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**JAGAT GURU NANAK DEV  
PUNJAB STATE OPEN UNIVERSITY, PATIALA**

**(Established by Act No. 19 of 2019 of the Legislature of State of Punjab)**

**Certificate Course**

**In**

**Rural Management**

**CCRM1**

**RURAL SECTOR IN INDIA**

**Head Quarter: C/28, The Lower Mall, Patiala-147001**

**WEBSITE: [www.psou.ac.in](http://www.psou.ac.in)**

**SELF-INSTRUCTIONAL STUDY MATERIAL FOR JGND PSOU**

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**PREFACE**

Jagat Guru Nanak Dev Punjab State Open University, Patiala was established in December 2019 by Act 19 of the Legislature of State of Punjab. It is the first and only Open University of the State, entrusted with the responsibility of making higher education accessible to all, especially to those sections of society who do not have the means, time or opportunity to pursue regular education.

In keeping with the nature of an Open University, this University provides a flexible education system to suit every need. The time given to complete a programme is double the duration of a regular mode programme. Well-designed study material has been prepared in consultation with experts in their respective fields.

The University offers programmes that have been designed to provide relevant, skill-based and employability-enhancing education. The study material provided in this booklet is self-instructional, with self-assessment exercises, and recommendations for further readings. The syllabus has been divided in sections, and provided as units for simplification.

The University has a network of 110 Learner Support Centres/Study Centres, to enable students to make use of reading facilities, and for curriculum-based counselling and practicals. We, at the University, welcome you to be a part of this institution of knowledge.

Prof. G S Batra  
Dean Academic Affairs

**CERTIFICATE COURSE IN RURAL MANAGEMENT PAPER**  
**CCRM1: RURAL SECTOR IN INDIA**

Max. Marks: 100  
External: 70  
Internal: 30  
Pass: 40%  
Credits: 6

**Objective:**

Aware and educate human resource regarding scenario of rural sector in India.

**INSTRUCTIONS FOR THE CANDIDATES:**

Candidates are required to attempt any two questions each from sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

**Section A**

Unit 1: Introduction of Rural Sector in India, Nature, significance, features, factors affecting rural sector.

Unit 2: Rural social structure: caste and class, rural social institutions: family and marriage.

Unit 3: Rural problems: Rural Poverty - Types, Causes and Consequences of Poverty in rural India.

Unit 4: Rural Illiteracy and Health Problems: Educational problems- Enrolment, Retention, Drop out educational neglects and its changing scenario in the context of Right to Education (RTE).

Unit 5: Health Scenario of rural India: MMR, IMR and Sex Ratio.

Unit 6: Rural Unemployment Types, Causes and Consequences of Unemployment in rural India.  
Rural Social Problems

**Section B**

Unit 7: Rural resources: land, water, forest and energy – Uses and their impacts

Unit 8: Rural Economy: Agrarian economy and rural livelihood, Features of rural economy, Rural market and Problems of Food Security

Unit 9: Diversification of Rural Economic Activities, Livestock economies- Livestock resources and their productivity

Unit 10: White revolution - Fishery and poultry development, Forestry, Horticulture and Floriculture.

Unit 11: Rural industrialization: importance, problems and approaches.

Unit 12: Rural entrepreneurship: concept, characteristics, Factors, types, problems, prospects.

### **Suggested Reading**

- A.R. Desai (Ed). Introduction of Rural Sociology in India.
- B.C. Mehta, Rural poverty in India, concept, publisher.
- K.R. Gupta, Rural Development in India, Atlantic Publishers and Distributors (P) Ltd.
- M. Soundarapandian, Rural Entrepreneurship: Growth and Potentials, Kanishka Publisher.
- C.B. Mammoria, Indian Social Problems, Kitab Mahal Publisher



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**CERTIFICATE COURSE IN RURAL MANAGEMENT**

**CCRM 1 RURAL SECTOR IN INDIA**

**COURSE COORDINATOR AND EDITOR: DR. PINKY SRA**

**SECTION A**

UNIT NO.	UNIT NAME
UNIT 1	RURAL SECTOR IN INDIA
UNIT 2	RURAL SOCIAL STRUCTURE
UNIT 3	RURAL POVERTY
UNIT 4	RURAL ILLITERACY
UNIT 5	HEALTH SCENARIO OF RURAL INDIA
UNIT 6	RURAL UNEMPLOYMENT

**SECTION B**

UNIT NO.	UNIT NAME
UNIT 7	RURAL RESOURCES
UNIT 8	RURAL ECONOMY
UNIT 9	DIVERSIFICATION OF RURAL ECONOMIC ACTIVITIES AND LIVESTOCK ECONOMIES
UNIT 10	WHITE REVOLUTION -FISHERY AND POULTRY DEVELOPMENT, FORESTRY, HORTICULTURE AND FLORICULTURE
UNIT 11	RURAL INDUSTRIALIZATION
UNIT 12	RURAL ENTREPRENEURSHIP

**CERTIFICATE COURSE IN RURAL MANAGEMENT**  
**COURSE: RURAL SECTOR IN INDIA**

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**UNIT 1: RURAL SECTOR IN INDIA**

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**Structure**

**1.0 Objectives**

**1.1. Introduction**

**1.2. Rural Sector : Concept**

**1.3. Features of Rural Sector**

**1.4. Important Aspects of Rural sector in Indian Context**

**1.5. Problems related to development of Rural Sectors**

**1.6. Key issues in development of rural sector**

**1.7. Challenges in Rural Sector Transformation**

**1.8. Test your knowledge**

**1.8.1. Short answer type questions**

**1.8.2. Long answer type questions**

**1.9. References**

**1.0 Objectives**

After studying this chapter, you will be able

- To understand the concept of rural sector
- To identify the different features of rural sector
- To discuss the dimensions of rural sector in Indian context
- To discuss the problems and concerns of rural sector in Indian context
- To identify the challenges in developing the rural sector in Indian context

**1.1. Introduction**

India's rural sector has vast potential for opportunities. Considering the global economic conditions, it is important to harness the full capacity of rural sector of India in order to grow as



an economy in coming year. India is predominantly a rural country. With globalisation and steady transition to urbanization has led to decline in the rural India's contribution toward the economy. It is generally said that India is divided into two : Bharat, which is comprised of villages, and India, which is comprised of urban areas. For establishing India at global level, these two must converge.

Rural sector indicates untapped source of growth and development.

## **1.2. Rural Sector**

According to National Sample Survey Organisation (NSSO), 'rural' is defined as:

- An area with population of density of up to 400 square kilometers
- Villages have clear boundaries
- Villages have no municipal board
- Villages have minimum 75% of male working population is involved in agriculture and allied activities.

RBI defines rural area as area with population of less than 10,000

## **1.3. Features of Rural Sector**

- **Small size of community:** The rural sector has comparatively small size of population than urban communities.
- **Density of Population:** The density of population in rural sector is less. People generally have more fact-to-face interactions.
- **Agriculture as main occupation:** Agriculture provides foundation to the rural sector. Many families inherit the agricultural land and in such cases agriculture runs as an obvious choice for family members.
- **Interaction with nature:** Rural sector has close contact and interaction with nature. Natural environment is part of their day to day activities. Rural sector depends on natural resources a lot to achieve its sufficiency
- **Homogeneity of population:** Rural sectors generally comprise of village communities which are homogenous in nature. Being homogenous groups increases their sense of belongingness.

- Social stratification: Rural sectors are stratified on the basis of caste, or religion.
- Social interaction: Traditions, festivals, customs and culture make the members of rural society interact with each other. But on the other hand, the number of interactions between the members of society is limited which makes their vision and viewpoint about the outside world narrow. The narrow viewpoint also makes rural people a little rigid towards change.
- Social Mobility and Joint family: Mobility of members of rural sector is rigid. Rural areas in India are comprised of large joint families as basic units of society which prefer to stay together.

