

and Guardianship Act, 1956 and the Hindu Adaptation and Maintenance Act 1956 Muslim, Christian and Zoroastrian personal law also upholds eighteen as the age of majority.

The first Juvenile Justice Act, 1986 defined a boy child as below sixteen years of age and a girl child as below eighteen years of age. The Juvenile Justice Act 2000 has changed the definition of child to any person who has not completed eighteen years of age.

In short Children belonging from the age group of 0 to 18 years are called as child.

According to Indian constitution there are various legal legislations and acts are prepared for the protection of children rights.

Some of them are as follows—

- The protection of children from sexual offences Act (2012)
- R.T.E. Act (2009)
- Juvenile Justice Act (2000)
- Pre-natal Diagnostic Techniques Act (1994)
- Prohibition of child Marriage Act (2006)
- Persons with Disabilities Act (1995)

Apart from these legislations there are various schemes are developed and implemented for the well being of children. Some of them are as follows—

- Mid-day meal scheme.
- Integrated child Development Scheme.
- Sarva Shiksha A bhiyan
- Kishori Shakti Yojana.
- Operation Black-board.
- Balika samrudhi Yojana.
- Shishu Griha Scheme

Reference -

www.childlineindia.org.in



Apart from these legislations there are various schemes are developed and implemented for the well being of children. Some of them are as follows—

- Mid-day meal scheme.

Rural Development in India: Problems and Prospect

Dnyaneshwar H. Chaudhari

(M.A. Ph.D. SET)

Dept. of Geography

Vasantdada Patil College Patoda

Dist Beed.414204

Jan. To March 2021

Abstract:

The rural development generally refers to the process of improving the quality of life and economic welfare of people living in relatively isolated and sparsely populated area. Indian Government has provides various schemes for eradicating rural poverty and unemployment. It provides an alternative source of livelihood which will have an impact on reducing migration, restriction child labor, 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.

Present research article has been devoted on the various problems which the people of rural India are facing today and focuses on the various alternative which will applying for sustainable rural development of India. The present had used daily newspapers, Yojana, Baliraja, Lokrajya etc. magazines and internet. The intend of study to discover the problems of rural area and the role of Indian Government to solve them.

Key words: Rural Development, Rural India Government schemes, Panchayat Raj, Livelihood Activity, Sustainable Development.

Introduction:

The term rural development is the overall development of rural area to improve the quality

of life of rural people, and it is a process leading to sustainable improvement in the quality of life of rural people, especially the poor. The rural development programmes intend to reduce the poverty and unemployment, to improve the health and educational status and to fulfill the basic needs such as food, shelter and clothing of the rural population. To improve the condition of rural people, Government of India launched many schemes through the planning commission.

In India, out of total population of 121 crore, 83.3 crore are live in rural areas (Census of India 2011) Thus, nearly 70 percent of the Indian population lives rural areas. These rural populations can be characterized by mass poverty, low level of literacy and income, high level of unemployment and poor nutrition and health status. In order to tackle these specific problems, a number of rural development programmes are being implemented to create opportunities for improvement of the quality of life of these rural people. Indian Governments numbers of schemes are aimed to reduce the gap between rural and urban people, which would help reduce imbalance and speed up development process.

Problems of Rural Community:

Land is the major resource in India, which provides livelihood to the rural population. According to survey conducted in 2000-01, about 11.25 percent of rural families are landless and among the land holders, over 69.35 percent own less than one hectare (marginal farmers) and 21.25 percent own between 1 and 2 hectares (small farmers). Water is another critical resource required to enhance the agriculture production. Out of the total arable area of 169 million hectares, only 28 percent area is under irrigation and the rest is depend on rains, where hardly one crop can be grown in a year. About 40 percent of the cropping area is located in low rainfall regions where the employment opportunity is hardly for 40 to 50

days in a year and crops generally fall twice in five year. Decline in many traditional occupations and poor institutional infrastructures have further reduced the job opportunities. Thus about 90 percent of the rural population, who have deprived of adequate land holding have took for other means of livelihood of their survival.

- 1) Rainfall is the main source of water for agricultural production in India. However, in the absence of adequate soil and water conservation practice, it is estimated that over 65 percent rainwater runs off, flooding the rivers. As the result of poor soil and water conservation measures, the average yield of food crops in India is only 1.9 tone per hectares as compared to 4.0 tone per hectares in China.
- 2) Forest has been providing many direct and indirect benefits to rural communities. As against the recommended 33 % of total geographical area to be pleased under forest cover, only 22% land is under the Forest Department in India out of this only 16% of actual area under the forest in India today. As result, the existence of cover 80 million tribal, who were depend on forest products for livelihood has been threatened. Ill-effect of deforestation are evident in the form of shortage of fodder, fuel, timbers, non-wood forest products and medicinal herbs. The direct losses in the form of soil erosion, deepening of ground water table and reduction in green cover are for more serious.
- 3) Livestock is an important source of supplementary income of rural people. Mined farming has been serving as an insurance against natural calamities. India has over 500 million livestock, which include cattle, buffalos, sheep and goats. Among them, cattle and buffalos popular for milk production. As milk is an important part of Indian diet and bullock power is essential for farming, rural transportation, rural

families mention 2-3 animals but over 70% of them are uneconomical due to low genetic base and poor management. The yield of cows in India is 987 kg/lactation as compared to 4233 kg/lactation in Europe. The poor and landless prefer to maintain sheep or goat and let them loose for grazing on community pastures. Such animals are a liability.

