

ROLE OF RURAL AND COMMUNITY DEVELOPMENT PROGRAMMES IN RELATION TO AGRICULTURAL DEVELOPMENT IN INDIA

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Abstract

The research entitled "Perseverance Of Indigenous Culture Via Endorsing Rural Handicraft & Rural Development Circuitously". The main objective of this research was to assess and examine the role of handicraft in promoting culture in Nedjo Woeda. Through purposive sampling method, a total of 40 respondents were selected from Nedjo Woreda. Questionnaire and Interview method are applied to collect information from the respondents, after all their accomplishment the result obtained from the data collected instruments were tabulated and analyzed through both qualitative and quantitative approach. According to this research, the majority of users of handicraft products are domestic tourists and local society. In this work, many respondents faced many problems. The producer's expectation and the actual price of the commodities is not balanced, tax imposition is high and so on. Previously, handicraft was under developed because of low governmental emphasis given to the sector, the low status given to handicraft product worker and the use of backward technologist make handicraft products. Because of low productivity of labor, shortage of investment finance and the absence of sustainable market, the supply of handicraft products in the market is very low. The attitude and awareness of tourists and local society towards handicraft sector is better than the previous.

KeyWord: Indigenous, Culture & Poverty

What is Rural Development

The term rural development may be used to imply any one of the abovementioned connotations. To avoid ineffective floundering among the myriad definitions, we shall define rural development as A Process leading to sustainable improvement in the quality of life of rural people, especially the poor

According to Robert chambers, rural development is a strategy to enable a specific group of people, poor rural women and men, to gain for themselves, and their children more of what they want and need. It involves helping the poorest among those who seek a livelihood in the rural areas to demand and control more of the benefits of rural development. The group includes small scale farmers, tenants and the landless.

The Concept of Rural Development

The meaning of rural development has been the subject of much debate and little agreement. The definition of rural development varies from one point of view to the other. The most important definitions of rural development as the provision of social infrastructures could provide the catalyst that would transform the rural areas.

Rural development may also be seen as an ideology and a practice. It may mean planned change by public agencies based outside the rural areas such as the national Government and International organization. Rural development is the improvement in the living standard of the rural dwellers by engaging them in productive activities such as the establishment of rural industries i.e., agro-industries that will increase their income.

Rural Development ensures the modernization of the rural society and the transition from its traditional isolation to integration with the national economy. It is concerned with increased agricultural production for urban and international markets. This is essential so as to generate foreign exchange, and to attract revenue to finance public and private consumption and investment. In order to encourage increased production rural development may offer a package of inputs and welfare services for the rural masses. Such inputs and welfare services include physical inputs (such as the provision of feeder roads, water and electrification), social inputs—(namely health and educational facilities) and institutional inputs such as credit facilities, agricultural research facilities, rural expansion services among others.

Importance of Rural Development

Improvement in the quality of life of rural people is the important agenda of rural development programme. In India – a country where the number of people living in rural areas, rural development programme is necessary aspect.

Rural development implies both the economic betterment of people as well as greater social transformation. In order to achieve this, planned attempts have been made to eliminate poverty, ignorance and inequality of opportunities. A wide spectrum of programmes has been undertaken so far, to alleviate rural poverty and ensure improved quality of life for the rural population especially those below the poverty line. In the initial phase of planned rural development, the concentration was on sectors of agriculture industry, communication, education and health. The Ministry of Rural Development places importance now on health, education, drinking water, housing and road so that the quality of life in rural areas improves and the fruit of economic reform are shared by all sections of the society.

Problems in Rural Development

As we know the 60-70% of rural population in India lives in primitive conditions. This sorry state exists even after 60 years of independence. So that Rural Development programmes have urgency in the present condition also. There are many obstacles in the rural development programmes which are as under:

1. In 21st Century, there is no electricity supply in many villages.
2. Now also many rural peoples using primitive methods of cooking, living and farming and they have trust on these methods.
3. By using primitive cook stoves, around 300,000 death / year takes place due to pollution.
4. 54% of India's population is below 25 years and most of them live in rural areas with very little employment opportunities.
5. Literacy is the major problem in rural development programme.
6. The poor extension linkage causes slow growth of rural development.
7. Untrained, unskilled, inexperienced staff in extension linkage cannot provide satisfactory help to rural peoples.
8. Every one want to go to the cities, so that rural people's remains as ignores part by the policy makers also.