#### **1.4.Important Aspects of Rural Sectors in Indian Context**

India is a rural economy. Approximately two thirds of its population resides in the rural areas. Considering all the urbanization in the backdrop, India's half of the population is still projected to live in rural areas by 2050. According to NITI Aayog, 2017, nearly 70% of India's workforce comes from rural areas. Some important aspects of rural sectors in Indian context are discussed as follows

- **Dominance by Agriculture:** Rural sectors in India are dominated by agriculture. India's majority workforce still resides in rural sectors. This makes Indian economy an agrarian economy. The significant and huge contribution by agriculture into Indian economy makes agriculture backbone for Indian economy. Economic Survey 2020-21 indicates that agriculture contributes nearly 20% towards the nation's gross domestic product. Agriculture sector has shown a growth rate of 3.4% at constant prices when other sectors were suffering a burn due to global health crisis of COVID-19. Agriculture's share in GDP increased to approximately 20% in 2020-21 from a level of 17.8% ins 2019-20. The resilience in agriculture has supported Indian economy in bringing essential staples like wheat, rice, fruits, vegetables, pulses etc. has helped India gain food security.

Agriculture has remained as main source of employment in rural sectors of India. Nearly 1/4<sup>th</sup> of world's farmers live in India. India holds first position in world for producing pulses, 2<sup>nd</sup> position in producing wheat, rice, vegetables and fruits. Further, India holds 3<sup>rd</sup> position in producing food-grains.

Despite all the significant contribution of agriculture in India's rural sector, Agriculture in rural sectors still suffers from few limitations like:

- The participation of women in rural agricultural workforce is limited. Only 40% of women participates in agricultural work and less than 10% of India's land is owned by women. Majority of the land related resources are owned by men in India. The dominance of men in society limits the participation of women in Indian rural sector.
- Agriculture in rural sectors suffers from lack of hi-tech machines and other automated supporting tools to protect and cultivate the land properly without wasting resources.
- Farmers in rural sectors still depend a lot on the traditional practices to carry farming. The skills among farmers has not been developed and this limits the productivity of farm produce. It leads to wastage of a number of other resources
- Indian rural farmers still depend a lot on natural rains and other natural resources for irrigation. This makes farmers depend a lot on the uncontrollable factors.
- Rural agriculture farms are not diversified in producing a number of crops. Further the activities of farmers are not diversified like culturing of fish, honey production, mushrooms, legumes production are not widely adopted.
- Economic viability of farmers is not strong in India. Farmers lack resources to support their livelihood during the year and are under debt in many parts of rural India. This brings distress in the lives and families of farmers and limits the socio-economic growth of rural sectors in India.
- Agriculture infrastructure includes an array of resources and facilities that are required for harvesting a successful crop. Such infrastructure includes power, irrigation, availability of financial credit, storage and warehouses, access to markets, insurance of crops, roads etc.

**Allied Sectors:** Rural sectors in India span beyond agriculture sector. Few allied sectors that exist and support in rural sector of India are animal husbandry,

Animal husbandry is an integral part of rural economy in India. Livestock sector is a significant and sustainable source of income in rural India. Animal husbandry includes dairy farming, bee farming, poultry farming, fish farming, horse breeding, cattle farming, sheep farming, dog breeding etc. Livestock contributes approximately 4.11% to GDP and 25.6% of total agriculture GDP. Livestock employs approximately 20.5 million in India. Livestock nearly provides livelihood to 2/3 of rural community. Horticulture refers to production of nuts, vegetables, fruits etc. It contributes nearly 30.4% to agriculture GDP. Fishery sector, floriculture, apiculture are other supporting allied fields that contribute significantly in rural sector in India.

**Health Care system in rural India:** Health care system in rural India is developed as a three tier system which is as follows

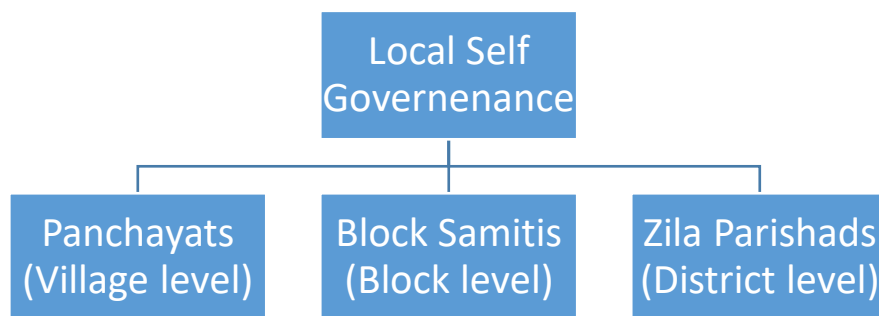
1. Sub Centre: It includes peripheral contact point between Primary health care system & community.
2. Primary health Centre: Primary health centres are considered as cornerstones of rural healthcare in India. They are the first point of contact for rural person's health concerns. It includes a referral unit that has 6 sub centres with 4-6 bedded manned with one medical officer and a few sub-ordinate paramedical staff.
3. Community Health Centre: This includes a minimum 30 bed hospital with few primary health centres and specialized services.

Sub centres	Primary Health Centres	Community Health Centres
<ul style="list-style-type: none"> <li>• Primary level of care</li> <li>• One sub centre of population of 5,000</li> <li>• Minimum staff is 3 per sub centre</li> </ul>	<ul style="list-style-type: none"> <li>• Primary level of care</li> <li>• One PHC for a population of 3,000</li> <li>• Minimum staff in PHC is 15</li> </ul>	<ul style="list-style-type: none"> <li>• Secondary level of care</li> <li>• One CHC for a population of 1,20,000</li> <li>• Number of staff is 30</li> </ul>

Indian rural health care system still suffers from a number of limitations like poor patient to doctor ratio, low infrastructure level, low government spending, low insurance coverage etc.

Education and human resources: Education ties the rural society and develops human resources in India. The education system can transform the human resources and bring in equality across the social dimensions.

**Governance in rural sectors:** There are three levels of governance in India i.e. Central government, State government and local self-government. Local self-government is at the bottom of the administrative pyramid. It functions at the grass roots levels. It is formed by the group of people belonging to certain locality. Local people belonging to an area elect their own representatives and form local government of an area. Local government operates to solve the local problems of areas and serve for fulfilling the basic needs of the local people. Local self-governance is carried out at further two levels: rural and urban.



Rural local self-government functions under ‘Panchayati Raj System’ is three-tiered system. ‘Panchayat’ refers to the group of five senior persons of the village, known as panchas. Panchayat has its roots in ancient governance structure of India. The aim of panchayat is to deal with local problems, solve the disputes within members of villages and establish a self-sustaining governance in the local area. The main objective of panchayat is to involve local people in managing and governing their own affairs. Panchayati system is further divided into three parts- Gram Sabha, Gram Panchayat and Nyaya Panchayat.

Gram panchayat refers to a basic village governing institute in Indian villages. It sets the democratic structure at grass root level in India. Gram Sabha acts in capacity of general body of Gram Panchayat. The members of gram panchayat are all adult members of the village. The gram panchayat meets twice a year to discuss important matters and problems related to villages. Gram panchayat includes representatives of gram sabha. Few seats are reserved for scheduled castes or scheduled tribes and one third of seats are reserved for women in gram panchayat.

Nyaya Panchayat are formed in some villages. These are elected by gram panchayat. The panchayat settles disputes fast. Nyay panchayat cannot impose imprisonment on people but can impose small fines. In case the decision is not reached or both the parties are not satisfied by the decisions of Nyay panchayat then villagers are allowed to reach district or high court. The head of gram Sabha is known as Pradhan/sarpanch. Sarpanch is assisted by vice-sarpanch for a term of three to five term period.

Block samitis handles the problems which are too difficult for panchayats to solve. Generally, a number of villages combine together to form a single block or samiti or panchayat samiti.

**Economic dimension:** Village is a geographical unit. Considering the concept of ‘Gramswaraj’, village or rural area can be considered as a geographical unit of land, which has its own structure of social, economic, and governance structure. Rural areas in India are rich in primary sector resources which have geographical linkages like agriculture land, forest land, mines, costal land etc.

Rural industries build the rural economy by contributing in socio-economic growth of rural areas. Rural industries are primarily based on effective and efficient utilization of raw materials, skills, capital and other rural resources. Rural industries are broadly categorized into cottage industries, small industries, tiny industries and agro-based industries.

Cottage industry is unorganized industry in which rural people are engaged in craftsmanship works. For example, handicraft, pottery, knitting, handloom etc. cottage industries employ private resources, employ local talent, use limited equipment, have small amount of capital invested, and manufactures limited products.

