

Effective Rural Development Strategies for the Improvement of Indian Economy

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Abstract-The people lives in rural areas are majorly depends on agriculture. The rural agricultural production & consumption process plays a predominant role in developing the Indian economy. The major objective of rural development is to increase farm productivity, for achieving rapid economic transformation, increasing profits to farmers and to increase the household outputs of selected agricultural products. The present article majorly focused on the various rural development strategies in field of agriculture, starting from management of land, labor and natural resources to the effective harvesting, pre processing methods and effective marketing strategies to be followed.

Key words: Rural development, Agriculture products, Rural development strategies, Indian economy.

I. INTRODUCTION

The rural agricultural production & consumption process plays a predominant role in developing the

Indian economy. Agriculture and agro processing account for 30-60 % of GDP in developing countries. 63 percent of population lives in rural areas only. With rapid urbanization rural people depends mostly on agriculture. India started producing about 700 million tonnes (Mt) of biological materials per year including food grains, fruits, oilseeds, vegetables, milk, eggs, tea, coffee, fiber crops, forest produce and so on. Because of its socio economic impact specifically on employment and income generation, Agro processing is now regarded as the sunrise sector of the Indian economy. The common agro processing industries includes paper making units, hand pounding units for rice, bullock operated sugarcane crushers, water power driven flour mills, bullock driven oil ghanies, spinning wheels and handloom units for weaving etc. The rural areas are consuming a large number of industrial and urban manufactured products.

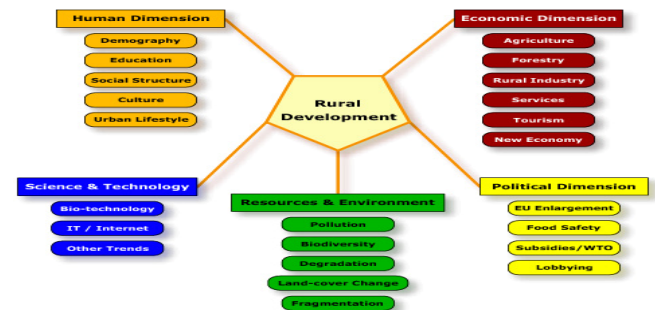


Figure.1: Rural development. Source: Royal Commission Canada, 2003

The major wings for the rural development are

1. Economic dimension
2. Human dimension
3. Science & Technology
4. Resources and Environment
5. Political dimension.

II. NEED FOR RURAL DEVELOPMENT

- I. To raises the quality of life & environment in rural areas.
- II. To reduce urbanization
- III. For the improvement of Indian economy
- IV. For the proper management of natural resources like land, water for agricultural production
- V. To produce variety of food products through agriculture.
- VI. To improve profits for farmers.

The implementation of Rural development strategies will use & develop existing institutional, management and funding mechanisms to focus the expenditure of government in the three spheres to more effectively and efficiently respond to needs and opportunities. So there is a great need to develop the rural areas for the improvement of Indian economy.

The objectives of the RDS are to increase farm productivity, for achieving rapid economic transformation, to increase household outputs of the selected agricultural products, and to promote value addition and ensure a stable market for these agricultural products.

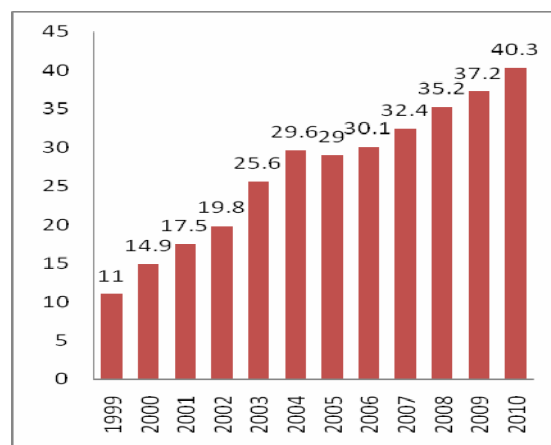
III. RDS (STRATEGIES)

