

TRENDS IN RURAL DEVELOPMENT IN ANDHRA PRADESH-AN EMPIRICAL STUDY

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ABSTRACT

India is a land of village communities. “The predominantly rural character of India’s National economy is reflected in the very high proportion of its population living in rural areas, and with more than 740 million of its people living in rural areas, and with rural sector contribution about 29 per cent of its gross domestic product. Rural development in India is identified largely with the poverty alleviation policies. Perhaps no country in the world has invested so much time and resources on poverty alleviation. “During the initial stages of rural development through community development Programmer (CDP), a holistic approach to develop agriculture, infrastructure and basic facilities in the villages was adopted. When the country faced with food crisis in the development of agriculture. After decades of limited success in eliminating rural poverty new ideas about rural development are emerging. One such idea is sustainable livelihood approach. The approach works with the people supporting them to build upon their own strengths and realize the potentialities while at the same time acknowledging the efforts of policies and institution, external shocks and trends. The aim is to do away with pre conceptions about what exactly rural people are seeking and how they are most likely to achieve their goals and to develop an accurate and dynamic picture of them in their extent. This provides the basis for identifying the constraints to livelihood development and poverty reduction.

KEYWORDS: Rural development, sustainable approach, rural economy, government welfare.

INTRODUCTION

When the era of planned development began with the launching of first five-year plan in 1950-51, India's development objective was "Balanced Growth." The first five-year plan document stated: "Agriculture, including irrigation and power must have the top most priority. But without a substantial improvement in the production of food and raw materials needed for industry, it would be impossible to sustain a higher tempo of industrial development. One cannot go without the other, the two are complementary, In India with its varied resources, conditions are favorable for securing balanced pattern of development. Different approaches and strategies have been adopted from time to time for rural development. The approaches and strategies of rural development depend on ideology, political structure and requirements of the nation. A brief description of these approaches and strategies are given in this part." "India adopted the area development approach to bring about rural development.

During the sixties, the in anticipated fall in food production attracted greater attention of the central government. In this process, the concept of area development and approach of community development got diluted and it became synonymous with agricultural development. Under the minimum package approach, it was intended to achieve higher agricultural production and marketable surplus. The Intensive Agricultural District Programme (IADP), launched in the 1960 -61, was such a package programme. The emphasis on agricultural development led to the introduction of high yielding variety of seeds promotion of new agricultural technology, increased supply of fertilizers, irrigation facility, mechanization and credit availability thus ushering in the green revolution in the country.

The capital intensive method of agricultural operation led to built-in deformities in the socio-economic structure of rural communities. In the long-term, it resulted in widening the disparity between the rich and the poor especially in the rural areas. This new agricultural strategy even widened the regional disparity because the strategy could be directed only to the favorable pockets. The resultant disparities made the planners and policy makers to adopt the policy of eradication of poverty which in turn led to the adoption of target group and target area approaches. The introduction of special programmes like small farmers development agency, drought prone area programme and the command area development

programme represents governments target approach to rural development during the fourth five year plan.

The Integrated approach to rural development has been continuing since the fifth five year plan. The main thrust of this approach was alleviation of the rural poverty. The strategy reflected a new wave of enthusiasm, and a new thrust and orientation to socio-economic progress and has set the country, well on the path of speedy economic progress, leading to self-sufficiency and self-reliance.

The concept of integrated rural development (IRD) has acquired a distinct connotation in the literature. At the All India Science Congress, Waltair, C.Subrahmanyam, the former Finance Minister viewed IRD as a “Systematic, Scientific and integrated use of our natural resources, and as a part of this process, enabling every person to engage himself in a productive and socially useful occupation and earn income that would meet at least the basic needs.”³¹ The draft fifth five year plan stated: “This integrated development should encompass both spatial and functional integration of all relevant programmes bearing an increased agricultural production and reduction of unemployment and underemployment among small farmers and agricultural labour. The aim is towards all round development and not combined to increasing production alone”.³²

“The term ‘integrated rural development’ refers to an all-round development of the rural areas. The effective participation of the rural poor in the development process is an important aspect of IRD. In the words of Anker, “Strategies, policies and programmes for the development of rural areas and the Promotion of activities carried out in such areas (agriculture, forestry, fishery, rural crafts and industries, the building of the social and economic infrastructure).with the ultimate aim of achieving a fuller utilization of available physical and human resources, and thus higher incomes and better living conditions for the rural population as a whole, particularly the rural poor, and effective participation of the latter in the development process”.³³

The New Economic Route to the IRD approach is based on empirical facts. Some empirical studies have brought out revealing facts that growth and poverty were not negatively correlated. The faith in Gross National Product (GNP) as the only measure for economic development has been seen in national production, the poor distribution of wealth equally and concentration of wealth in some hands increased the number of attributes. The problem

of poverty is related to the problems of unemployment, inequality and over-population. Therefore, to solve these interlinked problems growth strategies have shifted to the identification of target areas and target groups. The target group approach has its roots in empirical facts, which suggest that development programmes can succeed only within the overall context of a development plan which will ensure growth of outputs, appropriate techniques and proper utilization of resources. The target group has a lot of labour resources, but poor capital and land resources, therefore the labour intensive technology is the need for development. The route of new economic approach from GNP to target group and from target group to integrated rural development is logical in nature.

