

# Factors Determining Sustainable Rural Development in India: An Empirical Study

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## Article Info

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**Abstract:** Rural India represents the absolute India. In the era of aggressive urbanization, India depicts itself as a rural country. The reason behind this depiction is that population of rural India consist of 69 percent of the total population. According to the census of 2011 India's rural population is 12 percent of world's population. The rural people of India are mostly engaged in agricultural or other informal activities and share a larger part when compared to other formal activities and source of earning. The rural part of India also represents the population living below poverty line, having low expectancy rate and Human Development Index. These problems highlight an important issue that majority of the India's population need to be freed from these problems. This paper will highlight the problems existing in rural India and the solutions that will help to eradicate these important issues so that rural India will be able to depict the developed India. The researcher had surveyed 221 people working for rural development in India to know the factors that determines the Sustainable Rural Development in India and found that Government initiatives, PURA (Providing Urban Facilities in Rural Areas), Development of ICT and Participation of rural people are different factors that determines the Sustainable Rural Development in India.

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## Introduction

For transforming India into a developed country, it is very important to transform the rural areas of India. As more than half of the India's portion is covered with rural areas, it is essential to solve the problems faced by the rural population. The problems rural people face is not only economical or financial but it is more diverse and different. The problem is socio-economical, technological, educational, infrastructural, health and hygiene and unawareness. Though all these problems have been identified but the implementation of solutions to these problems is again another problem faced by the government. For the sustainable development of rural India, four steps are initiated by the government. These steps are analyzing the problem, consulting the problem, planning the solution and implementing the solution. This process includes the participation of villagers, government, NGOs and other departments. In short, rural sustainable development needs participation of masses (Singhal and Singh, 2016).

India is considered as technology driven country where majority of the population lives in rural areas that are still underdeveloped. Rural India being an underdeveloped area faces the problem of poverty, hunger, unhygienic living conditions, dependency on traditional tools etc. To eradicate these problems there is a need to adopt sustainable approach. The

sustainable approach means shift towards green economy, use of technology in efficient ways, protection of environment, sustainable economic growth etc. The development of rural India should have a sustainable approach so that interest of every single individual is fulfilled. This approach will help in eradication of many rural problems like malnutrition, social and economic development of India, empowerment of rural women, increase in other economic activities, development of schools, roads and other things needed for day to day living. Sustainable development will help in the increase of income of rural people; it will also increase the living standards and technologically develop the people of rural India (Singh, 1999. Bucek, and Smith, 2000).

Rural areas are the marginalized areas of India. The biggest problem with these marginalized areas is negligence by the government. Due to the lack of interest of the government, the rural India faces the problem of low or no construction activities, no technological advancement and no job opportunities. All these problems have contributed in the migration of people from rural towards urban areas. These migrating activities are mainly connected with the rural youth. The youth play an important role in the developmental activities but they need a vision and infrastructure. As there are few or insufficient sources of income in rural areas most of the population starts migration. These migrating activities contributes in urbanization which a biggest threat to rural development. To mitigate this threat there is a need to create ample of income opportunities and make rural people potential so that they can find the correct source of income for themselves (Thawaba, 2014, Nair and Sharma, 2016).

## Literature Review

There are many initiatives introduced by the government to mitigate the problems of rural people and address the issues faced by them. In a study it was concluded that the initiative named Saansad Adarsh Gram Yojana was implemented by the government of India in 2014. Rural development under this program was mainly based on Gandhian ideology. In this program focus was on mass participation. The Gandhian ideology of rural development was based on increase in number of village industries, cleanliness on roads and hygienic living condition, unity in all the communities of villages, no untouchability, and employment is available to all. This program is referred more as reform in which every Member of Parliament adopts a village of their constituency of its comprehensive development. In this initiative 3/4 MPs participated and contributed in the development of villages of their constituency (Kumar, 2017).