9. Privatization concept is useful for rural development but, government not paying much attention to this aspect.
10. Policy makes prepared policies, programmes for betterment of rural people but, if these programmes are not implemented very well then have no used.

Objective of Rural Development

The main objective of the Rural Development is improving the living standards of rural people by utilizing the easily available natural and human resources. The other objectives of rural development programmes are as follow:

1. Development of agriculture and allied activities.
2. Development of village and cottage industries and handicrafts.
3. Development of socioeconomic infrastructure which includes setting up of rural banks, cooperatives, schools etc.
4. Development of community services and facilities i.e. drinking water, electricity, rural roads, health services etc.
5. Development of Human resource mobilization.
6. To raise the standard of living of the rural people by helping them in right use of their resources.
7. To help in planning and implementing the family and village plans for increasing production in various occupations.
8. To provide facilities for better family living.
9. To encourage the farmers to grow his own food, eat well and live well.
10. To open new opportunities for developing talents and leadership of rural people.
11. To build rural citizens who are:
 1. Proud of their occupation
 2. Independent in thinking.
 3. Constructive in outlook.
 4. Capable, efficient and self reliant in character
 5. Having love of home and country in their heart

Agricultural Development Programme

1. Intensive Agricultural District Programme (I A D P)
2. High Yielding Varieties Programme (H.Y.V.P.) (196465)
3. Institution Village Linkage Programme (I V L P) (199596)
4. Watershed Development Programme (W D P) State Watershed Programme Implementation and Review Committee Sanctioning of Watershed Project, Funding Mechanism and Flow of Funds
5. National Agriculture Technology Project (N A T P)
6. Agricultural Technology Management Agency (A T M A)
7. Agriculture Technology Information Center (A T I C)
8. National Horticulture Mission (N H M)
9. National Agricultural innovation Project (NAIP)

Table No. 1
World Development Indicators (India)
Source : World Development Indicators, 2016

Indicator Name	2010	2011	2012	2013	2014	2015
Agricultural machinery, tractors	-	-	-	-	-	-
Fertilizer consumption (% of fertilizer production)	171.4917641	172.0942042	162.0627901	152.2471211	-	-
Fertilizer consumption (kg per hectare of arable land)	179.0358769	180.7482912	164.7829264	157.5218535	-	-
Agricultural land (sq. km)	1795730	1796700	1796420	1802800	-	-
Agricultural land (% of land area)	60.39741826	60.43004315	60.42062566	60.63520999	-	-
Arable land (hectares)	157009000	156979000	156546000	157000000	-	-
Arable land (hectares per person)	0.127547503	0.125840316	0.123889905	0.122704289	-	-
Arable land (% of land area)	52.80826318	52.79817301	52.65253818	52.80523613	-	-
Land under cereal production (hectares)	100075800	100585700	97100000	99250000	-	-
Permanent cropland (% of land area)	4.111745297	4.167241246	4.30514027	4.372408087	-	-
Forest area (sq. km)	697900	699684	701468	703252	-	706820
Forest area (% of land area)	23.47310465	23.53310754	23.59311043	23.65311332	-	-
Agricultural irrigated land (% of total agricultural land)	34.49237914	35.39878666	36.32947752	-	-	-
Average precipitation in depth (mm per year)	-	-	1083	-	1083	-
Land area (sq. km)	2973190	2973190	2973190	2973190	2973190	-
Agricultural machinery, tractors per 100 sq. km of arable land	-	-	-	-	-	-
Crop production index (2004-2006 = 100)	125.15	134.36	136.49	141.87	-	-