Small Scale Industries are those industries which manufacture, deliver products and services at micro or small scale. Such industries does not exceed the investment cap of Rs. 10 crore and annual turnover is less than Rs. 50 crore. For example, bakeries, manufacturing of school stationeries, water bottles, leather belts, small toys etc.

Rural sectors also provide space for agro-based industries to flourish and prosper. Agro-based industries are related to textiles, sugar, paper, vegetable oil etc. and depend on agricultural produce for the raw material and other related inputs.

**Science and Technology:** Science and technology capacities are fundamental for ensuring socio-economic growth of rural sectors. The need to boost the science and technology to transform rural India can be traced back to 1935, when Gandhiji initiated a movement called 'Science for People' at All India Village Industries Association. Placing science and technology in rural context can bring the benefits in the form of organic farming, biotechnology, bio-fuels, renewable energy, sanitation etc.

Technology for rural people can create employment, recycle waste, bring more clean fuels, create value-added products, better housing, sanitation, etc. Science and technology as drive the development and revolutionize the economic advancements with improvements in different systems. Bringing science and technology in rural arenas can help in plug in rural urban gaps and can raise the awareness of people to new levels for better and wise decisions.

**Environment and Climatic features of rural sectors:** Rural sectors are generally rich and connected with natural resource base like forests, grazing lands, mines, water resources, etc. Rural households depend a lot on the natural resources to obtain a number of raw materials, and inputs to sustain through their daily life. Further, rural people receive a lot of support in making a living from the natural resources available to them. Natural resources, if channelized properly and systematically, can help in alleviating the poverty in rural sectors.

Extending further, rural areas are supported by natural environment and are comparatively less polluted than urban areas. The environmental and climatic conditions in rural areas are more natural and linked with natural cycle of replenishment. On the other hand, such resources are generally not supervised and monitored closely which make it easier for exploitation. Illegal mining, cutting of trees, smuggling of natural resources are the results of poor surveillance and legal machinery in action.

### 1.5.Problems related to development of Rural Sectors

<b>Problems related to development of Rural Sectors</b>
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Agriculture related problems
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- Lack of skills, knowledge and information
- Low access to inputs
- Low technology and infrastructure available
- Insufficient staff and services
- Disguised unemployment
- Small size of land holding
- Landless farmers
- Low willingness to work

#### Infrastructure related problems

- Lack of basic amenities like road
- High dependence on rains for water
- Lack of transportation facilities.
- Lack of communication technologies
- Lack of health infrastructure
- Low employment levels
- Lack of educational institutions etc.

#### People related problems

- Traditional approach to handle problems
- Low level of understanding
- Low level of education
- Low awareness regarding mental health
- Low level of confidence
- Existence of unmet needs
- Ego concerns

#### Economic problems

- Poverty
- Unemployment
- Lack of resources to rural industries
- High cost of inputs
- Access to developed financial institutions

#### Social problems



- Caste system
- Rigidity in values and traditions
- Non-formal means of control
- Non scientific methods of investigating problems
- Superstitions
- Folkloric knowledge

#### Governance related problems

- Need for well aware educated governing heads
- Monitoring of government funds is required
- Corruption
- Better capacity building of panchayats

### **1.6.Key issues in development of rural sector**

Rural sectors in India still struggle on a number of fronts. Such struggles limit the development of rural sectors in India. Few issues limiting the development of rural sectors in India are as follows:

- **Development of Infrastructure:** Rural sectors lack basic infrastructure so as to support the smooth functioning of a number of economic and social activities. Infrastructure facilities like irrigation, credit, marketing, transportation need to be developed in rural sectors in order to address the development issues of such sectors.
- **Poverty:** Poverty is a major concern which limits the growth of rural sectors in India. A large part of rural India has poverty-stricken people. Rural areas comprise of a number of categories of people like scheduled caste, scheduled tribes, landless farmers, labors, unskilled workers who are caught in the poverty trap. The poverty in rural sectors is characterized by lack of access to resources, food and other basic amenities required to live. Poverty is a multidimensional and complex concept and extends its roots with other dimensions of the rural system. It has implications over the political, economic, social system of rural areas. It destructs the rural urban linkages and make poor people to migrate to urban areas in search of work.

- **Health Facilities:** Rural areas still lack proper health facilities. Better health facilities are required in order to support the overall growth of individuals. Healthy individuals would be better equipped to contribute in the growth of the economy.
- **Illiteracy:** Illiteracy is an important concern and threat for the growth of rural areas. According to UNESCO, an illiterate person cannot both read and write simple statement on his everyday life. Illiteracy rate in rural areas still high and the gap between men-women widens further in rural areas. Illiteracy is coupled with poverty and further manifests into unemployment.
- **Crime and Violence:** Crime in rural areas is increasing specifically against the underprivileged, marginalized, minorities and women. In rural areas, girls and women are subjected more to abuse and mistreatment than men. Adding further, in many parts of rural India, the birth of girl child is not preferred. Caste system in rural areas also give rise to a lot of discrimination and crime.
- **Development of Productive resources:** Productive resources of each locality need to be developed to enhance employment opportunities. For example, development of agriculture techniques, soil fertility, water resources, natural resources is required to make the existing resources more productive.
- **Human resource development:** The human resources in rural areas need to be developed. The quality of human resources determines the type of work they would be handling and the value they will be earning in return for the efforts. Skills need to be improved
- **Connectivity in Rural India:** The rural development in India is characterized by uneven regional development. One such issue reflecting uneven regional development is connectivity between rural areas and urban areas. The connectivity in terms of mobile phones, mobile data and internet has huge gap in rural areas in comparison to urban areas. India has second highest number of internet users in India. Shortfalls in policy interventions, inadequate electrification, affordability, gender disparity are few reasons for such inequality in rural areas.
- **Gender inequality:** Rural areas in India has prevalence of gender gap between illiteracy with women more affected with prevalence of child marriages and poor utilization of

maternal health services. Also, violence against women has occurred with declining sex-ratio at birth <sup>1</sup>

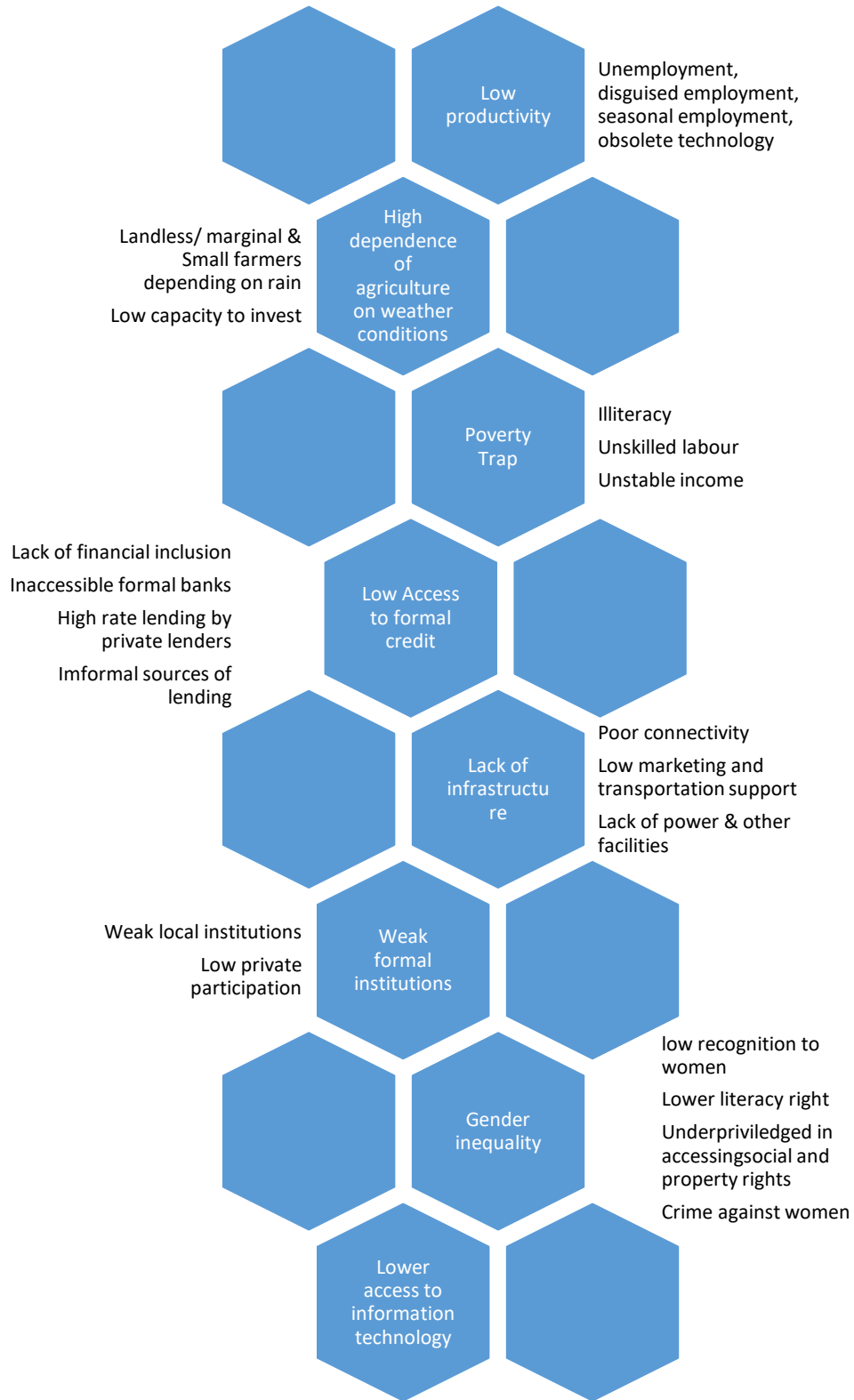
- **Environmental Concerns:** Rural areas faces few environment related concerns which must be addressed before the damage gets irreversible. Few such concerns are related to domestic waste, depleting forest cover, improper use of land, damage to habitat/infrastructure, soil loss, water shortage, solid waste disposal, disposal of toxic chemicals, nature conservation etc.

