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RESEARCH ARTICLE

SUSTAINABLE RURAL COMMUNITIES THROUGH ECONOMIC GROWTH IN INDIAN SCENARIO: A CRITIQUE

Sayan Saha*

Department of Economics, Sree Chaitanya College, Prafullanagar, Habra, 24Pgs (N) Pin-
743268, West Bengal, India.

* Corresponding Author.

ABSTRACT:

There is growing agreement that integrating agricultural operations with non-farm economic pursuits enhances the welfare of rural households. Diversification of rural livelihood positively impacts the well-being of rural households. The slowdown of the agricultural sector would provide a serious obstacle to the expansion of the economy as a whole. India's rural development has undergone several shifts throughout the years with respect to its focus, approaches, plans, and initiatives. As a result, it has gained a fresh perspective and dimension. The integration of cross-functional sectors into rural economic growth produces crucial policies for the transformation required to ensure sustainable development in the rural sector. This article aimed to criticize the sustainable rural communities through economic growth in Indian context.

KEYWORDS: Sustainable, Rural, Communities, Economic, Growth.

INTRODUCTION:

In the last few decades, India has experienced an unprecedented level of rapid transformation in the job structure and revenue sources. Studies based on nationally representative household surveys revealed that the rural economy was growing at a high rate, with the non-farm sector growing at a higher rate than the rural agriculture sector. [1] Despite this progress, the region continues to remain trapped in a period of extreme poverty and hardship. It is clear that the region, like all other major Indian states, has fallen behind in all development metrics, with one-third of its population living in absolute poverty, especially in rural areas. In most cases, the rural areas in these states are net consumers of secondary and tertiary goods and services as well as net suppliers of primary commodities. Informal or casual, low-skilled, low-productivity, and low returns typically characterize employment in rural labor markets and agriculture. In order to achieve equitable growth, it is imperative that the rural economy as a whole and the agriculture sector in particular continue to flourish. The concept of inclusive growth in rural areas refers to a shift in the economic structure that is based on increased agricultural production and labor displacement from conventional sectors. [2] It must concentrate on small and marginal farmers, labourers without land, and women who face barriers to accessing modern inputs, capital, and land. Globally, we recognize that agricultural growth propels non-agricultural growth, significantly impacts the employment of unskilled labor, and indirectly reduces labour costs in the economy by maintaining low food prices. [3]

METHODOLOGY:

A methodology is a set of guidelines and procedures for carrying out a task. A research methodology delineates the methods and approaches employed in order to locate and evaluate data pertaining to a certain study subject. It's a method by which scientists plan their investigation to enable them to use the chosen research tools to accomplish their goals. The overarching strategy or framework that directs the course of research is known as a research design. Finding non-numerical information about a chemical species, a reaction, etc. is known as qualitative analysis.

Qualitative research provides deeper understanding and exploration of real-world issues. The act of organizing and evaluating data to determine what it represents is known as qualitative data analysis.

Secondary data is information that academics have already gathered from primary sources and made easily accessible for their own research. It is a type of data that has already been collected in the past. It included books, journals, e-resources, documentary evidences etc.

The qualitative research design and secondary data has been used in this study as this research was descriptive in nature.

FINDINGS, RESULTS AND DISCUSSION:

Every country's economic progress is based on rural development, which promotes sustained economic expansion. Labor ethics is the economic pillar of rural development and has a big impact on company potential. The idea that rapid industrialization is the cause of economic advancement is widespread. But industrial advancement would not be possible without agriculture. Agriculture is one of India's most important primary sectors, supporting over two-thirds of the country's population. The problem is that agriculture's share of GDP has been falling over time. Particularly through its contributions to markets and products, agriculture fosters economic growth. The agriculture sector is the long-term strategy for economic growth. Agriculture is a volatile and unpredictable business because of its reliance on the weather and monsoon. [4]

The economic and noneconomic settings have an impact on the core issues facing the rural economy. The settings at home and abroad have an impact on economies. The noneconomic environment encompasses the political landscape, the physical environment of the population, and the culture.

The economic elements of the rural area directly impact the Indian commercial market. To make a greater contribution to society, the corporation needs to understand the needs of the rural environment and adjust to the needs of the rural markets. The rural economic environment is complicated because of the rural values, ethics, and culture that it encompasses.

In general, the rural sectors are net consumers of secondary and tertiary goods and services as well as net suppliers of primary produce. Rural labor markets and agriculture typically classify employment as informal or casual, low-skilled, low-productivity, and low returns.

In order to achieve equitable growth, it is imperative that the rural economy as a whole and the agriculture sector in particular continue to flourish. The concept of inclusive growth in rural areas refers to a shift in the economic structure that is based on increased agricultural production and labor displacement from conventional sectors. It must concentrate on small and marginal farmers, labourers without land, and women who face barriers to accessing modern inputs, capital, and land. [5]

Integrating cross-functional sectors into rural economic growth produces crucial policies for the transformation required to provide the rural sector with sustainable development. Combining the various components that make up the rural economic environment, smarter and more contemporary policies can enhance performance and raise total productivity. Market forces impact the overall economic system since they serve as a conduit between consumers and firms. [6]

The government must acknowledge public needs and provide work opportunities through project-based growth. Government investment in education is essential to empowering and enhancing people's potential. In order to assist the development of the nation's rural areas, the government must encourage economic growth in India by providing individuals with access to business and employment opportunities. The government is under pressure to provide the best possible services in the fiercely competitive global marketplace. Government service providers can create the package necessary to build the value chain, which typically controls the economies of scale. [7]

CONCLUSION:

Rural development plays a major role in India's economic prosperity, particularly in the rural sector. By reducing poverty, migration, economic inequality, hidden unemployment, underemployment, and unemployment, it helps the agricultural sector grow. It also contributes to the creation of jobs in rural areas with low capital needs. The government has realized that it needs to mobilize its resources to support a strategic shift that is taking place in the economic environment. A comprehensive plan that enables the seamless integration of all aspects of rural society is the development of the economy. Economic growth affects people's lives and unites

people, processes, and technology through the revolutionary power of the internet. In the current highly competitive economy, the government faces significant challenges in its efforts to achieve maximum growth. Planning and executing government operations in line with environmental changes will lead to effective economic development. Through the creation, maintenance, and optimization of long-term, mutually beneficial linkages between the company and macroeconomic environmental variables, the government can contribute to the economic growth of rural areas.

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