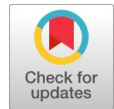


# Understanding the Areas, Where Approaches to Rural Development are Implemented

Radhika Kapur



**Abstract:** In India, more than 70 percent of the population resides in rural communities. In these communities, agriculture and farming practices are regarded as the primary occupations of the individuals. Furthermore, they are engaged in other types of tasks and activities, which are facilitating in leading to up-gradation of their financial positions. Within rural communities, there are number of areas that are in an under-developed condition, i.e. system of education, medical and health care services, infrastructure, amenities, facilities and so forth. Hence, there is a need to formulate programs and measures, which are facilitating in leading to up-gradation of all the essential areas. This will be facilitating in leading to up-gradation of overall standards of living of individuals, belonging to rural communities. There is a need to formulate approaches, which would be facilitating in promoting development of rural areas. One of the important aspects that needs to be taken into account is, these need to be facilitating in promoting well-being and goodwill of rural individuals. The rural individuals are overwhelmed by the social problems of poverty, illiteracy, unemployment and gender inequality. These social problems have unfavourable effects on overall standards of living of individuals. Hence, approaches will be facilitating in leading to up-gradation of one's living conditions. The main concepts that are taken into account in this research paper are, approaches to rural development are facilitating in leading to progression of rural communities, objectives of rural areas and areas, where approaches to rural development are to be implemented.

**Keywords:** Development, Capabilities, Enhancement, Information, Progression, Rural Communities, Strategies

## I. INTRODUCTION

When individuals are conducting research on rural development, they are required to augment information in terms of different factors, which are a part of rural communities throughout the country (Chapter III, n.d.) [1]. The different types of factors are, agriculture and farming practices, cottage industries, system of education, training centres, medical and health care services, environmental conditions, housing accommodation, infrastructure, technologies, skills development opportunities, administration and management practices, generation of employment opportunities, human resource development and preservation of the environment.

The approaches to rural development are regarded as the strategies, which are facilitating in promoting enhancement of all the factors, which are regarded as an integral part of rural development. Within rural communities, individuals are overwhelmed by different types of social problems of poverty, illiteracy, unemployment, crime and violence, gender inequality and homelessness. In order to provide solutions to all these problems, individuals are required to be well-informed in terms of approaches to solve all these problems. Furthermore, these need to be prevented from giving rise to impediments within the course of generation of desired outcomes. Therefore, approaches to rural development are essential in leading to progression of rural communities.

The development of rural communities is regarded as the ultimate outcome of the transactions taking place between physical, technological, economic, socio-cultural and institutional factors. Within rural communities, the individuals, belong to deprived, marginalized and economically weaker sections of the society (Chapter 4, n.d.) [2]. In order to promote rural development, it is necessary to develop intersection between agricultural, social, managerial, behavioural and institutional factors. When there are implementation of policies, procedures, strategies, methods and approaches aiming at rural development, individuals are also required to be well-informed in terms of challenging situations. The organizations and agencies are required to work in co-ordination with each other in order to promote rural development. In rural areas, there are certain goals and objectives, which individuals are aspiring to achieve. In order to achieve these in an adequate manner, one needs to be well-informed in terms of techniques in doing well in one's job duties and achieving desired goals. Therefore, augmenting information in terms of rural development approaches is facilitating in leading to progression.

### A. Approaches to Rural Development are Facilitating in leading to Progression of Rural Communities

Within rural communities, individuals are overwhelmed by the problem of poverty to a major extent. As a consequence, they are experiencing scarcity of financial resources. This is regarded as one of the major impediments within the course of progression of rural individuals. This is the major reason, which is compelling them to live in a deprived state and state of backwardness. Hence, there is a need to formulate approaches, which are facilitating in leading to up-gradation of different types of industries and factories.

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## Understanding the Areas, where Approaches to Rural Development are Implemented

These are related to production processes of different items, artworks, handicrafts, garments, jewellery, plantations, diamond polishing, gem cutting, lock industries food processing and so forth.