Rural areas also face few localized problems related to environmental and climatic conditions. For example, damage of productive coastal resources due to fisheries, depletion of coral reefs, damage of coastal soil, excessive mining leading to mine wastes, erosion, pollution of rivers, dumping of industrial pollution etc.

## 1.7.Challenges in Rural Sector Transformation

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<sup>1</sup> Brahmaurkar K. P. (2017). Gender equality in India hit by illiteracy, child marriages and violence: a hurdle for sustainable development. *The Pan African medical journal*, 28, 178. <https://doi.org/10.11604/pamj.2017.28.178.13993>



## 1.8. Test Your Knowledge:

### 1.8.1. Short answer type questions

2. What do you mean by rural?
3. List the economic problems related to rural sector
4. What do you understand by the governance system of a village?

1.8.2. Long answer type questions

2. Critically evaluate the problems of rural sectors in India.
3. Discuss the different dimension of rural sectors in India.

## 1.9. References

- Aayog, N. I. T. I. "Changing structure of rural economy of India implications for employment and growth." National Institution for Transforming India, Government of India (2017)
- India Budget
- OECD Surveys

# CERTIFICATE COURSE IN RURAL MANAGEMENT

## COURSE: RURAL SECTOR IN INDIA

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### UNIT 2 RURAL SOCIAL STRUCTURE

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#### **Structure**

2.0 Objectives

2.1 Introduction

2.2 Social Structure

2.2.1 Rural Social Structure in India

2.2.2 Rural Settlements

2.2.3 Indian Villages a Brief Introduction

2.3 Varnas

2.4 Caste Groups

2.4.1 Caste

2.4.1.1 Principal features of caste system in India

2.4.1.2 Functions of the caste system

2.4.1.3 Dysfunctions of the caste system

2.4.1.4 Is the caste system unique to India?

2.4.1.5 Varna vs Caste

2.4.1.6 Sub-caste

2.4.1.7 Current Scenario of Casteism

2.5 Concept of Family

2.5.1 Definitions

2.5.2 Characteristics of Family

2.5.3 Types of Family

2.5.4 Functions of Family

2.5.5 Importance of Family

2.6 Marriage

2.6.1 Meaning

2.6.2 Definition of Marriage

2.6.3 Marriage as described in religions

2.6.4 Characteristics of Marriage

2.6.5 Forms/types of Marriage

2.6.6. Other forms of Marriage

2.6.7 Traits of Happy Marriage

2.7 Answer to Check Your Progress

2.7.1 Write a short note on the following:

2.7.2 Long Answer Type Questions

## 2.0 Objectives

After going through this chapter you will be able to answer:

- Concept of rural social structure and rural settlements.
- The brief knowledge about Indian villages.
- Meaning of Varnas and caste groups and its important features.
- Functions and dysfunctions of the caste system.
- Is the caste system unique to India?
- Differentiate between Varna and Caste.
- Concept of Family, definition, characteristics and various types of family.
- Significant functions of family and importance of family.
- Meaning and marriage defined by scholars and as described in religions.
- Characteristics of marriage and diverse forms/types of marriage.
- Important traits of happy marriage.

## 2.1 Introduction

Social structure is one of the central and fundamental concepts of sociology. Social structure is a pattern or arrangement of elements of a society in an organised and collective manner. We see that the interactions and behaviour of the members of a society are stable and patterned; simply, these stable patterns of interaction are called social structures. It is a mechanism of society that sets limits and confines the behaviour of members of society through standards, principles and defined roles. So, it can be defined simply as any recurring pattern of social behaviour. It can be seen that rural social structure of Indian villages that prevails in actual is very different to the cities. This social structure is unique and maintains a separate culture of its own, away from urban societies. Though the influence of urban areas is felt on rural areas, there are some specific aspects, which occupy a significant place in the rural society. Some of them are caste, kinship, family, marriage, religion, economy and polity. Though these aspects are also found in urban societies as well but these institutions are very rigid in their functioning in the rural society.

The family in the village community has a greater importance. If a member of a family defaults in paying his loan installments in a cooperative bank, it brings huge defamation to the whole family. In villages an individual's identification can be isolated from the family. It is the significant perspective, which differentiates village institutions from urban institutions. The rural social structure includes all these aspects in social, economic and political institutions. Thus, a rural community is a separate entity on its own. A good understanding about the rural social structure comes with an understanding of the crucial elements of rural community.

## **2.2 Social Structure**

In order to gain an understanding of rural social structure, we first clarify what we mean by social structure. Then we can relate this understanding of the concept to ethnographic description of society in the rural areas of India. Human world is composed of individuals. Individuals have to interact with one another for the fulfillment of their needs and desires. In this interaction process they get specific roles and positions in social life and they enjoy some rights which certainly accompanied by obligations as well. Their social behaviour is patterned and gets associated with certain norms and values, which provide them guidance in social interaction. This entire mechanism emerges various social units, such as groups, community, associations and institutions in society. In this scenario, social structure can be conceived as the pattern of inter-related statuses and roles found in a society, constituting a relatively stable set of social relations. It is well-organised pattern of inter-relationship behaviour of individuals and groups in a society.

### **2.2.1 Rural Social Structure in India**

India is a country of ancient civilisation that goes back to the Indus Valley Civilisation, which flourished during the third millennium B.C. Rural and urban centres have coexisted in India since the ages and both areas share some common facets of life. However, the Rural Social Structure was more self-reliant because of barter system but with the passage of time and because of evolution of currency system both the centers show interdependence especially in the sphere of economy. Villagers migrated to the urban centers in search of jobs and employment opportunities. City always remained dependent on villages for various products (e.g., food-grains, milk, vegetables, and raw materials for industry). Despite this interdependence between the two there are certain unique features which separate them from each other in terms of their demographic size, demographic composition, and cultural distinctiveness, style of life, economy, employment and social relations.

### **2.2.2 Rural Settlements**

Rural people live in settled villages. There are three major visible settlement patterns which can be observed in villages:

- i. Nucleated Settlement: The most common type is the nucleated village found all over the country. In this settlement houses are grouped closely together, often around a central feature like a temple, gurudwara, school, public health center, shops, inn or village green etc.
- ii. Linear Settlement: In this settlement the house buildings are constructed in lines, often next to or along with a geographical feature like a road, lake shore or a river. Sometimes we call this type of settlement as Chain village or ribbon development.



