

\* What do you mean by rural development?

"Rural Development is a process, phenomenon and strategy" - explain the statement.

Ans: The concept of "rural" differs by country, though it is usually used in contrast to the concept of "urban". As the concept of "rural" varies from Asia to Africa, it is difficult to define it uniformly. Therefore, the use of "rural", including farming, fishing and mountain villages, as a relative concept of urban, based on social, economic, and natural conditions in each countries may be most adequate.

The term could also be used to describe areas, where a majority of the residents are engaged in agriculture in a broad sense, including livestock farming, forestry and fisheries. The livelihoods of people in both rural and urban areas are significantly different.

"Rural Development" mainly targets on people and institutions. Rural development includes agricultural development activities, however it is one of the means of economic revitalization for active farmers and targeted rural villages.

The traditional concept of development implies growth of individual and national income.

Statistically aggregates to measure national income and growth is generally misleading due to mainly two reasons. These are :

1) National income figures do not reveal compositions of income or the real beneficiaries.

2) People often do not always consider the achievements in terms of :

a) better nutrition and health services

b) greater access to knowledge

c) more secured livelihood

d) better working conditions

e) satisfactory leisure hours

f) a sense of participating in economic, social,



cultural and political activities of their communities

It is, however, universally accepted that people want higher ~~(education as)~~ incomes as one of their important options. But man cannot live by bread alone. According to Beers, increases in national income, if they are faster than the population growth, later or sooner lead to the solution of social and political problems.

He further says that, "Poverty and unemployment are associated in various ways with per capita income."

Development always refers to 'change', - a change

from existing economic, social and political order to a ~~(visible)~~<sup>desireable</sup> set of goals including production, distribution and employment, the latter being used in a broader sense to include not only human resources, but also all the resources - natural as well as monetized.

Some of the objectives of development that are usually included in the set are as follows:

- Income in real income per capita
- Improvement in distribution of income
- Political and economic freedom
- Equitable access to resources, education, ~~(health)~~

healthcare, employment opportunities and justice.

However, the term rural development connotes overall development of rural areas, with a view to improve quality of life of rural people.

Moreover, Rural development can be ~~con~~ conceptualized as a process, a phenomenon, a strategy and a discipline.

■ As a process, it implies the engagement of individuals, communities and nations in pursuit of their cherished goals over time.

Rural development is an ongoing and systematic process that involves a series of planned actions



and efforts aimed at improving the economic, social, and environmental conditions of rural areas. This process includes activities such as building infrastructure, promoting education, healthcare, and creating sustainable livelihoods.

■ As a phenomenon, rural development is the end result of interactions between various physical, technological, economic, socio-cultural and institutional factors.

Viewing rural development as a phenomenon recognizes it as a visible and significant occurrence in rural areas. As a development

initiatives are implemented, noticeable changes take place in the landscape, including improved living standards, increased economic activities and advancements in technology.

▣ As a strategy, it is designed to improve the economic and social well being of a specific group of people, that is, the rural poor.

Strategies involve the ~~formation~~ formulation of policies, allocation of resources and implementation of projects tailored to address the unique challenges and opportunities present in rural regions. These strategies guide the overall direction of



development efforts.

▣ As a discipline, it is multidisciplinary in nature, representing an intersection of agricultural social, behavioural, engineering and management sciences.

In summary, the statement underscores that rural development is a dynamic and comprehensive concept. It involves an ongoing process of change, can be observed as a transformative phenomenon, multidisciplinary in nature, and requires strategic planning effectively uplift the quality of life and opportunities available in

rural communities .