In research it was found that another scheme introduced by the government for the development of villages is PURA which stands for Providing Urban Facilities in Rural Areas. The objective behind this scheme is to make villages a full-fledged business entity. A village under PURA is constructed with infrastructure support like education, hospitals, and governance, which are linked with various rural developmental schemes. In PURA villages constitute all the services available in a city like communication, network, and connectivity via physical and technological infrastructure. Under this scheme the main purpose is to implement the economic spaces for rural people. The idea of PURA was first established by Dr. APJ Abdul Kalam in which he highlighted the need of Physical connectivity, electronic

connectivity and knowledge connectivity to boost the economic connectivity among everyone. PURA emphasized not just on poverty alleviation but also on increase in income of rural population. This scheme not only helped in the generation of income of village people but also helped in the development of other skills like dairy farming, bio-mass management, and increase in literacy etc (Dwivedi, 2015).

Information and Communication technology plays an important role in today's technological world. In a study it was found that this technological advancement can play an important role in the sustainable development of villages. Access to internet can help the rural population to be touch of latest trends on internet. Internet access can also help them to be aware of the government initiatives. To make it more easy government have come up with the various options like selection of language of choice, visual approach rather than written approach. A biggest benefit of e-governance and internet to the farmers is that they can get the current price of any commodity on AGMARKNET. Many people from the rural India are participating as the government has launched the e-governance and digital India initiative. This point outs the fact that more and more rural population is educated and skilled. Keeping this in view government came up with many schemes and initiative which proved helpful for the rural people. One of them is Computerized Rural Information System Project. The objective of this scheme is to alleviate poverty through the information based on the computer. One of the successful projects launched by the government to solve the problem of farmers is Kissan Call Centres. It was based on the telecom support where farmers are supposed to discuss their issue in vernacular language. The main purpose of this project was to make farmers aware of various technological developments happening in the country (Mittal and Kaur, 2013).

Though there are many initiatives and schemes launched by the government to develop the rural India but still the objective of its sustainable development is far from reach. In a research it was accounted that many people living in villages have a negative perception for the government even the government institutions are unheard and corrupt. Even though the Panchayati Raj System has a constitutional significance in India still it has failed in the implementation of government schemes and initiatives and still majority of villages live in traditional conditions. Majority of villages still live in economic backwardness, face the problem of castesim, electricity shortages, connectivity, poor or worst living conditions, health issues etc. Lack of awareness and knowledge can be blamed for the issues that are still pertaining in rural India (Ohlan, 2016 Kiran and Bhatia, 2016).

The development of villages at sustainable level can only be possible when there is a participation of rural people. Though the government institutions are working at their level but somehow they proved non-beneficial in long term. A problem of a particular village can only be understood by the people living in that village. To solve a problem at initial level there is a need to make self-help groups, village initiators, volunteers etc. The non-governmental agencies can effectively solve the problem than any governmental organization. The needs of the local people can be communicated in a proper and balanced manner to upper level. The process of participation of rural people will encourage them to find a better solution for every problem. Though the bigger issues like construction of dams,

roads and establishment of tele-communication towers cannot be solved but it will help in the establishing a better communication channel (Nandini, 2015, Kaniowska, Zajdel and Toader, 2017).

## Objective

1. To know the factors that determines the Sustainable Rural Development in India.

## Methodology

The researcher had surveyed 221 people working for rural development in India to know the factors that determines the Sustainable Rural Development in India. The data of this study was collected through “random sampling method” and analyzed by Exploratory Factor Analysis to get the results

## Findings

### “KMO and Bartlett's Test”

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.854
Bartlett's Test of Sphericity	Approx. Chi-Square	2943.361
	df	105
	Sig.	.000

In table above “KMO and Bartlett's Test” above, KMO value found is .843.

### Total Variance Explained

“Component”	“Initial Eigenvalues”			“Rotation Sums of Squared Loadings”		
	“Total”	“% Variance”	Of Cumulative %	“Total”	“% Variance”	Of Cumulative %
1	6.995	46.636	46.636	3.386	<b>22.570</b>	22.570
2	2.272	15.147	61.784	3.226	<b>21.507</b>	44.077
3	1.875	12.499	74.283	3.061	<b>20.408</b>	64.484
4	1.016	6.771	81.054	2.485	<b>16.570</b>	<b>81.054</b>
5	.586	3.906	84.960			
6	.418	2.789	87.750			

7	.380	2.536	90.286			
8	.296	1.976	92.262			
9	.281	1.876	94.138			
10	.249	1.657	95.795			
11	.197	1.315	97.110			
12	.166	1.107	98.217			
13	.129	.859	99.076			
14	.091	.604	99.680			
15	.048	.320	100.000			

All the 4 factors explain total 81% of the variance. The variance explained by first factor is 22.570% followed by the second Factor with 21.507%, third Factor having 20.408% and fourth factor explains 16.570% of variance.

