

# The Feature Elements in Rural Development: Issues and Challenges

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**Abstract – An ever increasing number of nations have begun understanding that dealing with the rural condition is a solid method to assist them with growing their economy in a superior manner. The rural part is significant for the general public since it produces the growth and development of the civic establishments to support and accomplish human objectives for better presence. Financial growth and rural society is associated on the grounds that a large portion of the assets accessible for development originate from the rural social orders. The fundamental point of the paper is to examine the states of rural economy and concentrate the issues and challenges of the towns. The paper expects to outline a vital structure for the development of the rural economy to make a superior tomorrow for India.**

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## 1. INTRODUCTION

Rural development is the backbone for any country's economic development and it helps the economy to grow and sustain. Rural development is the axis of the economy involving the labor ethics impacting the potential of business in big way. It is a popular belief that economic development takes place because of rapid industrialization. But the industrial development itself cannot take place without agriculture. Specifically, agriculture contributes to economic development by product contribution and market contribution. Agricultural sector is the long term strategy for the economic development. The agriculture is volatile and fluctuating industry because it depends on the monsoon and the weather conditions. This sector of development of the economy is important to feed the nation and country though people have become modernized in the urban sector depending more on non-vegetarian food for their survival needs. The people in the rural sector are facing the problems of poverty and exploitation which is impacting the total productivity of the Indian agriculture.

The agriculture is the economic face of any country. It is important for the prosperity and growth of the country. The aim is to build the country with the development potential so to give the value of growth to the Indian economy. The demand for the industrial products will be generated if the industrial production is high. Fluctuations in agricultural output play a key role in the state of the national economy. Rural consumption of industrial goods is nearly three times that of urban consumption. As a matter of fact, the current spurt in the rural consumption of durable goods has led to redefinition consumer

demographics itself. Obviously, there is a direct relationship between agriculture production, income and the demand for industrial goods. Similarly, performance in agriculture also influences total demand via government savings and public investments. Agriculture is the main contributor to national income and it is the primary source of savings and capital formation which influences the economic growth of any economy.

The Indian rural faces the tough conditions of drought and famine which impact the life of people because they are uneducated and they depend on agriculture. The rural people are facing the problems of undulation and poverty. The people are unemployed because they lack the skills to take up opportunities in life. If the rural sector is educated and advanced it is easier to do business and the development is high. The economic development and the rural society have a kind of relationship which is generally interlocked because the issues of the external environment impact the values of economic development. It is necessary for the government to move in the direction and rhythm with the society because their sustainability is dependent on the long term benefits derived from the economic, social and environmental issues connected to rural basics.

## 2. THE POSITIVE IMPACTS OF RURAL DEVELOPMENT

Development is a way of doing economic activities in the modern era of technological connectivity in an organized manner to build a network of working relationships. The development and growth has

many advantages and it supports the functions of the society in the following ways:

- Allowing the formation of employment oriented relationships with the rural society to improve the standard of living of the people.
- Asserting the origination to improve the investment profile, getting the funds from the government and the other financial institutions for the rural sector.
- Helping the government to manage policies and design clear goals and objectives to generate quality services to the rural society.
- Providing a secured and growth oriented environment for the rural people so that they can lead better life with quality service related to life and creation of facilities that can impact the details of all human emotions for better sustainability and reflect the Indian ethics in a better way.

The rural economic development refers to the solutions and strategy for managing relationships with the rural people. With the advent of web, the government can connect to the e-choppal to the people in villages to enhance trust and faith in the society with the better participation of the people. The economic development strategy involves process, technology and people issues. These inputs design the strategy to foster sustainable growth and development. The current trend is towards a development models which can control the communication and the interaction process. This new movement will challenge all three components of economic development - process, technology and rural people. Technology has stepped and has created a new era of services; connectivity and growth. The government can now serve people in a standard way and can manage their relationship in an effective way

### 3. CHALLENGES OF THE RURAL ENVIRONMENT

The business is facing massive challenges in today's highly competitive market and to acquire the maximum possible market share in an overcrowded market. The following are the threats that force the business to design and implement better solutions and services to the customers

- The nature of competition has become global.
- The rate of change is accelerating out of control.
- The rural people have been impacted by the changes through the media

- The rural economy is expanding.
- The internet is transforming the business landscape.
- Industry barriers are collapsing enabling major brands to enter new markets of rural sector through market penetration strategies.

### 4. THE PERSPECTIVES OF THE RURAL ECONOMIC DEVELOPMENT

The Indian rural economic development is an important part of the Indian economy where the government has to foster growth by providing employment and business opportunities to the people. The government is in pressure to provide high quality services in the global environment of high competition. The service providers on the part of government can design the package to form the value chain which generally governs the economies of the scale. The basic objectives of the rural economic development are as follows:

**Human Perspective:** The economic development of the rural sector has to look after the individual needs of the farmers because if he is given attention he will give better products and enhance the productivity and efficiency of the rural economy.

**Social Perspective:** For every sector of development, the social issues are important because we are existing in this society which is the web of human emotions and feelings. The rural people have to be respected, their social and cultural values are important and the government development policies have to incorporate the values of the rural society.

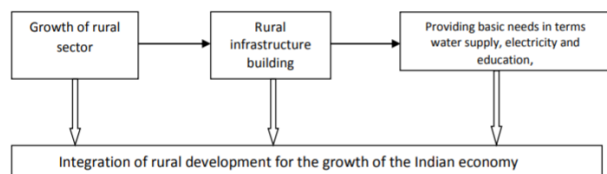
**Economic Perspective:** The society or any economy can only be successful if the design, implementation and feedback are according to the specific needs of a particular section of the society. Every policy related to the economic development requires a unique profit oriented strategy for growth and sustainability.

