in research and extension. Recent field experience of CRRID (Centre for Research and Rural Industrial Development) the corporate sector is eager to harvest crops as needed, while protecting the minimum returns available and guaranteeing product marketing.

8. Formation of a Globalized or Model Village:

A model village is known as a modern city and a village with social infrastructure. A model village will facilitate human resource development, providing good education, health and training, but employment in both secondary and tertiary areas. In the beginning, the infrastructure needs to be funded by sources other than governmental and non-governmental sources, such as non-governmental organizations, international financial institutions, non-resident Indians (non-resident Indians), religious institutions, and income from the villages. Own source. As a result, for the maintenance and sustainability of public services, user fees may be charged according to the social and financial status of the home. According to the concept of globalized village, every village will be connected to modern information technology for better information transmission. This type of village will have the ability to generate human resources as per the national as well as international requirements.

Conclusions:

The spirit of India lives in the villages and only by changing the face of the countryside can we hope for a better future for the entire state and nation. If we have to meet the target of 9% annual growth rate (or changing situation than today) of GDP, then agriculture must maintain annual growth of 4%. This is important to ensure that growth is more inclusive.

Although agriculture accounts for only 18% of India's GDP, 55% of the rural population is the main source of income. Agriculture is important for food security, commodity prices and

money wages. Further, it has a tremendous multiplication effect on agriculture as it has an impact on income, demand and supply of raw materials in many industrial areas. The interconnection between agriculture and industrial sector is so strong that if there is a 1% decline in agricultural growth, then industrial growth and GDP will surpass 0.52%. Rural development needs to be a priority if it is to achieve sustainable economic development. Agricultural modernization is one of the most important requirements for rural development. This will improve the economic situation of the rural population. The increasing purchasing power of the rural population will make the products available in the manufacturing sector a bigger market. This is essential for green rural development, which refers to the various resources that reproduce and conserve the foundations of natural resources, new uses and uses clean materials, technologies and processes to create environmentally friendly products, routines, activities and jobs. India will only grow when rural India marches in tandem with urban India.

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