#### Factors and Variables

S. No.	Statements	Factor Loading	Factor Reliability
	<b>Government initiatives</b>		<b>.946</b>
1.	Increase in number of village industries	.827	
2.	Cleanliness on roads and hygienic living condition	.824	
3.	Unity in all communities and no untouchability in villages	.810	
4.	Employment is available to all	.794	
	<b>PURA (Providing Urban Facilities in Rural Areas)</b>		<b>.897</b>
5.	Make villages a full-fledged business entity	.867	
6.	Infrastructure support like education, hospitals and governance	.851	
7.	Physical, electronic and knowledge connectivity to boost the economic connectivity	.836	
8.	Develop skills like dairy farming, bio-mass management and increase in literacy	.753	

	<b>Development of ICT</b>		<b>.899</b>
9.	Access to internet can help the rural population to be touch of latest trends on internet	.904	
10.	Help farmers to be aware of the government initiatives	.868	
11.	Visual approach rather than written approach	.857	
12.	Farmers can get the current price of any commodity on AGMARKNET	.629	
	<b>Participation of rural people</b>		<b>.870</b>
13.	Need to make self-help groups, village initiators &volunteers	.908	
14.	Participation of rural people will encourage them to find a better solution	.872	
15.	Establishing a better communication channel	.827	

1<sup>st</sup> factor is Government initiatives which includes the variables like increase in number of village industries, Cleanliness on roads and hygienic living condition, Unity in all communities and no untouchability in villages and Employment is available to all. 2<sup>nd</sup> factor is PURA (Providing Urban Facilities in Rural Areas) and its associated variables are making villages a full-fledged business entity, Infrastructure support like education, hospitals and governance, Physical, electronic and knowledge connectivity to boost the economic connectivity and Develop skills like dairy farming, bio-mass management and increase in literacy. 3<sup>rd</sup> factor is Development of ICT which includes the variables like Access to internet can help the rural population to be touch of latest trends on internet, help farmers to be aware of the government initiatives, Visual approach rather than written approach and Farmers can get the current price of any commodity on AGMARKNET. 4<sup>th</sup> factor is Participation of rural people which includes the variables like Need to make self-help groups, village initiators &volunteers, Participation of rural people will encourage them to find a better solution and establishing a better communication channel. The total reliability of all the 15 items is 0.911 that includes the variables related to Essential Competencies of Fashion Designing Professionals in India.

## Conclusion

The Rural India plays an important role in the technology driven India. To make India a developed country it is very important to implement the sustainable developmental programs in rural areas. Considering the importance of rural India, government has launched various schemes, projects and initiatives for the sustainable development of villages. Some initiatives benefitted in many ways like skill development, creation of awareness of many government

programs etc. The PURA model proved to be most beneficial in creating the various sources of income for the people of rural India. The problem with many government schemes is that they have failed to achieve the specified objective. The reason behind the failure is no trust on government agencies, corruption, and lack of communication of basic problems faced by the villagers. To solve the basic rural problem and to establish an effective communication channel between the rural people and government agencies, self help groups, the village initiators should be made. These groups will not only identify the problems or issues but they will communicate them with the concerned government agency and put forward the best solution to these problems. India today has transformed into a digital India but still many people living in rural areas are facing the old traditional problems like malnutrition, unhealthy and unhygienic living conditions. There is a need for comprehensive approach to solve these problems.

It is explored through the study that Government initiatives, PURA (Providing Urban Facilities in Rural Areas), Development of ICT and Participation of rural people are different factors that determines the Sustainable Rural Development in India.

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