- 4) Apart from private holdings, pastures and common lands owned by the Government and community are also being used in many ways, particularly for fuel and fodder collection. The Government has reserved about 10% of the total land in each village for livestock grazing. The ownership of this land is with the village Panchayat (Local Govt.) and the all members of community have free access. The Panchayat has no control over the use while the community does not consider it to be their responsibility to manage the pastures.
- 5) Water is the critical input for human consumption as well as for crop production but grossly neglected by the community. Major source of water supply are rainfall, lakes, rivers and underground storage. Except well and small tanks, the other source of water are collectively owned by the community. However, the powerful lobbies and vested interests have been taking advantage of these water resources for their own benefits, while the poor have no means of utilizing their share. This has been accelerating the economic imbalance between small and large landholders.

Current Rural Scenario In India:

Traditional Indian communities being male dominated women have been supported till recently. While the average literacy rate rural area is around 50-65%, it is as low as 20-25% among women in backward areas. Education of girls was felt to be unnecessary in the past and this has seriously affected their

quality of life. Thus the women illiteracy is the main deficits of rural poverty.

Prospect of Rural Development:

To address the problems of poor rural families, who live in heterogeneous society, Government and NGO have find the following prospect for their upliftment.

1. Family as a unit for development: The poor rural family as the basic unit for development. This provides an opportunity to identify the target families who require different type of support to come out of poverty, hence the family development is the unit of rural development.
2. Focus on quality life: The overall goal of rural development in India is to ensure better quality of life, through promotion of various development activities related to livelihood, health, literacy and moral development. Starvation being the most serious form of poverty. With generation of income, good moral values are also essential for happiness. Excess money, without strong moral education has been distracting the youth towards unproductive and unethical activities.
3. Assured livelihood: While promoting various development programmes, the primary goal is to help the target families to come out the poverty, within the shortest period. Many of poor who do not have any resources to even procure their daily ration, are likely to neglect their development work, if no support is available in the form of assistance or wages to ensure their food security.
4. Women empowerment: Involvement of women in all the development programmes right from the stage of rural planning is essential. Although women represent 50% of the population, they also have the major responsibilities of grooming children and procuring the basic needs required for food, fuel and fodder securities. Active participation of women in development

programme will help to identify their problems and reduce their drudgery. Thus all the development programmes should insure women empowerment through activities like drudgery reduction, gender sensitization and capacity building.

5. Environment protection: In all the development programmes, conservation of the natural resources and protection of the environment are essentially built in, as these are critical for sustainable development of rural area. This is particularly important, while dealing with the poor as their primary objective is to earn livelihood and the development organizations have the obligation of carefully designing the programme to ensure environmental protection with income generation activities.

Conclusion:

Rural development is not only needed for ensuring food security and poverty extermination but also to boost the Gross National Product of the nation. Fortunately, India has plenty of natural resources, idle labor, necessary technology and good market both in India. Presently people engaged in agriculture lack motivation and organizational strength at the grass-root level. We need to act now, before it is too late.

References

1. Maheshwary S.R. (1985) Rural development in India: A public policy approach, SAGE Pub. New Delhi P -35-51.
2. Paul Chaudhari (1990) Voluntary effect in social welfare and development, Siddharth Pub. New Delhi P-86-110.
3. Sachidananda (1988) Social change in village India, Concept Pub. New Delhi P-71-84
4. Mishra R. P. (1992) Ed. Regional Planning: concept, techniques, policies and case studies, Concept Pub. New Delhi.
5. Chandan R. C. (2000) Regional Planning-a comprehensive text, Kalyani Pub. Ludhiana.

□□□

Vidyawarta: Interdisciplinary Multilingual Refereed Journal Impact Factor 7.940 (IJIF)

Rural Retailing in India – A Changing Paradigm

Dr. Dular Hajam (Principal)
Bhadrakall College Itkhorl
(V.B.U.), Hazaribag

Abstract :

In the world of cut throat competition, every marketer is searching better solutions and products and services to serve the end user. The emerging global trading system, technological upgradation and long term business growth are interrelated which have strong relevance to the developing countries like India. Market of today has changed the dynamics of the business. And marketers are facing tremendous challenges day to day life and are looking to increase their territorial area by increasing their sales both in urban and rural areas. In India, around 70% population resides in rural or semi urban area & in recent years, rural market of India have acquired significance, as the overall growth of the Indian economy has resulted in the substantial increase in the purchasing power of the rural communities. In fact it has been estimated that the rural markets are growing at five times the rate of urban markets, thereby offering ample opportunities to marketers. In this paper researcher will discuss about the perspectives in the rural retail & challenges in the rural marketing & some suggestions about how rural marketing can be done more effectively.

Keywords: Rural marketing, potential retail, Indian consume, consumer behavior.

In recent years, rural market of India have

substantial increase in the purchasing power of rural communities. In fact it has been estimated that the rural markets are growing at five times the rate of urban markets, thereby offering ample opportunities to marketers. In this