- iii. Dispersed Settlement: Dispersed settlements are ones where the village houses are spread out over a wide area. This scattered house pattern can be seen in very remote areas.

All these three settlement patterns are depicted in figure 2.1.

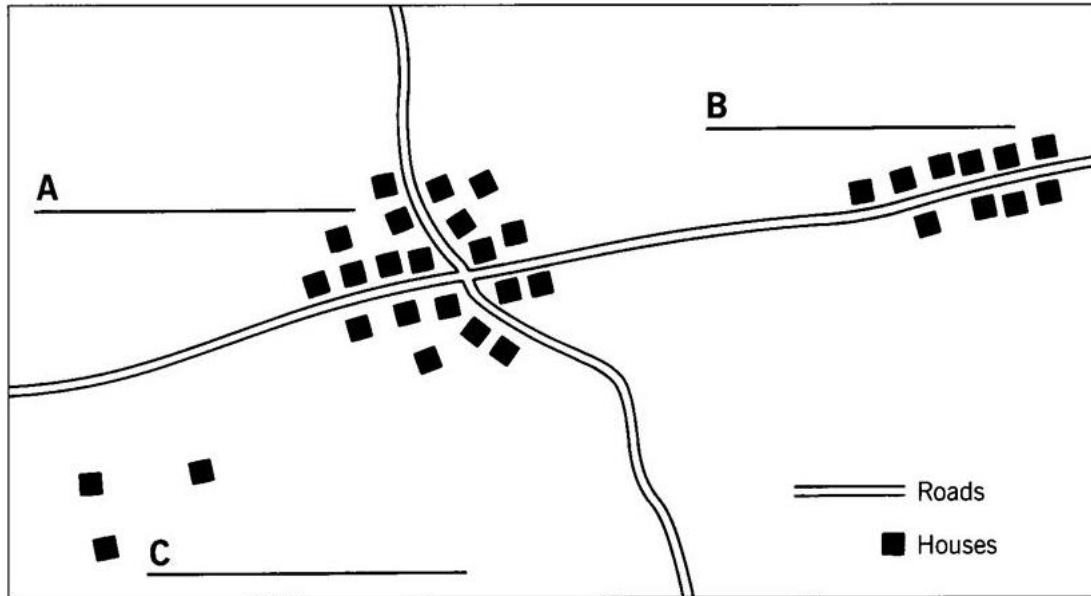


Figure 2.1 Type of settlement pattern: A. Nuclear, B. Linear and C. Dispersed

The nucleated settlements are very common in Northern parts of India and linear settlements in some parts of Kerala and in the delta lands of Bengal. In such settlements, the third type of settlement is simply a scattering of homesteads or clusters of two or three houses. Such settlements are found in hill areas, in the Himalayan foothills, in the highlands of Gujarat and in the Satpura range of Maharashtra.

### 2.2.3 Indian Villages a Brief Introduction

India is called a country of villages as despite of intense urbanization more than 65% population of the country lives in rural areas. According to 1981 Census, there were 4029 towns and 5,57,137 inhabited villages in the country. By the year 1991 this number increased to 4689 towns and 5,80,781 villages. According to 2001 census there were 5161 towns and 6,38,365 villages in India. Census 2011 covered 5161 towns and 6,38,588 villages across the country. In last 19 year, population in villages reduced to 65.53% (2019) from 72% in 2001.

Further, rural life is characterised by direct relationship of people to nature i.e., land, animal and plant life. Agriculture is their main occupation. For example, in India according to the economic survey 2018 agriculture provides livelihood to about 50 percent population of the nation. However, the economic contribution of agriculture to India's GDP is steadily declining with the country's broad-based economic growth. Still, agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India.

Long enduring rural social institutions in India continue to be family, kinship, caste, class, and village. They have millennia old historical roots and structures. They encompass the entire field of life: social, economic, political and cultural of the rural people. The complexity of social norms and values, statuses and roles, rights and obligations is reflected in them. Once, Mahatma Gandhi the Indian political and father of nation said that soul of India lives in its village and if any one desires to know about India he should know about its villages first. Therefore, we will discuss the prominent aspects of villages separately in the subsequent sections.

## 2.3 Varnas

Varna refers to a fourfold division of Hindu society based on functional criteria. The four Varna are Brahman, Kshatriya, Vaishya and Shudra. Jati refers to a special group practising same traditional occupation. From the Rig Vedic period Society is segregated into four Varnas i.e. Brahman, Kshatriya, Vaishya, Shudra. Brahmins are the people who work as the priests and education providers. They have good knowledge of Veda and other religious books. Generally, they are considered at the highest ritual status in four Varna systems. Kshatriyas are famous for their fighting and military capabilities and considered as the ruling class. Kshatriyas are second in ritual status of four Varna. Vaishya is commoners in nature and social status. They are third in four Varna ritual statuses. Main occupation is agriculture, trading and commerce. Shudras are last in social status of four Varna system. They are generally artisans and labourers.



Figure 2.2 The Hierarchical pattern

Literally 'Varna' means colour but it originates from the word 'Vri' meaning the choice of one's occupation. Hence Varna is mainly concerned with one's occupation. It is an all-India phenomenon as it can be observed throughout the country. The figure 2.2 the hierarchical pattern of Varna shows the concept of purity and pollution as the basis of division of society and placements of groups into higher and lower classes i.e. Varna-class correlation is mostly positive. As regards the mobility pattern Varna's are relatively flexible, compared with the castes. In ancient social system the division of caste was based on the activities needed to be done in a

society. Jatis are usually assigned to one of four large caste clusters, called Varnas according to their Karmas (actions). Brahman—who has to give right knowledge to the pupils and lives life for liberation (Mukti-free from the cycle of life and death), Kshatriya- who protects the society from unwanted forces and works for the economic and social welfare (they are administrators and rulers), Vaishyas- who trade and grow food and Shudras – who assist the actions required to accomplish activities of growing food, trading, and protection of knowledgeable people. But by the time this system was considered as a prestige hierarchy.

## **2.4 Caste Groups**

In South Asia the caste system has been a dominating aspect of social organization for thousands of years. A caste, generally designated by the term Jati, refers to a self-regulated social community into which one is born. Some Jatis have occupational names and some have limited occupational connection. In general, a person is expected to marry someone within the same Jati, follow a particular set of rules for proper behaviour (in such matters as kinship, occupation, and diet), and interact with other Jatis according to the group's position in the social hierarchy. Based on names alone, it is possible to identify more than 2,000 Jatis. However, it is common for there to be several distinct groups bearing the same name that are not part of the same marriage network or local caste system.

### **2.4.1 Caste**

People usually marry within the caste or sub-caste. Members of a caste trace their origin from a common ancestor — historical, mythical or divine. The good deeds and qualities of that ancestor are worthy of being remembered by people; and these are well known to such an extent that only mentioning a name is very enough to recognize the group which a person belong to. In Indian culture, the term Gotra is considered to be equivalent to lineage which broadly refers to people who are descendants from a common paternal-line. Generally the Gotra forms an exogamous unit, with the marriage within the same Gotra being prohibited by custom and being considered as a sin or incest. The name of the Gotra can be used as a surname, but it is different from a surname and is strictly maintained because of its importance in marriages among Hindus.

In India, we can see that most of the castes do their specific task and activities. Occupation is in some ways connected with caste, but not to the full extent. In some ways however, occupational connection is a ready reference for other groups to identify a person. These relate to dress, ornaments, and even place for living. In southern India, the Rural Social Structure ecology of the village reflects the caste divisions, the status going down as one move from the north-east to the south or south-west. For example, in his study of a village in Tanjore district of Tamil Nadu, Beteille (1962) has shown that the Brahman live in an Agraharam (a granted land by the noble family to the Brahmins for temple maintenance) located in the north, non-Brahman somewhere in the middle, and at a distance to the south there is cheri or the colony for the lowest castes. A caste is a social group that includes people of the same economic status, occupation or rank. In the caste-based society as a whole, each group is assigned a particular place on the social ladder.

