



Empowering Rural Communities through Awareness and Development Initiatives

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Abstract

Rural development and awareness focus on improving the lives of people in rural areas through various initiatives that address economic, social, and environmental issues. This involves empowering local communities, creating livelihood opportunities, and improving access to essential services. Awareness plays a crucial role in making people understand their rights, responsibilities, and the importance of sustainable practices. Rural development encompasses a broad range of strategies and programs aimed at improving the well-being of people living in rural areas. These efforts typically focus on areas like agricultural growth, economic infrastructure, social services, and education, with the ultimate goal of increasing rural prosperity and quality of life. The concept of "awareness of abstract" in this context likely refers to the importance of understanding and adapting to complex or abstract concepts that are relevant to rural development, such as sustainable practices, market trends, and government policies.

Keywords: Economic Growth, Social Infrastructure, Sustainable Practices, Community Participation, Access to Information and Technology.

Introduction

Rural development focuses on improving the quality of life in rural areas by addressing economic, social, and infrastructural needs, aiming for sustainable and inclusive growth. It involves a holistic approach, recognizing the unique challenges and needs of rural communities and requiring targeted interventions.

Rural development usually refers to the method of enhancing the quality of life and financial well-being of individuals, specifically living in populated and remote areas.

Traditionally, rural development was centred on the misuse of land-intensive natural resources such as forestry and agriculture. However today, the increasing urbanisation and the change in global production networks have transformed the nature of rural areas.

Rural development still remains the core of the overall development of the country. More than two-third of the country's people are dependent on agriculture for their livelihood, and one-third of rural India is still below the poverty line. Therefore, it is important for the government to be productive and provide enough facilities to upgrade their standard of living.

Rural development is a term that concentrates on the actions taken for the development of rural areas to improve the economy. However, few areas that demand more focused

attention and new initiatives are:

- Education
- Public health and Sanitation
- Women empowerment
- Infrastructure development (electricity, irrigation, etc.)
- Facilities for agriculture extension and research
- Availability of credit
- Employment opportunities

Objectives of Rural Development

The objectives composed by the government in the sixth five-year plan for rural development are:

- To improve productivity and wages of rural people
- To guarantee increased and quick employment possibilities
- To demolish unemployment and bring a notable decline in underemployment
- To guarantee an increase in the standard of living of the underprivileged population
- To provide the basic needs: elementary education, healthcare, clean drinking water, rural roads, etc.

In essence, rural development is a multifaceted process that aims to create a more prosperous, equitable, and sustainable

future for rural communities.

Review of Literature

Review of literature is the most important aspect in any research work. It is a measure stating the recent output on a particular area of research and organized in a helpful sequence to strengthen the present research techniques. The main objective of the review of literature is to understand the research activities that have taken place in a particular discipline in general and in the area of research in particular. Here under an attempt is made to review the literature on working Panchayati raj.

C. Yuvaraj, Samarpan Chakraborty & S.K. Acharya (2018) a article on Role Performance of Panchayat Raj for Development of Farming and Rural Community in Puttaparthi Block of Anantapur District, (A.P), outcome of this study is the Panchayat Raj institutions change socio economic condition, and providing training for rural leaders, members must manage and must have knowledge about problem of villages and create awareness Improving accountability is one key pre-requisite for better functioning of the Panchayat. Accountability cannot be enforced if there is lack of transparency in the functioning of the Panchayats. Steps need to be taken for improving access to information to the people.

Dr. Rajesh Kumar Sinha. (2018) a journal on Capacity Building of Panchayati Raj Institutions, to run the good governance and effective function for the development of all aspects panchayati raj institutions the central and state government to sustain and strengthening of rural development in India to develop capacity of panchayati raj institutions through training and all.

Vaishnavi.A & Dhivya. R, (2018) Role of Local Self Government in the Protection of Environment, To conclude, in democratic local self-government is one of the most innovative governance, In the Panchayati Raj set up, there are several mechanisms and agencies through which information regarding public good and welfare can be communicated to the villagers, local bodies, encouragement by the state governments given to local bodies, the honesty and sincerity of the non-officials who administer the local bodies, and corruption-free controlling authorities.