The up-gradation will render an important contribution in generating employment opportunities for rural individuals. In this manner, rural individuals will bring about improvements in their financial positions. When rural individuals get recruited and selected, they are required to get enrolled in skills development programs. These are facilitating in augmenting skills, which are necessary in doing well in one's job duties and generating desired outcomes. Hence, in this manner, rural individuals are rendering an important contribution in bringing about improvements in their overall quality of lives. Therefore, it is well-understood, approaches to rural development are facilitating in leading to progression of rural communities.

Within rural communities, infrastructure, amenities and facilities are in an underdeveloped condition. These are referred to communication networks, transportation facilities, roads and rail network, power supplies, water supplies, clean drinking water, within households, heating and cooling equipment in accordance to the weather conditions, furniture, fixtures and so forth. The approaches are required to be formulated, which are facilitating in promoting enhancement of infrastructure, amenities and facilities. The individuals not only feel comfortable residing in the place, but they are able to carry out different types of tasks and activities in a well-organized and regimented manner. In other words, they are able to lead to up-gradation of motivation and concentration levels.

The management of financial, technical, human, information and material resources are regarded as vital in leading to up-gradation of various types of infrastructure, amenities and facilities. Furthermore, measures are required to be put into operation in order to carry out the management of infrastructure, amenities and facilities in a well-organized and regimented manner. In this manner, progression will take place of rural individuals as well as communities on the whole. Therefore, it is understood on a comprehensive basis that approaches to rural development are facilitating in leading to progression of rural communities.

With advancements taking place and with the advent of modernization and globalization, it is necessary to make use of different types of modern, scientific and innovative methods and materials in all fields. Within educational institutions, training centres, medical and health care services, agriculture and farming practices, environmental conditions, housing accommodation, infrastructure, technologies, skills development opportunities, administration and management practices and so forth, the utilization of these methods and materials are facilitating in carrying out all types of tasks and activities in an efficient manner. Furthermore, individuals will take less or more amount of time, but they will contribute efficiently in generation of desired outcomes. Hence, it is well-understood, these methods and materials are useful on a comprehensive basis.

The rural individuals are required to put in efforts to their best abilities in making use of different types modern, scientific and innovative methods and materials in all fields.

In other words, in the implementation of various job duties in all types of occupations, these methods and materials are facilitating in generating desired outcomes. Furthermore, inculcation of traits of morality, ethics, diligence and conscientiousness will be facilitating in augmenting knowledge and understanding. Furthermore, rural individuals will render an important contribution in overcoming all types of setbacks. In addition, one will contribute efficiently in doing well in one's job duties and generating desired outcomes. Therefore, it can be stated, approaches to rural development are facilitating in leading to progression of rural communities.

## II. OBJECTIVES OF RURAL AREAS

In India, more than 70 percent of the population resides in rural communities, within these communities, there are number of dilemmas and challenging situations. The different factors in terms of which problems are experienced are, agriculture and farming practices, cottage industries, system of education, training centres, medical and health care services, environmental conditions, housing accommodation, infrastructure, technologies, skills development opportunities, administration and management practices, generation of employment opportunities, and so forth. The individuals in leadership positions and other individuals are required to be well-informed in terms of ways that are facilitating in leading to up-gradation of rural areas (Conservation Assessment and Prioritization System, n.d.) [3]. It is necessary to be well-aware of objectives of rural areas, when individuals are paying attention towards reinforcement of approaches of rural areas. Furthermore, they are required to put into operation the techniques in a positive manner in terms of achievement of all types of objectives of rural areas. These are stated as follows:

### A. Improvement of Economic Capabilities

Within rural communities throughout the country, agriculture and farming practices are regarded as the primary occupations of individuals. The individuals are getting engaged in these in order to generate source of income. Furthermore, they are engaged in the production of various products, including artworks, handicrafts, jewellery, garments, weaving, ironsmiths, goldsmiths, pottery making, candle making, basket making, mats, food items and so forth. The rural individuals are augmenting their information in terms of different types of methodologies and procedures, which are necessary in doing well in their job duties and generating desired outcomes.