Caste names could indicate four different possibilities. There are some examples of different possibilities for castes namely as Principle professional - Gadariya, Nai, Dholi, Suthar, Tribal/ethanics- Bhil, Religious movements – Sadhu ( Ramdas, Kabir panthi) and Specific peculiarity – Bhangi, Kalal

#### **2.4.1.1 Principal features of caste system in India**

1. The society is divided into various small social groups called castes. Each of these castes is a well-developed social group; generally, the membership of the specific group is acquired by birth.
2. In society castes is considered as a prestige and the relative positions of which are not always clear.
3. Endogamy is the chief characteristic of caste, i.e. the members of a caste or sub-caste should marry within their own caste or sub-caste. The violation of the rule of endogamy would mean ostracism and loss of caste. But the marriage is allowed out of the Gotra as the members of the same Gotra are considered as the successors of a common ancestor.
4. Megasthenes, the Greek traveller to India in 300 B. C., mentions hereditary occupation as one of the two features of caste system, the other being endogamy.
5. Usually a caste would not accept food from any other caste that stands lower than itself in the social hierarchy scale for example a Brahmin is considered to only retain his intrinsic purity if they stay a pure vegetarian and consume food cooked by people of appropriate rank only.
6. The status of each caste is carefully protected, not only by caste laws but also by the conventions. These are openly enforced by the community through a governing body or board called Jati Panchayat. These Panchayats in different regions and castes are named in a particular fashion such as Kuldriya, Jokhila, Khaps etc.
7. While interacting with others each caste group and/or individual has to follow certain rules and regulations. Different sets of principles are prescribed for different caste groups. For example, the higher caste people would not stay in the lower caste people homes.
8. In the caste system the higher caste people enjoyed more privileges such as wealth, power and prestige. For example, Brahmins were considered eligible to enjoy all types of civil and religious privileges. They were given high status in the society.
9. It is the economic aspect of caste system. In this system the specialist castes provide services to the land owning castes. It provides scope to the villagers for the exchange of goods and services. The relationship which comes under Jajmani system is usually durable, stable and multiple. Jajman (Yajman) refers to person performing Yagna in vedic literature and Purohit who provides Yagnas service for Jajman. Later on, this system expanded to the economic relations. The Jajman provides goods such as grains, like wheat or rice to the Kamin (service providers). This system was very common in rural India till independence and even some decades after independence.

10. Each caste has its own panchayat. There are five members in a panchayat. They enjoy social status from their caste members. The caste panchayat looks after the caste matters and settles the internal disputes. For example, it solves the problems arising at the time of marriage or divorce or extra marital relations or land disputes etc. Now-a-days the function of caste panchayat has been reduced to a great extent.

#### **2.4.1.2 Functions of the caste system**

It continued the traditional social organization of India. It has accommodated multiple communities by ensuring each of them a monopoly of a specific means of livelihood. It served many positive functions to the society. Some are discussed as below:

1. Provided social security and social recognition to individuals. It is the individual's caste that canalizes his choice in marriage, plays the roles of the state-club, the orphanage and the benefits society.
2. It has handed over the knowledge and skills of the hereditary occupation of a caste from one generation to another, which has helped the preservation of culture and ensured productivity.
3. Caste plays a crucial role in the process of socialisation by teaching individuals the culture and traditions, values and norms of their society.
4. It has also led to interdependent interaction between different castes, through Jajmani relationships. Caste acted as a trade union and protected its members from the exploitation.
5. Promoted political stability, as Kshatriyas were generally protected from political competition, conflict and violence by the caste system.
6. It maintained racial purity through endogamy. Specialisation led to quality production of goods and thus promoted economic development. For e.g. many handicraft items of India gained international recognition due to this.

#### **2.4.1.3 Dysfunctions of the caste system**

However, caste system carries some unique positive impacts with it. But it brought many hindrances in society's development. Some negative impacts are discussed as below:

1. The caste system is a check on economic and intellectual advancement and a great stumbling block in the way of social reforms because it keeps economic and intellectual opportunities confined to a certain section of the population only.
2. It undermines the efficiency of labour and prevents perfect mobility of labour, capital and productive effort.
3. This system allowed the exploitation of the economically weaker section particularly the lower ranked castes.
4. It opposes real democracy by giving a political monopoly to the parties formed on the basis of castes.

5. It has stood in the way of national and collective consciousness and proved to be a disintegrating rather than an integrating factor. Caste conflicts are widely prevalent in politics, reservation in jobs and education, inter-caste marriages. It has given scope for religious conversion as well.
6. The caste system by compelling an individual to act strictly in accordance with caste norms stands in the way of modernization, by opposing change.

#### **2.4.1.4 Is the caste system unique to India?**

It is the wrong notion that the caste system prevails only in India, in fact, the caste system is found in all over the world. Caste-like systems are also found in countries like Nepal, Sri Lanka, Indonesia, China, Korea, Yemen and certain countries in Africa, Europe, and America as well. The Burakumins are a Japanese social minority group, the baekjeong are an 'untouchable' outcaste group of Korea, in Yemen there exists a caste-like system that keeps Al-Akhdam social group as untouchables. Caste systems in Somalia mandate non-Arab descended 'outcastes' such as Midgan-Madhiban, Yibir, Tumul and other groups deemed to be impure and are ostracized from society. Many Latin American countries have caste systems based on classification by race and inter-ethnic marriages. The caste system was imposed during colonial rule by the Spanish. Under Spanish rule, a detailed caste system was instituted in Mexico at one time, classifying individuals according to the race of each parent. For example, Mestizo had a Spanish father and Indian mother, Castizo had a Spanish father and Mestizo mother, Espomolo a Spanish mother and Castizo father, Mulatto a Spanish father and black African mother, and so forth.

Caste system can also be seen in other religions too besides Hindu Religion. For example in Muslims, community is broadly divided into two castes, Ashraf (high caste) and Ajlaf (low caste). In addition to the Ashraf and Ajlaf castes exists the Arzal (under-caste) or the Dalit. They are Muslims who are regarded by the Ashraf and the Ajlaf as ritually impure and are relegated to professions regarded as "menial" such as scavenging and the carrying of night soil. Caste is prevalent in Christianity as well. This classification is based upon the caste membership of a person at the time of his conversion and if not, his ancestor's conversion. The Christians in India, though divided by castes, can eat together and pray together. But there is a strict rule that they don't marry between castes.

Indian caste system is very unique from the rest is the core theme of purity and pollution, which is either peripheral or negligible in other similar systems of the world. India has had a cultural continuity that no other civilization has had. India has integrated multiple systems more easily. The whole system has three distinct components – Jati, Jana, Varna. Jati is an occupational identification. Jana is an ethnic identification. Varna is a philosophical identification. These have been more tightly merged over the centuries. To summarize theoretically, caste as a cultural phenomenon (i.e., as a matter of ideology or value system) is found only in India while when it is viewed as a structural phenomenon, it is found in other societies too.

### 2.4.1.5 Varna vs. Caste

Varna and caste are two different concepts, though some people wrongly consider it the same.

Varna	Caste
Literally 'Varna' means colour and originates from the world 'Vri' meaning the choice of one's occupation. Hence Varna is concerned with one's occupation.	Caste or 'Jati' originates from the root word 'Jana' which implies taking birth. Thus, caste is concerned with birth.
Varna's are only four in number i.e. Brahmin, Kshatriya, Vaishya and Sudra	Castes are very large in number. Castes also have many subdivisions known as sub-castes.
Mobility pattern Varna's are relatively flexible with one's talent and knowledge, compared with the castes.	It is based on rigid principles and mobility is less. It is a closed type of stratification
Varna system is free from socio-economic and political disabilities	Imposes many restrictions on the members.
Varna-class correlation is mostly positive	Caste-class correlation is not always positive, There may be variations in the placement due to economic, political and educational status of various groups.

### 2.4.1.6 Sub-caste

A sub-caste is considered a smaller unit within a caste. In the village setting usually we find that there is only one sub-caste living there. A larger number of sub-castes indicate the late arrivals to a village. Thus for all practical purposes a sub-caste represents the caste in the village. In the wider setting of a region, however, we find many sub-castes. One example from Maharashtra is of Kumbhar (potters). There are several groups among them; those who tap the clay, those who use the large wheel, those who use the small wheel. All the three are endogamous groups. Now question arises whether should they be grouped into castes or sub-castes? In the opinion of Ghurye the second name is most appropriate for them while Karve uses the first one recognition for them.