Rajiv, (2018) Information Needs of Gram Panchayat Members: A Study of Kurukshetra District, Haryana, study concluded that the for the rural development In these days present grama panchayat level information centre is necessary, like, print media non-print media, newspaper, television, library but in some villages are have lack of sufficient information centers.

Tame Ramya, (2014), Socio-Economic Status & Associate Problem of the Tribal; A Case Study of a Village in Kurug Kumey District of Arunachal Pradesh, this paper state that entire discussion in this paper to give almost idea, socio-economic structure Niyeshi tribal village result come out the village have facing numerous troubles like, poverty, female illiteracy, lack of sanitation, hiya villages advance social economic condition of tribal village but nyishi tribal villages of hiya and the myriad problems and prospect of their development, government can be eradicate such trouble through divers plan and implementing of programme.

Dr. Rajesh Timane (2012) A Study of Stakeholder Engagement in Social Audit, outcome of this study stakeholders involved in the Social Audit is a system where the local community scrutinizes all the records and procedures of a programme, social audit a successful institution to endorse the culture of transparency through Gram-Sabha

gram-sabha to make them more efficient in participatory management at local level.

Mohd Waliullah, (2017) Rural Development Policies In India: A Study Of Employment

Generation Schemes & MGNREGA, this study state the direct impact of employment guarantee schemes on rural poor life in the form of livelihood security and improving nutrition, health, education and sanitation etc by providing 100 days guaranteed daily wage employment and prevent labour migration.

Florin Shelomith Soans, Shripathi Kalluraya P, (2015), an article on Decentralization and development: Indian experience the system of decentralization is well established in India and its contributing for the development in respect of gross Domestic Product of Indian economy

Durga Prasad Chhetri (2013) Democratic Decentralization and Social Inclusion in India:

Exploring the Linkages, The discussion in this paper has enabled us to show that a decentralization reform in India is an ambitious process that seeks to empower local communities to engage in their own development. (Including SC/STs and women) to shape their destiny. Decentralization has enhanced participation in decision-making, enabled local communities to determine their local leadership through democratic elections, providing equal opportunity to people for self-governance.

Thapai Ananda, M. Chinnaswamy Naidu, M. Krishnaveni, (2013) Political Participation of Women In India, Political parties have failed to give adequate number of party tickets for elections to women Even in party organizations they are always have a lesser strength? Women political participation and all these provide that Indian Women constituting half of the population have never been equal to men in terms of their representation.

Santanu Panda and Arup (2013) ^[10] Majumder (The Rural development generally refers to the process of improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated areas. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is considered as a "Silver Bullet" for eradicating rural poverty and unemployment, by way of generating demand for productive labour force in villages. It provides an alternative source of livelihood which will have an impact on reducing migration, restricting child labour, alleviating poverty, and making villages self-sustaining through productive assets creation such as road construction, cleaning up of water tanks, soil and water conservation work, etc. For which it has been considered as the largest anti-poverty programme in the world. In this paper, based on the secondary data, an attempt has been made to comprehensively understand the development effort to rebuild the rural life and livelihood on the basis of various secondary data ^[10].

Methodology

The research presented is six district of East Vidarbha

- i). Wardha
- ii). Nagpur
- iii). Chandrapur
- iv). Gadchiroli
- v). Bhandara
- vi). Gondia

The main purpose of the research was to find awareness among the rural areas of East Vidarbha. A descriptive research plan has been adopted in the research presented as a

research plan and a survey method has been adopted for the facts collecting. All rural women in East Vidarbha have been considered as a study world. Rural women were selected randomly as a sample for research (400). Both the primary and secondary resources for the facts are used for the data collection compilation, as well as the use of various statistical tests to analyze the facts, in which frequency, percentage, chi square test etc. has been done and the significance level is kept 0.05