The effective rural development strategies to be followed are

1. Provision of support to the farmers Groups, and Associations in order to build their capacity and supporting farmer unions.
2. By adopting localized way of distributing agricultural products.
3. Water management for agricultural production by the Usage of sprinklers and drips.
4. Use of private companies for processing & marketing.
5. By proper communication & quality maintenance.
6. Enhancing Rural Micro finance services & provision of subsidies for crops.
7. Strategy for provision of technology inputs to the farmers.
8. Liberalization of Markets and Price Structures.
9. All weather roads to rural habitations.
10. Better economic utilization of agricultural residues, byproducts & Recycling of wastes by the establishment of separate plants at the village levels by the support of government.
11. Enhancement of linkage to farmer groups with processors and buyers for increasing the profits to the farmers.
12. Pests and disease control with the usage of improved seeds, Bio Fertilizers, Herbicides, and Bio Pesticides.
13. Usage of advanced equipment and machinery that constitutes the technology for the plantation and harvesting of the crops that leads to decrease the labor cost.
14. Agricultural Productivity Enhancement.
15. Research & Development for agro processing technologies.
16. Provision of Support to agricultural related industries.
17. Establishment of farmer care centers.
18. Analysis of complete Agricultural trade statistics includes Tree crops, Consumption data, Diseases and disease control data, Statistics on agricultural products processing & marketing, Fisheries statistics etc.
19. Increasing the organic farming.

Because of high utilization of pesticides and fertilizers by the farmers, scientists are advising the organic products. The agricultural products, that produced through organic farming termed as organic products. In the world market these organic products having high demand day to date. So, there is a great need to follow the organic farming by the Indian farmers and produce the organic foods and export to other countries for the propitiation. Worldwide the organic

farming land increased 11% - 40% from 1990 to 2010. Shown in graph.1.



Graph-1: Development of world organic agricultural land (1999 - 2010), Source: S-CEL 1999 - 2010

20. By conducting and organizing the camps / programs at the rural areas regarding development.
21. Establishment of separate teams for the rural development by the central government with special packages.
22. Maintenance of CLEAN & GREEN at the villages.
23. By providing transport facilities to the rural areas.
24. Building of interactions with the agricultural experts for gaining more profits.

These are the different rural development strategies.

IV. RURAL MARKETING

Rural marketing basically deals with delivering manufactured or processed inputs or services to rural producers. Rural Marketing would also be different they include input manufacturers, dealers, farmers, government agencies and traders. Thus, to promote their brands, they are exploiting social and cultural values. Increasing specialization in the farming sector has marketers to this strategy.

V. CHALLENGES FOR RURAL DEVELOPMENT

- I. Developing rural areas is long time consuming process.
- II. There is no doubt that, Most of the rural people depend on agriculture & that is a risky business.
- III. Sustainable economic growth and diversification;
- IV. Government funding and institutional development
- V. Agricultural employment has started to decline and where replacement employment is required.
- VI. Lack of appropriate technology & beneficiary participation.

CONCLUSION

More than 60% of the Indian population lives in rural areas and most of the rural people depend on agriculture and agricultural related industries. So there is a great need to follow the effective rural development strategies for improving the quality of life in rural areas, self employment to rural people and raising profits to the farmers to improve the Indian economy.

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Mr. A. Chandra Sekhara Reddy completed B. Tech Biotechnology in K L University, AP, India. He is currently studying M. Tech Biotechnology course, 1st year in Acharya Nagarjuna University, AP, India. He published 5 research papers in international journals and 2 review articles in national peer reviewed journals. His areas of interest are rural development, marketing and management of various value added products, Biotechnology related fields like Fermentation Technology, Down Stream processing, Plant Biotechnology Etc.



Dr. Chinniah. Anbalagan received the Ph. D Award from the Annamalai University, India. He is currently Professor of MBA and Head of Finance Research Committee, K.L.U. Business School K. L. University, Andhra Pradesh, India. He has more than 15 years of experience both in Teaching and Research. He has guided 155 M.B.A Projects, 65 M. Ed, Projects, 38 M. Phil both in Commerce and Management, and 6 Ph. D Scholars are working under his eminent guidance and supervision. His fields of interests are various, viz., Financial Management, Financial Accounting, Management Accounting, Security Analysis, Portfolio Management, Research Methodology, Business Environment, International Logistic Management, International Business Management, Personnel Management, E-Commerce, E- Banking and E-Business. He has more than 60 publications to his credit both in National and International Journals and conferences. He has visited many universities and given more lectures in India. He has dedicated his whole soul and life to research and education and he has been serving as Editorial Board Member more than 7 International Journals and Advisory

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