It is notable that both of the scholars are agreed that the groups are endogamous but they differ on the opinion of their origin. If one group broke into three parts — sub-caste would be a proper usage and Ghurye thought that was the way things happened. If the three groups had independent origin then they could be called castes — and that is how Karve thought things had occurred. So, origin plays a significant role in identification of a caste or its sub-caste altogether. In conclusion it can be said that sub-caste is the smallest endogamous group and it has some mechanisms like panchayats to regulate the behaviour of members in the traditional setting. In a village, the difference between caste and sub-caste does not come to the surface but in a region it is surely identifiable. Difference between caste and sub-caste is not clear-cut. Both have similar attributes. However, a sub-caste is a sub-division of a caste.

With an example we can understand the whole mechanism of society's segregation. See the figure 2.3 given below:

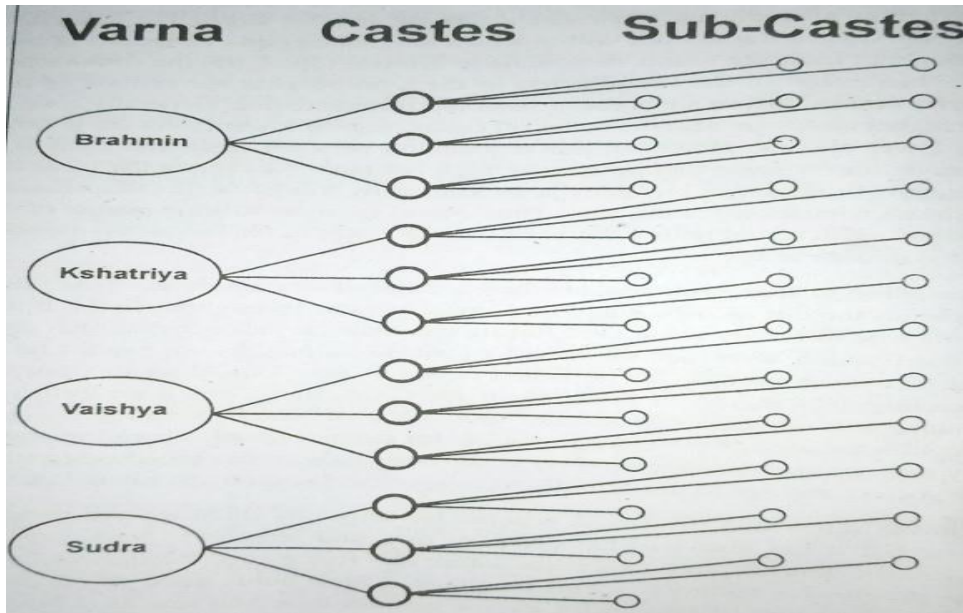
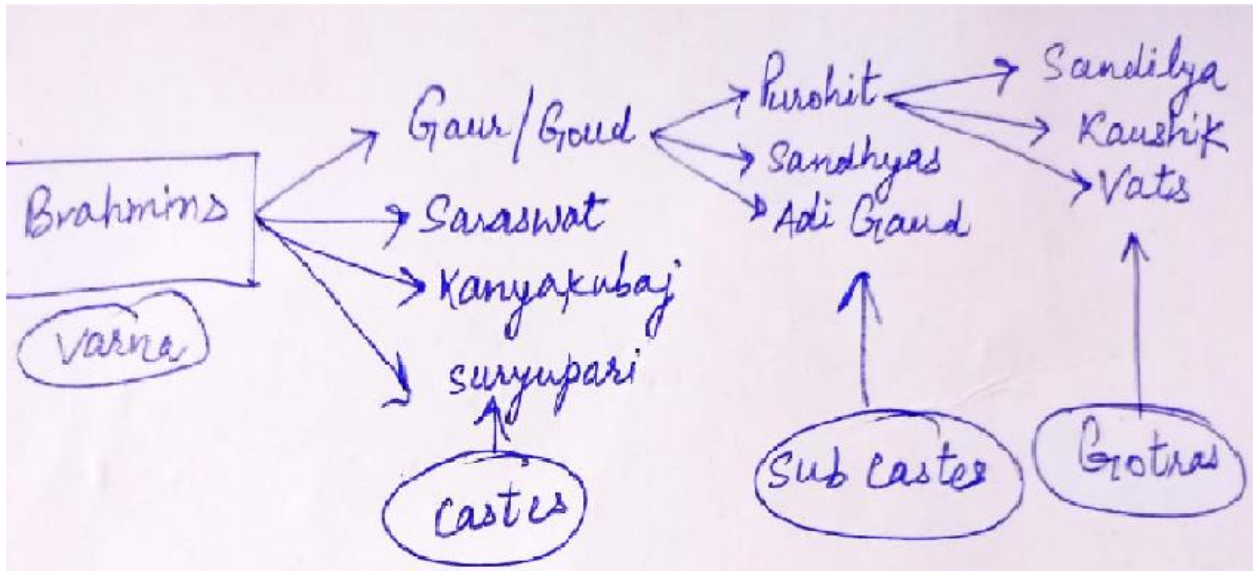


Figure 2.3 Varna, Castes and Sub Castes

This whole system can be easily understood by taking an example that can explain the complete mechanism from Varna to Gotra. Let us understand with the Brahmin Varna. See in the figure where Brahmin is designated as a Varna. Kanyakubja, Suryupari, Saraswat and Gaur Brahmins are examples of castes, and Purohit, Sandhyas, Adi Gaud, Pushkarna etc. are examples of sub-castes in Brahmins, while Kaushik, Sandilya Bhardwaj, Vats and Gautam etc. are examples of Gotras. Castes and sub-castes are endo-genous groups but Gotra is an exogamous group. This picture of castes and sub-castes relates to the traditional setting.





#### **2.4.1.7 Current Scenario of Casteism**

Several historians and sociologists namely, Romila Thapar (1979), Burton Stein (1968) etc. observed that the above discussed traditional setting was never static. Studies by historians and sociologists have shown that Indian society was never static. The major traditional causes of social mobility were Sanskritisation, migration and religious conversion. Lower castes or tribes could move upward in the caste hierarchy through acquisition of education, wealth and political power. They could consequently claim higher caste status along with Sanskritising their way of life, i.e., emulating the life-style and customs of higher castes. Some important changes have taken place in the caste system in rural areas in the contemporary period due to the new forces of industrialisation, urbanisation, modern education and legal system, politicization etc. Discrimination on the basis of caste has reduced to the well extent due to the education, development programmes and government's efforts. Other factors such as migration or religiously conversion also played a big role in the mobilization of tradition system of casteism.

Occupational association of caste also has marginally changed in rural areas. Brahmins may still work as purohits or priests. Landholding people are majority of belonging to both upper and middle caste hierarchy and generally perform work as supervisory farmers. Other non-landowning lower castes, including small and marginal peasants, work as wage labourers in agriculture. Artisan castes, namely, carpenters and iron-smith continue with their traditional occupations. However, migration to urban areas has enabled individuals from all castes including untouchables to enter into non-traditional occupations in different industries, trade and services. Further, inter-caste marriages can also be seen in rural areas. Restrictions such as food acceptance from lower castes have reduced very much as we can see tea stalls and dhabas in villages are owned by nearly all castes. The social stigmas like the untouchability have lessened to the very extent. Distinction in dress has become more a matter of income than caste affiliation. In traditional India, the upper castes were also upper classes but it is not absolutely true today because now new occupational opportunities to gain income have developed in villages.

There is a change in rural power structure in the period since Independence, which has led to some changes in inter-caste relationship. The Brahmins have lost their traditional dominance in South India. Kamma and Reddi in Andhra, Lingayat and Okkaliga in Karnataka, and Ahir, Jat and Kurmi in North India have emerged as the new dominant castes at local and regional levels through acquisition of economic and political power. Some traditional backward castes e.g. Nadar, Vanniyar of Tamil Nadu and Mahar of Maharashtra also have improved their social status. In his study of Sripuram village in Tanjore district, Andre Beteille (1971) noticed the phenomenon of status incongruence. Traditionally, the upper castes owned land and monopolised political power in the village. But now, due to various institutional changes, they have lost control in political affairs to intermediate Rural Social Structure castes without losing their land to any substantial extent.