Food production index (2004-2006 = 100)	123.4	131.13	134.07	138.76	-	-
Livestock production index (2004-2006 = 100)	123.8	128.5	132.21	135.23	-	-
Surface area (sq. km) Cereal	3287260	3287260	3287260	3287260	3287260	-
yield (kg per hectare)	2676.354	2861.838	3020.494	2961.612	-	-
Agriculture value added per worker (constant 2005 US\$)	665.5502016	691.3438821	695.6236649	714.8524429	715.8927661	-
Agriculture, value added (% of GDP)	18.20542941	18.96103188	18.69818971	18.62932112	17.83427877	-
Improved water source, rural (% of rural population with access)	87.9	89.1	90.3	91.5	92.6	92.6
Rural poverty gap at national poverty lines (%)	-	4.6	-	-	-	-
Rural poverty headcount ratio at national poverty lines (% of rural population)	-	25.7	-	-	-	-
Employment in agriculture (% of total employment)	51.09999847	-	47.09999847	49.70000076	-	-
Rural population	850240997	857294797	863903600	870136004	876057482	-
Rural population growth (annual %)	0.87898234	0.826201143	0.767934189	0.718833736	0.678218164	-
Rural population (% of total population)	69.07	68.724	68.369	68.006	67.634	-
Agricultural raw materials imports (% of merchandise imports)	1.776209565	1.771862	1.827499091	1.788991089	1.896625912	-
Agricultural raw materials exports (% of merchandise exports)	2.006039429	1.829675587	1.954673746	2.061501155	1.57458613	-



Community Development Programme

The community development programme was started in India just after independence (1952). It was a multi project programme with the aim of an overall development of rural people. This programme consisted of agriculture, animal husbandry, irrigation, cooperation, public health, education, social education, communication, village industries etc. In fact all these aspects of life relate to the 80 per cent of India's farming population. There are officials for each activity at district level to plan, execute and evaluate the programme up to the village level.

Community development is an exclusive term. It is frequently used to encompass any and every effort towards the advance of community interests. A variety of interpretations are therefore easily available. Community development is a compound term. It is useful, therefore, to consider its components.

The Community: A community is a group of people, who live in a geographical area and have interests in each other for the purpose of making a living. It is a form of social organization existing between the family and state. A community, while in itself consisting of several parts, is also a part of a larger social system.

It is a dynamic social unit which is subject to change of internal or external origin. Some of the important characteristics of the community are:

1. Communities are close knit
2. Their customs are interrelated
3. These communities are complexes of subgroup relationship and
4. There is a discernible leadership within the community.

Development: The term development connotes growth or maturation. It implies gradual and sequential phases of change.

By understanding the above terms, we can say that community development programmes means a programme for gradual change in a group of people living in a geographical area and have interest in each other for the purpose of making a living.

Concepts of Community Development:

1. Community development is a movement designed to promote better living for the whole community with the active participation and on the initiative of the community.
2. Community development is a balanced programme for stimulating the local potential for growth in every direction. Its promise is of reciprocal advance in both wealth and welfare, not on the basis of outside charity but by building on the latent vitality of the beneficiaries themselves with the minimum of outside aid.
3. Community development is technically aided and locally organized self help.
4. The term community development has come into international usage to denote the process by which the efforts of the people themselves are united with those the governmental authorities to improve the economic social and cultural conditions of the communities, to integrate these communities into the life of the nation and enable them to contribute fully to national progress.
5. Community development is the term used to describe the technique which many governments have adopted to reach their village people and to make more effective use of local initiative and energy for increased production and better living standards.
6. Community development is a process of social action in which the people of a community organize themselves for planning and action, define their needs and problems.

Community development has now set the pattern for the development of the rural people and the rural areas. The objectives of development and the new approach it makes to the solution of the problem of rural reconstruction, the comprehensive nature of the programme that it is promoting. The approach to the programme is twofold, educational and organizational. The rural people are to be educated in the art of better living, for bringing about a change in their attitude, for breaking away from primitive methods of production, unhygienic ways of living based on tradition and for the adopting of progressive ways based on science and technology.

