

RURAL DEVELOPMENT AND MANAGEMENT STUDIES**Dr . Vimmi Behal**

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Abstract:-Rural development is the process of improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated areas. Rural development has traditionally centered on the exploitation of land-intensive natural resources such as agriculture and forestry.

Rural management is the study of planning, organising, directing, and controlling of co-operatives, agribusiness and allied fields. It merges the knowledge of management studies and applying it in the rural context. Most of the courses are designed in such a way that the concepts taught in the class is applied in the real life through training in the rural areas through case-studies and interaction with the rural people.

Keyword: Traditionally, Exploitation, Agribusiness,

Introduction

Rural development is the process of improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated areas. Rural development has traditionally centered on the exploitation 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 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 a large variety of rural development approaches used globally.

Rural development actions are mainly and mostly to development aim for the social and economic development of the rural areas.

Rural development programs are usually top-down from the local or regional authorities, regional development agencies, NGOs, national governments 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. This was designed by Eric Kiplagat.

Rural development aims at finding the ways to improve the rural lives with participation of the rural people themselves so as to meet the required need of the rural area. The outsider may not understand the setting, culture, language and other things prevalent in the local area. As such, general people themselves have to participate in their sustainable rural development.

In developing countries like Nepal, India, Bangladesh, integrated development approaches are being followed up. In this context, many approaches

and ideas have been developed and followed up, for instance, bottom-up approach, PRA- Participatory Rural Appraisal, RRA- Rapid Rural Appraisal etc.

information dissemination and awareness generation activities are focussed on sensitisation of target groups such as Job Card Holders and GP and ward level functionaries on the issues such as sensitization of the job card holders on demand registration and obtaining dated receipts, workers entitlements and publicity of helpline number to improve grievance redressal system. Also, the wider objective and vision of MGNREGA are also disseminated to the general public and other stakeholders by observing earmarked days such as Rozgar Diwas and MGNREGA Day

The village in India holds a unique place, both in the social and economic spheres. There were 212.6 million people living in rural areas in 1901, in 2001 rural population has increased to 721.1 million naturally the density of population has increased, land under agriculture has diminished, affected the forests and exodus to urban areas accelerated agricultural labor continued to be exploited.

The phenomenon of Rural Development is becoming more and more complex despite technological advancement and availability of resources as well as continued efforts from the pre independence period. Rural Development has a long history in India. There are various approaches, strategies, philosophies, policies, programmes, enactments, efforts, experiments, methodologies, which needs to be studied and analyzed to understand the Rural Development. Present chapter is an attempt to discuss historical analysis of Rural Development programmes right from pre-independence period to present period until 2009 –

10. Starting with the conceptual clarity from national and international perspectives this chapter gives the historical background of Rural Development from the pre independence period. It describes the review of various experiments in

the pre and post independence period. It gives brief detail of Gandhian ideas and contribution in the area of rural development. There is analytical description of five year plans, major schemes and performances of Rural Development. The chapter includes major issues of Rural Development.

Rural Development traces back its history to the Seventeenth Century when voluntary efforts to serve the mankind were initiated. A religious society of people known as 'Friends' or 'Quakers' had emerged as a movement in this direction for the first time in England and then in the other parts of the world in rapid strides. It aimed at providing services to mankind transcending bonds of religion, territory and culture. The Quaker was a kind of rebel. In the mid of the seventeenth

century, the main plank of the Quaker movement was that every human being has infinite dignity, that he is worthy of reverence simply because he is a human being and therefore, a temple of God.²

The main spirit behind this movement has been one of the selfless service and sacrifice and it runs like a wire, as it were exponents of the Quaker faith. The Quaker service to India was brought by

Rachel Metcalfe. She left England in the year 1866 and came to India with meager resources and with no previous arrangements for launching a project of social reconstruction. In the quarter of the nineteenth Century, a few more

Quakers arrived in India to actively participate in reconstruction of the society.

But the unfortunate part was that the famines of 1895-96 and 1899-1900 converted these Quakers into simple relief workers.³

Thus the Quakers can be

IEC activities in this objective focus on facilitating information to strengthen the livelihood capabilities of 20% of the poorest households in village by way of strengthening

Gram Planning Forum, convergence with line departments and creating awareness on the list of permissible livelihood works that can be taken up on private lands.

Conclusion:

Development Studies is an interdisciplinary concentration whose main mission is to provide students with the knowledge, critical perspectives and skills they need to engage with the issues and problems of national and international development, especially as they relate to the Global.

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