In the agricultural sector and in other aspects as well, individuals are required to be well-informed in terms of different types of modern, scientific and innovative methods and procedures. These are necessary in doing well in one's tasks and activities. In other words, individuals will render an important contribution in carrying out all types of job duties in an efficient manner. Furthermore, one will be able to overcome all types of setbacks in an adequate manner.



In addition, these are prevented from giving rise to impediments within the course of putting into operation different types of tasks and activities. Within the agricultural sector, there are number of aspects in terms of which improvements are to take place, i.e. cultivation, irrigation, techniques, production of crops and vegetables, agroforestry and so forth. Therefore, improvement of economic capabilities is regarded as one of the indispensable objectives of rural areas.

### **B. Improvement of Human Capabilities**

Within rural communities, individuals are required to augment their information in terms of different factors, which are necessary in leading to up-gradation of competencies and abilities. In other words, they are required to put emphasis on honing these throughout their lives. In all types of job duties and responsibilities, the individuals are required to ensure, they bring about improvements in human capabilities. They are required to be well-informed in terms of different types of methodologies and procedures. Furthermore, different types of skills and abilities need to be honed, i.e. management, administration, planning, organizing, diligence, conscientiousness and resourcefulness. These are facilitating in coping with different types of problems and challenging situations in a satisfactory manner. In addition, these are prevented from giving rise to impediments within the course of putting into operation different types of tasks and activities. The rural individuals are required to understand the meaning and significance of education. The education is the instrument, which not only imparts information in terms of academic subjects and lesson plans, but also in terms of ways that are necessary in emerging into moral and ethical human beings and productive citizens of the country. Hence, senior citizens, who have not been enrolled in educational institutions before are also required to get enrolled in training centres and augment information. Furthermore, these are facilitating in eradicating the problem of illiteracy. Therefore, improvement of human capabilities is one of the significant objectives of rural areas.

### **C. Improvement of Productive Capabilities**

The rural individuals are required to put emphasis on improvement of productive capabilities. The rural individuals are augmenting their information in terms of different types of methodologies and procedures, which are necessary in doing well in their job duties and generating desired outcomes. Furthermore, they are required to be well-informed in terms of different types of modern, scientific and innovative methods and procedures. These are necessary in doing well in one's tasks and activities. In other words, individuals will render an important contribution in carrying out all types of job duties in an efficient manner. Furthermore, one will be able to overcome all types of setbacks in an adequate manner. In addition, these are prevented from giving rise to impediments within the course of putting into operation different types of tasks and activities.

Within the course of putting into operation, all types of job duties and responsibilities, i.e. agriculture and farming practices, production processes and so forth, when they are aware and determined, they will lead to progression. There are occurrences of different types of dilemmas and challenging situations within the course of generation of

desired outcomes. These need to be prevented from assuming a major form. Hence, the up-gradation of productive capabilities of the individuals will be facilitating in bringing about improvements in their overall standards of living. One of the important aspects that needs to be taken into account is, rural individuals are required to bring about improvements in infrastructure, amenities and facilities. Furthermore, information needs to be generated in terms of ways of leading to preservation of the environment. Therefore, improvement of productive capabilities is an expedient objective of rural areas.

### **D. Improvement of Political Capabilities**

The rural individuals are required to put emphasis on improvement of political capabilities. Political capabilities are referred to the capabilities, which are facilitating in promoting participation of rural individuals in policy making and making of decisions. The rural individuals are required to put emphasis on honing decision-making, analytical, critical-thinking and problem-solving skills. Within rural areas, there are number of factors in terms of which wise and productive decisions are to be made. These are, agriculture and farming practices, cottage industries, system of education, training centres, medical and health care services, environmental conditions, housing accommodation, infrastructure, technologies, skills development opportunities, administration and management practices, generation of employment opportunities, human resource development and preservation of the environment. The approaches to rural development have the main objective of making the development plans corresponding to various conditions of rural communities. Furthermore, projects are required to be implemented through community participation.