**National Perspective:** The government has the national objective for enhancing the gross domestic product of the country so as to increase the national income of the country through the rural and urban development.

**Global Perspective:** The government policy has to focus on the global issues because now we are connected to the world through the technological up gradation happening in the world. The economy is liberalized where global influence cannot be ignored.

Benefits of economic development to the rural society Managing economic development have great impact on the rural society and economy. It

helps in the better understanding of the people's requirements and helps them to understand where the government can form better policy issues to define prosperity and profits.



**Figure-1 rural development and integration**

## 5. ECONOMIC DEVELOPMENT THROUGH THE PUBLIC AND PRIVATE PARTICIPATION

Economic development is a comprehensive strategy of developing the agriculture and industries through the technology and education. Business is the establishment, development, maintenance and optimization of long term mutually valuable relationships between the society and the system. The economic environment is changing every day, so the businesses has to be updated so to enhance the global connectivity through the standardized businesses practices. The changes are happening in a bigger way impacting all the dimensions of the rural development.

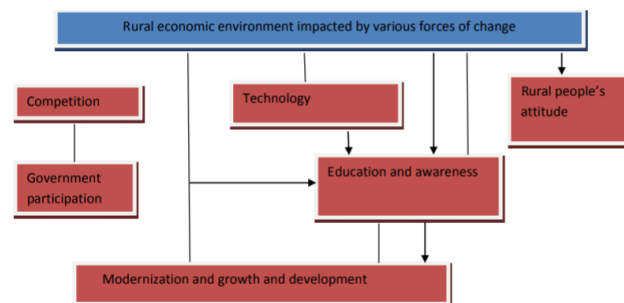
| Rural Economy                        | Economic development strategies   |
|--------------------------------------|-----------------------------------|
| Mass population of India in villages | Mass reach through e-governance   |
| Uneducated                           | Provide quality education         |
| Backward                             | Strategies development and growth |
| Lack of infrastructure               | Focus on roads and railways       |
| Lack of connectivity                 | Provide telephones and internet   |
| Lack of awareness                    | Build awareness through media     |
| Poverty                              | Develop financial institutions    |
| Lack of development and business     | Design policies for growth        |
| Agriculture underdeveloped           | Upgrade agricultural development  |

**Figure-2 the strategic development of rural economy**

## 6. THE ISSUES OF THE INDIAN RURAL ECONOMIC ENVIRONMENT

The basic issues of the rural economy are related to the economic environment and the noneconomic environment. The economies are impacted by the national and the international environment. The non-economic environment consists of the socio- cultural environment, natural demographic physical and the political environment. The economic elements of the rural environment directly put an impact on the Indian business market. The business has to understand the needs of the rural environment and change according to the rural markets so enhance the value to the society. The rural economic environment is a complicated process because it encompasses the rural values, ethics and culture. The adaptation of government's values into the rural environment includes the following elements:

1. Rural environment as a complex and dynamic strategy
2. It involves rural people's satisfaction and loyalty
3. Changing attitude of the rural society
4. Focusing on continuous people service
5. Maintain a constant updating technological changes
6. High technological purgation and modernization
7. Implement of the people friendly policies.
8. Assimilation of rural growth and development.



**Figure-3 The agents of Change impacting the rural economy**

## 7. THE PROPOSED STRATEGY TO DEVELOP THE RURAL ECONOMY

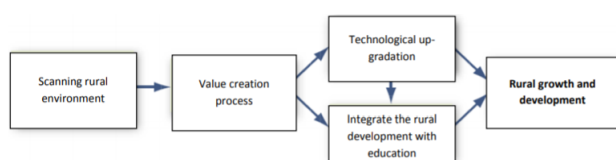
The aim of economic development is to produce high business potential in the rural environment. The development can touch all the dimensions of human growth to generate employment, better opportunities and high potentials for connectivity. The rural people have to be connected to their resources related to the land through agricultural development. The sub drivers of economic environment development are clean and comfortable conditions and healthy perceptions of work ethics

**Profits & Growth** – The government has to design polices to simply sell the benefits and growth to the people in terms of generating options for small scale industrial development.

**Availability of revenues and resources** – The economic development can be through the connectivity of the business needs and resources to the processes in term of man, material and money.

**Financial resources-** The government policy has to generate money and investment for the better growth of the organization. Money is the fluid which pumps the blood of development to the society to create a better tomorrow.

The role of government in upgrading the rural environment The rural economic development involves the integration of cross functional areas and this delivers critical policies for the change to give sustainable development to the rural sector. The practice of using better and upgraded policies helps in better performance so to enhance the overall productivity integrating the various variable of the rural economic environment. The total economic system is impacted by the forces of operation in the markets because the they connect the people and business. The government has to understand the needs of the people and provide them the employment opportunities through project based growth. The government needs to invest in education so as enhance the empowerment and ability of people.



**Figure -4 Rural economic environment and the tools of development**

## 8. CONCLUSION

The government has realized that they need to put their resources in front to support a strategic changes happening in the economic environment. The economic business development is a comprehensive approach which provides seamless integration of every area of rural society .The economic development touches the life of people and integrates the people, process and technology, taking advantage of the revolutionary impact of the internet. The government is facing massive challenges in today's highly competitive market and strives to acquire the maximum possible development. The economic development can be successful if the design and implementation of the government's processes are according to the changes happening in the environment. The economic development of the rural environment can be by the government through the establishment, development, maintenance and optimization of long term mutually valuable relationships between the business and macroeconomic environmental variables.

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