The New – Marxian approach is based on the wrong assumption of free flow and propagation of growth impulses from the centre to the periphery through the allocation mechanism of the market with state doing initiating and sponsoring role. This approach emphasizes that capitalism is the route of under development and in under developed countries, it has led to stagnation with a few sections of affluence.

After decades of limited success in eliminating rural poverty new ideas about rural development are emerging. One such idea is sustainable livelihood approach. The approach works with the people supporting them to build upon their own strengths and realize the potentialities while at the same time acknowledging the efforts of policies and institution, external shocks and trends. The aim is to do away with pre conceptions about what exactly rural people are seeking and how they are most likely to achieve their goals and to develop an accurate and dynamic picture of them in their extent. This provides the basis for identifying the constraints to livelihood development and poverty reduction.

REVIEW OF LITERATURE

Surat singh in his book “strategies for sustainable rural development” addressed about the importance of the rural development. He stressed on the need of inter-generation equity criterion in terms of the reduction of inter-regional, inter-gender, inter-social groups and inter-personal disparities of the various economic political and social dimensions of development. He presented the factors for the growth of sustainable development and their strategies and planning for the better achievement.

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Tripathy.S.N., in his book “Economic Reforms and Rural Development (2000)” discussed the importance of rural development, social elites and social-economic change, rural power structure and its sequel, intellectual abilities and personality development of rural children in Andhra Pradesh. He viewed that land reforms were key to rural uplift. Need and Reorientation of Policies, He explained the demand supply mismatch of credit and the role of co-operative banking in rural development, the role of co-operatives for rural development, regional rural banks for rural development, co-operative for development of health, agro-forestry & social forestry.

Vasant Desai., in his book “Rural development in India past, present, & future 2004” explained about rural production and productivity, greater socio-economic equity and a higher standard of living for the rural poor. It is partly ameliorative and partly development-oriented. Development is interlinked with motivation, innovation and the active participation of the beneficiaries, inter alia; this calls for organization and management. He stressed the importance of improved food supplies and nutrition, as well as the importance of such basic services as health, housing, education and expanded communications, which will go a long way in enhancing the productivity of the rural poor. Moreover, it aims at providing gainful employment, so that the rural people too may contribute their mite to the national product. He presents a kaleidoscopic review of varied aspects of rural development, including programmes, policies, analysis of the progress and shortcomings, emerging issues and challenges, prospects and outlook of rural development in India.

Verma S.B., in his book “Rural Management”, advocated the management and training for the sustainable rural development and the role of agriculture and cooperatives for the effective rural management. He explained the techniques followed in the farming and irrigation for the growth of sustainable development. He presented various trends in the rural marketing towards the successful development process. He discussed the role of panchayatiraj Institutions, NGO's and Journalists in the rural management. He also advocated the economic reforms which lead to rural development.

RESEARCH METHODOLOGY

A systematic review was conducted to address the research objectives mentioned above. As the nature of the present study was largely exploratory; data were collected from

secondary sources. Different reports of the government and bodies of the UN, journal articles and views of the experts were incorporated in the study.

FINDINGS AND ANALYSIS

The present study is an attempt at answering questions raised in the beginning. The findings show that irrespective of several welfare programmes for the empowerment of rural women unchanged. It was also observed that the levels of awareness, involvement, interest and participation on the part of the rural people are significantly low as a result of which they cannot derive the benefits to the desired extent, from such welfare programmes.

Findings of the study: -

1. Majority of the programmes of rural development more aware and involved by rural people in Andhra Pradesh.
2. Most of the rural villagers in AP felt that there is slight change in their socio-economic condition after themselves selected through among the target beneficiaries.
3. There are more evidences about the awareness about rules, regulations and procedures of the rural development programmes.
4. It was found that there was adequate infrastructure and development facilities provided by the Government for rural development.

Suggestions:-

Measures to improve the performance by AP Government in the implementation of various programmes/schemes in the rural areas.

1. It is imperative that proper identification of the beneficiaries should be made for the success of rural development
2. Study points out that the people had little knowledge about the rural development programmes because of their illiteracy, this hampered implementation.
3. Literacy rate among the beneficiaries should be improved in order to create awareness about the programmes and ultimately make them to raise their voice when their needs are not fully satisfied.
- 4.

5. Politicians and other pressure groups should be kept away in the implementation of the programmes and encourage the people's participation in decision making process in the rural development programmes.
6. State government shall take necessary step to improve the awareness regarding rural development and poverty alleviation programmes, particularly among the rural poor.

CONCLUSION

In summary, rural development is a process of qualitative and quantitative changes to improve conditions in rural regions. As a result, rural development policies and approaches that may have worked before may not be as effective any more. In order to formulate and implement effective rural development policies and programs. It is necessary for the government to take a fresh look at rural development and to identify persistent and emerging issues to revise where necessary conceptual frameworks and to reform institution to make these more responsive to the specific needs of the poor. However, there is an urgent need to share the wealth of successful innovative initiatives in rural development that target the various dimension of poverty under different condition.

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