Within rural areas, the management of financial, technical, material and information resources are vital. One of the major disadvantages is, rural individuals are residing primarily in seclusion and loneliness, hence, in order to lead to their progression, they are required to integrate with the mainstream society. In order to augment skills and promote enhancement of overall standards of living, individuals are required to communicate with other individuals. In the present existence, rural individuals are migrating to urban communities in order to promote enhancement of their overall personality traits and standards of living. The rural individuals are required to lead to up-gradation of determination and motivation levels. These are facilitating in putting into operation different job duties in a well-organized and disciplined manner. Therefore, improvement of political capabilities is an eminent objective of rural areas.

### **E. Areas, where Approaches to Rural Development are to be Implemented**

The rural areas within the country are not in a well-developed condition. In other words, there are number of areas, which are in an under-developed condition. Hence, the approaches to rural development are focused on promoting enhancement of rural communities.





## Understanding the Areas, where Approaches to Rural Development are Implemented

As a consequence of putting into operation the methods and approaches in a well-organized manner, individuals are rendering an important contribution in leading to up-gradation of their overall standards of living. In this manner, progression will take place of overall rural communities.

The individuals in leadership positions and rural individuals are required to augment information in terms of all types of approaches that are facilitating in rural development (Sector Approaches in Agriculture and Rural Development, 2008) [5]. One of the important aspects that needs to be taken into account is, positivity needs to be reinforced in all types of approaches. As a consequence, individuals will render an important contribution in doing well in one's job duties and generating desired outcomes. When conducting research on approaches, it is necessary to be well-informed in terms of areas, where approaches are required to be put into operation in a well-ordered manner. Therefore, areas, where approaches to rural development are to be implemented are stated as follows:

### III. EDUCATION

The education is the instrument, which not only imparts information in terms of academic subjects and lesson plans, but also in terms of ways that are necessary in emerging into moral and ethical human beings and productive decisions of the country. Hence, rural individuals, belonging to all age groups, who have not been enrolled in educational institutions before are also required to get enrolled in training centres and augment information. Within rural schools, there is a need to bring about improvements in teaching-learning methods, teaching-learning materials and instructional strategies. These are facilitating in carrying out all types of job duties, related to academic learning in an adequate manner.

Furthermore, usage of technologies would be facilitating in promoting student learning in an effective manner. In addition, within rural schools, there is a need to promote enhancement of infrastructure, amenities and facilities. In this manner, rural individuals will lead to up-gradation of motivation and concentration levels towards learning. Furthermore, they will contribute efficiently in leading to up-gradation of different types of competencies, abilities and aptitude. Therefore, education is regarded as one of the indispensable areas, where approaches to rural development are to be implemented.

#### A. Health Care Facilities

In rural communities, throughout the country, medical and health care facilities are not in a well-developed state. The individuals are required to ensure, they promote up-gradation of health care facilities. The rural individuals are overwhelmed by different types of health problems and illnesses. In order to treat these appropriately, they usually depend on the natural environmental conditions. They obtain herbs and medicinal plants from the forests. These are utilized to treat various types of health problems, illnesses and injuries. Within rural communities, there is one health care centre, which is located at a distance from homes of some households.

In these, there is only one medical practitioner, who looks after 5000 patients. Hence, it is well-understood that this is a disadvantage. Hence, approaches need to be formulated in

order to bring about improvements in medical and health care facilities. One of the important aspects is, there is a need to recruit professional counsellors. Furthermore, there is a need to implement pioneering methods and materials in the implementation of job duties and responsibilities. Therefore, health care facilities are one of the significant areas, where approaches to rural development are to be implemented.

#### B. Industries and Factories

Within rural communities, individuals are overwhelmed by the problem of poverty to a major extent [6][7][8]. As a consequence, they are experiencing scarcity of financial resources. This is regarded as one of the major impediments within the course of progression of rural individuals. This is the major reason, which is compelling them to live in a deprived state and state of backwardness. Hence, there is a need to formulate approaches, which are facilitating in leading to up-gradation of different types of industries and factories. These are related to production processes of different items, artworks, handicrafts, garments, jewellery, plantations, diamond polishing, gem cutting, lock industries food processing and so forth.