Size of Unit:

For each community project, as at present planned, there will be approximately 300 villages with a total area of about 450 to 500 square miles, a cultivated area of about, 1,50,000 acres and a population about 2,00,000. The project area is conceived as being divided into 3 development blocks, each consisting 50,000 to 70,000. The development block, is, in turn, divided into groups of 5 villages each, each group being the field of operation for a village level worker.

Location of Units:

The initial programme has been started with approximately 55 projects of rural development located in select areas in the several states of India. A certain degree of flexibility is allowed in the actual allotment of projects. Thus, while many are complete projects of about 300 villages each, some are also independent development blocks of about 100 villages each, depending upon the needs and conditions of the particular areas chosen for development.

Philosophy of Community Development Programme

The philosophies on which the community development programme should be based are as follows:

1. Work based on "felt needs" The programme should help the community to solve some of the problems which it feels are existent.
2. Work based on assumption that people want to be free from poverty and pain: It is assumed that the members of the community want a standard of living that allows them to be free from pain caused by lack of sufficient social side it is assumed that the people have four basic wishes a) security b) recognition c) response, d) new experience.
3. It is assumed that people wish to have freedom in controlling their own lines and deciding the forms of economic, religious, education and political institutions, under which they will live.
4. People's values given due consideration It is presumed that cooperation, group decision making, self initiative, social responsibility, leadership, trustworthiness and ability to work are included in the programme.
5. Self Help, The people actually plan and work on the solution of their problems themselves. If the problems of the community are entirely ameliorated through the efforts of some outside agency, then the development of such things as group decision making, self initiative, self reliance, leadership etc. will not be forthcoming and it cannot be said that the community is developing.
6. People are the greatest resource It is by getting the participation of the people in improvement activities that they become developed.
7. The programme involves a change in attitude, habits, ways of thinking relationship among people in the level of knowledge and intellectual advancement of people, changes in their skills, i.e. practices of agriculture health etc.

Objectives of Community Development Programme

The community development programme has for its objectives economic development, social change and democratic growth. These three objectives are to be promoted jointly and in such a manner that they support one another. In India, the objective behind the community development programme is to develop the resources of the people and to assist each village in planning and carrying out the integrated agricultural production. Like this, the major objectives of this project are:

1. To change the outlook of all village people.
2. To improve existing village crafts and industries and organizing new ones, providing minimum essential health services and improving health practices.
3. Providing required educational facilities for children and adults as well as recreational facilities.
4. Improving housing and family living conditions of villagers.
5. To develop a responsive village leadership, village organization and institutions.
6. To develop village people so that they become self reliant and responsible citizens.
7. To help people that they can increase their income and quality of life.
8. Organizing or arranging trainings for voluntary local leaders like members of panchayats, village and block advisory committees etc. and professional community development workers like village level workers, extension officers, block development officers.

Stages of Community Development

There are three stages that community development processes go through:

Stage One: Relationship Building: Building relationships of trust and developing friendships are crucial to successful community development. Getting to know the people in your own group and the groups with which you are working is the first stage in the process of creating a sustainable working relationship. Take time to get to know the people in your Friendship group.

Stage Two: Process Development: Once good relationships have been developed, groups can begin to plan activities. This will involve sharing ideas, dreams, aspirations and visions, and learning about the community in which you are working. What are their strengths? What are their needs? What are their aspirations?

Stage Three: The Consolidation of Structures and Mechanisms: At this stage commissions, committees and task forces or interest groups are formed to plan and implement the activities and programs that have been collectively decided upon. These structures are also responsible for keeping the information flowing between the groups and out into the wider community, and often carry out the monitoring and evaluation processes that keep the programs and activities vibrant and sustainable.

Main Lines of Activity in Community Development Programme

The main lines of activity which will be undertaken in a community project can be briefly divided into the following:

- a) **Agriculture and Related Matters:** The programme includes reclamation of available virgin and wasteland; provision of commercial fertilizers and improved seeds; the promotion of fruit and vegetable cultivation, of improved agriculture technique and land utilization; supply of technical information, improved agricultural implements, improved marketing and credit facilities; provision of soil surveys and prevention of soil erosion, encouragement of the use of natural and compost manures and improvement of livestock, the principal emphasis here being on the establishment of key villagers for breeding pedigree stock and the provision of veterinary aid, as well as artificial insemination centers. For attaining this objective, agricultural extension service will be provided at the rate of one agricultural extension worker for every 5 villages.