Findings

Table 1: Due to the rural women savings group, the development of entrepreneurship among women's.

| | Frequency | Percentage | π^2 -Value |
|---|-----------|------------|-----------------------------------|
| The industry was established from the savings group | 184 | 46% | 161.42 P=0.0001 Significant |
| The attitude of savings began to grow | 125 | 31.25% | |
| Investment area developed | 81 | 20.25% | |
| Other | 10 | 2.5% | |
| Total | 400 | 100 | |

According to the above Table No.1, Due to the rural women's saving groups, the development of the entrepreneurship among women's. According to (184) which the industry was established (46%) from the reaction savings group. (125) Reaction savings attitude began to increase (31.25%). So (81) the reaction was developed Investment field (20.25%). If (10) reactions other types have been received (2.5%) So there is π^2 -value (161.42) and significance level are (0.05)

Table 2: Rural women's know family and social development plans.

| | Frequency | Percentage | π^2 -Value |
|-------------------------------|-----------|------------|-----------------------------------|
| Housing plan Scheme | 198 | 49.5% | 158.58 P=0.0001 SIGNIFICANT |
| Savings group related plans | 102 | 25.5% | |
| Toilet plan Scheme | 75 | 18.75% | |
| BP.L. Plans as holders Scheme | 25 | 6.25% | |
| Total | 400 | 100 | |

According to the above Table No. 2, The schemes of Rural Women's Family and Social Development Plans known, according to Home Plan Scheme Reactions (198) (49.5%) have been received, Savings Group Related Plan Reactions (102) i.e. (25.5%) received, Toilet Plan Scheme Reaction (75) i.e. (18.75%) have been received, B.P.L as a holder Scheme reactions (25) i.e. (6.25%) have been received, Also these figures have come from π^2 -Value (158.58) and significance level are (0.05)

Conclusion

In conclusion, both rural development and awareness initiatives are crucial for fostering inclusive and sustainable growth, especially in developing nations like India. By prioritizing rural areas, addressing infrastructure gaps, and empowering local communities, progress can be made towards a more equitable society. Digital awareness, in particular, holds significant potential for bridging the urban-rural divide and facilitating access to information and resources.

A large proportion of the population lives in rural areas, and their development and contributions are extremely beneficial to nation-building efforts. Agriculture and related activities must be developed in order to provide gainful employment in rural areas and improve overall food production. GIZ offers regionally tailored strategies to secure the right to food and make rural development a driver of economic growth based on years of experience and comprehensive know-how. Rural development entails both economic advancement and greater social transformation. Increased participation in rural development programmes, decentralisation of planning, better enforcement of land reforms, and increased access to credit are all planned to improve the prospects of rural people. Rural development in India has emerged as a priority for the government, recognizing the significance of uplifting rural communities for the overall growth of the country. With infrastructure development, agricultural reforms, entrepreneurship promotion, and improved access to healthcare and education, India is paving the way for rural transformation. By harnessing the potential of its rural areas, India can unlock opportunities, creativity, and potential, thus creating a brighter and more inclusive future for all its citizens.

Despite these new developments, provisions of the Farm Security and Rural Investment Act of 2002 (also known as the 2002 Farm Act) suggest much will remain consistent with the recent past. The National Rural Development Partnership (NRDP), which has been a policy tool for the past three presidential administrations, was formalized in this legislation. The NRDP supports State-based partnerships (State Rural Development Councils) for planning and development that include Federal, State, local, and tribal governments and private businesses and nonprofit organizations as equal participants in strategic rural development planning. Multistate regional development programs, such as the Appalachian Regional Commission, continue to grow with the extension of the Delta Regional Authority and establishment of the Northern Great Plains Regional Authority. Support for comprehensive strategic planning for rural development continues to be increased. Infrastructure development—from water and waste disposal to broadband Internet and local television access—remains a favored rural development approach.

And, although rural development policy has come to be seen by many as different from farm policy, the farm economy's continuing role is evident in an expanded program to promote high-value and value-added agriculture for rural economic development.

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