The up-gradation will render an important contribution in generating employment opportunities for rural individuals. When rural individuals get recruited and selected, they are required to get enrolled in skills development programs. These are facilitating in augmenting skills, which are necessary in doing well in one's job duties and generating desired outcomes. Hence, in this manner, rural individuals are rendering an important contribution in bringing about improvements in their overall quality of lives. Therefore, industries and factories are an expedient area, where approaches to rural development are to be implemented.

#### C. Agriculture and Farming Practices

Agriculture and farming practices are regarded as the primary occupations of the individuals, belonging to rural communities (Rural Development Strategy, n.d.) [4]. In the agricultural sector and in other aspects as well, individuals are required to be well-informed in terms of different types of modern, scientific and innovative methods and procedures. These are necessary in doing well in one's tasks and activities. One of the major goals is to lead to an increase in productivity and profitability. In order to achieve this goal, scientific methods and materials are the key.

Furthermore, rural individuals will render an important contribution in carrying out all types of job duties in an efficient manner. Furthermore, one will be able to overcome all types of setbacks in an adequate manner. In addition, these are prevented from giving rise to impediments within the course of putting into operation different types of tasks and activities. Within the agricultural sector, there are number of aspects in terms of which improvements are to take place, i.e. cultivation, irrigation, techniques, production of crops and vegetables, agroforestry and so forth. Therefore, agriculture and farming practices are an eminent area, where approaches to rural development are to be implemented.



#### D. Infrastructure, Amenities and Facilities

Within rural communities, infrastructure, amenities and facilities are in an under-developed condition [9][10]. These are referred to communication networks, transportation facilities, roads and rail network, power supplies, water supplies, clean drinking water, within households, heating and cooling equipment in accordance to the weather conditions, furniture, fixtures and so forth. The approaches are required to be formulated, which are facilitating in promoting enhancement of infrastructure, amenities and facilities. The individuals not only feel comfortable residing in the place, but they are able to carry out different types of tasks and activities in a well-organized and regimented manner.

In other words, they are able to lead to up-gradation of motivation and concentration levels. The management of financial, technical, human, information and material resources are regarded as vital in leading to up-gradation of infrastructure, amenities and facilities. Furthermore, measures are required to be put into operation in order to carry out the management of infrastructure, amenities and facilities in a well-organized and regimented manner. In this manner, progression will take place of rural individuals as well as communities on the whole. Therefore, infrastructure, amenities and facilities are a renowned area, where approaches to rural development are to be implemented.

### IV. HOUSING ACCOMMODATION

Within rural communities, individuals are overwhelmed by the problem of homelessness, particularly when they are struck by floods, earthquakes and Tsunamis. They are living in kutcha houses and lose their homes, when they experience the occurrence of natural calamities and disasters. There has been initiation of housing scheme, Indira Awaas Yojana (IAY) in 1985-86. This scheme is a sub-scheme of Rural Landless Employment Guarantee Programme (RLEGP) and continued as a sub-scheme of Jawahar Rozgar Yojana (JRY) since its launching from April 1989.

The main objective of this scheme is to provide financial assistance to rural poor for construction and up-gradation of houses for below poverty line individuals. It is a social welfare scheme, which aims to promote well-being and goodwill of rural individuals. As a consequence of this scheme, in rural areas, there has been construction of pucca houses. Furthermore, individuals are rendering an important contribution in leading to up-gradation of standards of living. When rural individuals will have proper homes to live, enhancement will take place of overall living conditions. Therefore, housing accommodation is a vital area, where approaches to rural development are to be implemented.

#### A. Implementation of Managerial Functions

Within rural communities, it is necessary to be well-informed in terms of different types of managerial functions, i.e. planning, organizing, directing, controlling, coordinating, leading, and staffing. The individuals in leadership positions as well as rural individuals are required to be well-informed in terms of all types of managerial functions. In carrying out all types of job duties and implementation of methodologies, individuals are required to be well-informed regarding managerial functions. The

managerial functions are regarded to be of utmost significance in carrying out all types of tasks and activities in a well-organized manner.

