



## Basic Concept of Rural Development

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### Introduction:

Rural development is the process of improving of life and economic well-being of people living in rural areas, often relatively isolated and sparsely populated areas.

Rural development has traditionally centered on the exploration of land-intensive natural resources such as agriculture and forestry. 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 in general is used to denote the actions and initiatives taken to improve the standard of living in non-Urban

neighborhoods, countryside, and remote villages. These communities can be exemplified with a low ratio of inhabitants to open space. Agricultural activities may be prominent in this case whereas economic activities would relate to the primary sector, production of foodstuffs and raw materials.

Rural development actions mostly aim at the social and economic development of the areas. These programs are usually top-down from the local or regional authorities, regional development agencies, NGOs, national government or international development organizations. But then, local populations can also bring about endogenous initiatives for development. The term is not limited to the issues for developing countries. In fact many of the developed countries have very active rural development programs. The main aim of the rural government policy is to develop the undeveloped villages. To develop a country not only industrialization is sufficient but also the every common man has to survive.

Rural Development is defined as improving the living standard of the masses of

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the low income population residing in rural areas.

#### **Definition of Rural Development:**

**According to World Bank** rural development is a strategy designed to improve the economic and social life of a specific group of people by extending the benefits of development to the poorest among those who seek livelihood in the rural areas.

**According to Finance Ministry** rural development is systematic and integrated use of national resources enabling every person to engage himself in production and social useful occupation and earn income that will meet at least the basic needs.

**According to National Commission on Agriculture** rural development means development of an area and the people through optimum development and utilization of local resources by bringing about necessary institutions, structures and attitudinal changes and by delivering package of services to improve all fields of the rural poor and rural weak.

The term rural development is a subset of the broader term 'Development'. However we define it, development is a universally cherished goal of individuals, families, communities and nations all over the world. Development is also natural in the sense that all forms of life on Planet Earth have an inherent urge to survive and develop. Given

these two attributes, i.e, its universal supremacy as a goal and its natural occurrence, development deserves a scientific study and analysis. Hence it is not surprising that the subject of development has been studied by scholars of all faiths, ideologies and disciplines.

#### **Constraints of Rural Development:**

As we know the 60% -70% of rural population in India lives in primitive conditions. This sorry state exists even after 60 years of independence. So that Rural Development programmes have urgency in the present condition also. There are many obstacles in the rural development programmes which are as under.

1. In 21<sup>st</sup> Century, there is no electricity supply in many villages.
2. Now also many rural peoples using primitive methods of cooking, living and farming and the have trust on these methods.
3. By using primitive cook stoves, around 300,000 death / year takes place due to pollution.
4. 54% of India's population is below 25 year and most of them live in rural areas with very little employment opportunities.
5. Literacy is the major problem in rural development programme.

6. The poor extension linkage causes slow growth of rural development.
7. Untrained, Unskilled, inexperienced staff in extension linkage cannot provide satisfactory help to rural peoples.
8. Every one want to go to the cities, so that rural people's remains as ignores part by the policy makers also.
9. Privatization concept is useful for rural development but, government not praying much attention to this aspect.
10. Policy makes prepared policies, programmes for betterment of rural people but, if these programmes are not implemented very well then have no used.

### **Basic elements of rural development:**

Whatever the geographic location, culture and historical stage of development of a society, there are at least three basic elements which are considered to constitute the 'true' meaning of rural development.

1. **Basic necessities of life:** People have certain basic needs, without which is would be impossible (or very difficult) for them to survive. The basic necessities include food , cloths shelter, basic literacy, primary health care and security of life and property. When any one or all of them are absent or in critically short supply, we may state that a condition of 'absolute

underdevelopment' exists. Provision of the basic necessities of life to everybody is the primary responsibility of all economics, whether they are capitalist, socialist, or mixed. In this sense, we may claim that economics growth (increased per capita availability of basics necessities) is a necessary condition for improvement of the 'quality of life' of rural people, which is rural development.

2. **Self respect:** Every person and every nation seeks some sort of self-respect, dignity, or honour. Absence or denial of self-respect indicates lack of development.

3. **Freedom:** In this context, freedom refers to political or ideological freedom, economics freedom and freedom from social servitude. As long as a society is bound by the servitude of men to nature, ignorance, other men, institutions, and dogmatic beliefs, it cannot claim to have achived the goal of 'development' Servitude in any form reflects a state of underdevelopment.

### **Connocation of Rural Development:**

The term rural development connotes overall development of rural areas with a view to improve the quality of life of rural people. In this sense, it is a comprehensive and

multidimensional concept, and encompasses the development of agriculture and allied activities, village and cottage industries and crafts, socio-economic infrastructure, community services and facilities, and, above all, the human resources in rural areas. As a phenomenon, rural development is the end-result of interactions between various physical, technological, economic, socio-cultural and institutional factors. As a strategy, it is designed to improve the economic and social well-being of a specific group of people-the rural poor. As a discipline, it is multi-disciplinary in nature, representing sciences.

Rural development is a strategy to enable a specific group of people, poor rural women and men, to gain for themselves and their children more of what they want and need. It involves helping the poorest among those who seek a livelihood in the rural areas to demand and control more of the benefits of rural development. The group includes small scale farmers, tenants, and the landless.

Thus, the term rural development may be used to imply any one of the above-mentioned connotations. To avoid ineffective floundering among the myriad definitions, we shall define rural development as; 'A process leading to sustainable improvement in the quality of life of rural people, especially the poor.'

### **Concept of Rural Development:**

The meaning of rural development has been the subject of much debate and little agreement. The definition of rural development varies from one point of view to the other. The definition or rural development may be centered around income criterion in which the concept is made to address the problem of rural poverty. Or it may be defined in sociological concept in which the rural poor represents a reservoir of untapped talent a target group that should be given the opportunity to enjoy the benefits of development through improved education, health and nutrition. This is one of the most important definitions of rural development as the provision of social infrastructures could provide the catalyst that would transform the rural areas.

Rural development may also be seen as an ideology and a practice. It may mean planned change by public agencies based outside the rural areas such as the national Government and International organization; It may also be the bringing of the countryside into an active state, as well as the transformation of the inferior nature of the country side into something more superior in terms of activities.

Rural development as the improvement in the living standard of the rural dwellers by engaging them in productive activities such as

the establishment of rural industries that will increase their income. It is seen by these scholars as a means of raising the sustainable living of the rural poor by giving them the opportunity to develop their full potentials.

Rural development can be distinguished from agricultural development which it entails and transcends. In essence Rural Development may imply a broad based reorganization and mobilization of rural masses in order to enhance their capacity to cop effectively with the daily task of their lives and with changes consequent upon this. According to the World Bank Rural Development must be clearly designed to increase production. it recognizes that improved food supplies and nutrition, together with basic services, such as health and education, not only directly improve the physical well-being and quality of life of the rural poor, but can also indirectly enhance their productivity and their ability to contribute to the national economy.

Rural Development ensures the modernization of the rural society and the transition from its traditional isolation to integration with the national economy. It is concerned with increased agricultural production for urban and international markets. This is essential so as to generate foreign exchange, and to attract revenue to finance public and private consumption and

investment. In order to encourage increases production rural development may offer a package of inputs and welfare services for the rural masses. Such inputs and welfare services include physical inputs (such as the provision of feeder roads, water electrification), social inputs- (namely health and educational facilities) and institutional inputs such as credit facilities, agricultural research facilities, rural expansion services among others.