- b) **Irrigation:** The programme visualizes provision of water for agriculture through minor irrigation works, e.g. tanks, canals, surface wells, tube wells etc. the intention being that at least half of the agricultural land, if possible, be served with irrigation facilities.
- c) **Communication:** The road system on the country side is to be so developed as to link every village within the project area up to a maximum distance of half a mile from the village, the latter distance being connected by feeder roads through voluntary labour of the villagers themselves, only the main roads being provided for and maintained by the state or other public agencies.
- d) **Education:** It has been realized that the full development of a community cannot be achieved without a strong educational base, alike for men and women. The community projects have been planned to provide for social education, expansion to basic type, provision of educational facilities for working children and promotion of youth welfare.

Vocational and technical training will be emphasized in all the stages of the educational programme. Training facilities will be provided for imparting improved techniques to existing artisans and technicians, both in urban and rural areas. Training centers which already exist in any area, will be strengthened and developed, and new ones established to meet the requirements of the project area.

- e) **Health:** The Health Organization of the project area will consist of 3 primary health unit equipped with a hospital and a mobile dispensary at the headquarters of the project area and serving the area as a whole. It would aim at the improvement of environmental hygiene, including provision and protection of water supply; proper disposal of human and animal wastes; control of epidemic diseases such as Malaria, Cholera, smallpox, Tuberculosis etc. provision of medical aid along with appropriate preventive measure, and education of the population in hygienic living and in improved nutrition.
- f) **Supplementary Employment:** The unemployed and the underemployed persons in the village community will be provided with gainful employment to such extent as is possibly by the development of cottage and smallscale industries, construction of brickkilns and saw mills and encouragement of employment through participation in the tertiary sector of the economy.
- g) **Housing:** Apart from the provision of housing for community projects personnel, steps will be taken, wherever possible, to provide demonstration and training in improved techniques and designs for rural housing. In congested villages, action in the direction of development of new sites, opening of village parks and playgrounds and assistance in the supply of building materials, may also be necessary.
- h) **Training:** The training of village level workers, project supervisors and other personnel for the community development programme will be carried out in 30 training centres which have been set up with the assistance of the Ford Foundation of America. Each training centre will have facilities for about 70 trainees. Each centre will have double training staff so that the trainees can be divided into two groups. One group will be getting practical and supervisory work experience, while the other group will be utilizing the centers' facilities for lectures, demonstrations and discussions. The training period will be limited to six months. Other than this, step will be taken for the training of the agriculturists, panches and village leaders.
- i) **Social Welfare:** There will be provision for audiovisual aid for instruction and recreation, for organizations of community entertainment sports activities and melas.

CONCLUSION

A review of rural development programmes and their strategies in India reveals that its concept has substantially changed with the passage of time. From a long time rural development meant "expansion, development and modernisation of agriculture" and it was deemed to be synonymous for agricultural development.

Perhaps this idea was based on the assumption that agriculture is the prerequisite of rural way of life. However, this concept changed with the Community Development Programme launched in 1952, which aimed at transforming the traditional way of life for rural communities and assisting people to improve their way of life to meet the constitutional commitment of equity and justice.

In real sense planned effort to rural development was initiated with the launching of Community Development Programme in the early fifties although programme was not very successful but it had promoted the growth of a network of basic extension and development services at the grass root level in village, thereby creating awareness in the rural communities of the potential and means of development which made quicker adoption of major technological advances later in the mid 60's in agriculture.

The benefits that accrued from these programmes were felt more by the better placed farmers and better endowed regions. This increased the regional disparities and the gap between the rich and the poor. Hence, the need was felt acutely to direct the development programmes towards the backward regions and towards the weaker section of the society.

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