Within all areas, i.e. education, medical and health care facilities, infrastructure, amenities, facilities, environment, and so forth, managerial functions are to be implemented in a well-organized and disciplined manner. As a consequence, one will contribute efficiently in bringing about improvements in all areas. In this manner, progression will take place of individuals, communities and nation as a whole. Hence, it is well-understood, managerial functions are the key in doing well in one's job duties and generating desired outcomes. Therefore, implementation of managerial functions is a crucial area, where approaches to rural development are to be implemented.

#### B. Skills Development Opportunities

Within rural communities, the initiation of skills development opportunities are facilitating in augmenting competencies and abilities among rural individuals. Within rural areas, individuals are overwhelmed by the problem of illiteracy. Furthermore, they are unaware in terms of different types of subjects and factors. Hence, the skills development opportunities are rendering an important contribution in leading to up-gradation of their skills and abilities. They utilize their skills and abilities in generating a source of income. The skills are augmented in terms of production of various items, i.e. artworks, handicrafts, jewellery, garments, weaving, pottery making, basket making, candle making, food items and so forth. Furthermore, they are goldsmiths and ironsmiths.

The rural individuals are required to be well-informed in terms of all types of marketing strategies. Furthermore, information needs to be augmented in terms of buying and selling techniques. These are facilitating in marketing their products. In this manner, one will contribute efficiently in putting into operation one's job duties efficiently and generating income. The rural individuals get engaged in skills development opportunities within their own communities or migrate to urban communities. Therefore, skills development opportunities is a notable area, where approaches to rural development are to be implemented.

#### C. Generation of Employment Opportunities

Within rural communities, individuals are experiencing scarcity of financial resources. This is regarded as one of the major impediments within the course of progression of rural individuals. Hence, there is a need to formulate approaches, which are facilitating in generation of employment opportunities. This is regarded to be of utmost significance in promoting well-being and goodwill of rural individuals. Furthermore, progression will take place of rural communities. When the rural individuals get recruited and selected, they are required to augment their information in terms of job duties and methodologies. In other words, they are required to get prepared in an appropriate manner.

## Understanding the Areas, where Approaches to Rural Development are Implemented

Furthermore, up-gradation of skills and abilities are necessary in doing well in one's job duties and generating desired outcomes. In addition, individuals will render an important contribution in meeting the expectations of individuals in leadership positions. In this manner, they are contributing efficiently in leading to up-gradation of productivity and profitability. Hence, in this manner, rural individuals are rendering an important contribution in bringing about improvements in their overall quality of lives. Therefore, generation of employment opportunities is a noteworthy area, where approaches to rural development are to be implemented.

### D. Preservation of the Environment

The rural individuals are required to be well-equipped in terms of various factors, which are necessary in preservation of the environment. These are, planting more trees; preventing deforestation; curbing various forms of pollution, i.e. air, water, land and noise; introducing the subject of environmental education in schools; making use of long-lasting light bulbs; volunteering wisely to clean up the natural environmental conditions; curbing consumption and this will have huge impact on the environment; recycling the waste materials in a proper manner; curbing the utilization of plastic bottles, bags, straws and lids; making purchases of second-hand items and clothing; preventing soil erosion and making use of glass bottles and tins over plastic ones.

The rural individuals are required to be well-informed in terms of all these factors and utilize these in an adequate manner. As a consequence, one will contribute efficiently in preserving the environment in a well-ordered manner. In this manner, rural individuals will live in a clean and green environment. Furthermore, up-gradation will take place of rural communities throughout the country. Therefore, preservation of the environment is a prominent area, where approaches to rural development are to be implemented.

## V. CONCLUSION

The approaches to rural development are strategies, which are facilitating in promoting enhancement of all aspects within rural communities. Approaches to rural development are facilitating in leading to progression of rural communities. Objectives of rural areas are, improvement of economic capabilities, improvement of human capabilities, improvement of productive capabilities and improvement of political capabilities. Areas, where approaches to rural development are to be implemented are, education, health care facilities, industries and factories, agriculture and farming practices, infrastructure, amenities and facilities, housing accommodation, implementation of managerial functions, skills development opportunities, generation of employment opportunities and preservation of the environment. Finally, it can be stated, approaches to rural development are essential in leading to progression of rural communities.

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