Thus, we find that caste has undergone adaptive changes. Its traditional basic features, i.e. connubial (matrimonial), commensally (eating together) and ritual, still prevail in rural areas.

The core characteristics of the castes, which have affected the social relations, are still operative. However the status quo of the intermediate and low castes has changed due to their acquiring political and/or economic power.

## **2.5 Concept of Family**

Family is the fundamental unit of society. It is a domestic group of closely related people who share an intimate bond. Family is tied up with its members through blood relation, sexual matings and legal bonds. Family is the most basic and primary group of our society. A family consists of mother, father and their children. Family as a social group has a major influence on the life of a person. Family relationship is the most enduring group to which a person connects with from birth to its death. The members have a sense of cooperation and devotion among them. They have the feelings of love, affection, emotions and sentiments attached with each other. Family always turned out as the overall support system of a person, be it financial support or social support or emotional support. A person seeks help from its family in the time of need. The learning of socialization process starts from the family. The training of a child initially takes place in the family and this training is the basis for development of an individual as a social person. Family as an institution is an inevitable part of human society. Thus, it is difficult to imagine the functioning of society without families.

### **2.5.1 Definitions**

Family has been defined by various scholars in a diverse manner but we include some of the important definitions as follows:

‘Family is a group defined by sexual relationship, sufficiently precise and enduring to provide for the procreation and upbringing of children’ – Maclver

‘Family is the biological social unit composed of husband, wife and children’ – Elliott and Merrill

‘The family in one sense may be defined as a woman with a child and a man to look after them’ – Biesenz & Biesenz

‘Family is a group of persons united by ties of marriage, blood or adoption, constituting a single household, interacting and inter-communicating with each other in their respective social roles of husband and wife, mother and father, son and daughter, brother and sister creating a common culture’ – Burgess & Locke

### **2.5.2 Characteristics of Family**

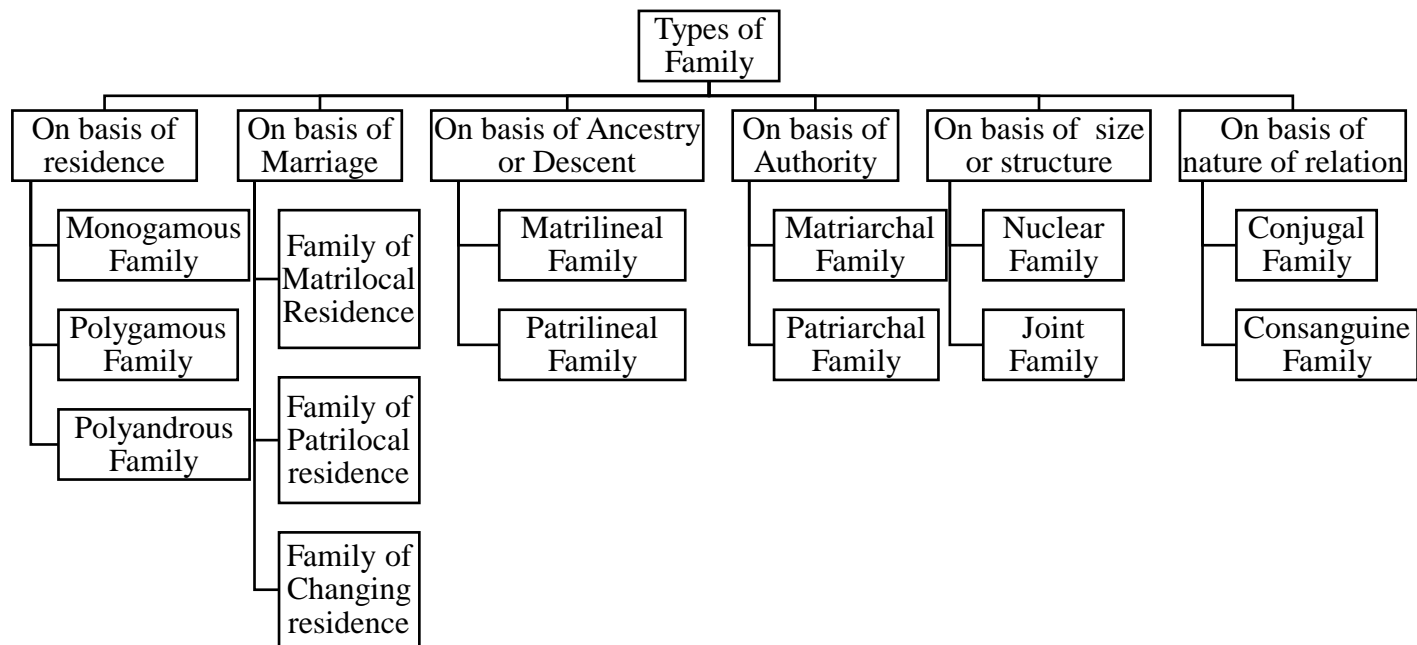
On the basis of various definitions given by scholars, some characteristics can be identified as follows:

1. **Universal group:** Family has universality in its existence. It is commonly found in every society. Every single person belongs to some kind of family. People have strong desire for reproduction in all type of societies which contributes to its universality.
2. **Limited size:** A family is the smallest group with limited members. It is the smallest social unit compared to other groups. The smallness of family helps to develop a close and intimate relationship with members. Also, the limited size of family brings stability in relation.

3. **Formative influence:** Family has an influence over the personality of its members. The personality of a child is conditioned by the family. The child inherits characteristics from its parents.
4. **Emotions involved:** The relationship among family members is built upon emotions and sentiments. The family is grounded with love, care and sympathy for each other. Thus, emotions give the essence of a family that stands together.
5. **Nuclear position:** Family is said to be nucleus or the primary cell of the network of social relationships. It is the fundamental unit of whole social structure. Jointly all families make a society.
6. **Responsibility of members:** The members in the family fulfill needs and responsibilities towards each other. They have certain obligations to meet the economic needs of the family members. It is the joint responsibility of members to look after each other in times of need.
7. **Permanent and Temporary in nature:** As an institution family is permanent in nature, it exists in our society at each stage. As an association family is temporary in nature, it disintegrates when the family members start living separately. When the child has his own family, he separates from the original and makes their own family. Thus, the family structure changes over the period of time in terms of size and composition.
8. **Social Control:** The family is a mechanism of social control and regulations. The society protects the family from breakdown. The society has regulations imposed for the protection of families.

### **2.5.3 Types of Family**

Family is the primary group of our society. Family is permanent in nature and it is evolving with time. Though family is the universal group but it varies in size, composition and status of persons. Sociologists have discussed about different types of families that exist in our culturally different societies. The classification of family based on certain criteria can be discussed as:



### A. On the Basis of Marriage

1. **Monogamous family:** This is the most ideal form of family prevalent in our society. In this type of family, the male or female only have one spouse at a time. A monogamous family consists of a husband and a wife with their children.
2. **Polygamous family:** In this type of family, the male member has more than one spouse at a time. A polygamous family consists of a husband with more than one wife and all the children born to all the wives or adopted by them.
3. **Polyandrous family:** In this type of family, the female member has more than one spouse at a time and she could live with all of them together or with each of them in turn. A polyandrous family consists of a female, her several husbands and all the children either born or adopted with them.

### B. On the Basis of Nature of Residence

1. **Family of matrilineal residence:** This is the type of family in which the married couple with their children moved to wife's family and start living with them.
2. **Family of patrilineal residence:** When the married couple lives at husband's place then in such case it is called patrilineal residence. Thus, husband and wife with their children stay in the house of husband.
3. **Family of changing residence:** This is the type of family in which the family keeps on changing their residence. The family stays at a residence for some time and then move to other. Like, moving from husband's place to wife's place or some other place for a period of time and then moving back to husband's place.

### C. On the Basis of Ancestry or Descent

1. **Matrilineal family:** When women of the family carry forward the ancestry, then it is the case of matrilineal family. In this type of family, everyone's relationship in the family and inherited property can be traced on the female line of descent.
2. **Patrilineal family:** When men of the family carry forward the ancestry, then it is the case of patrilineal family. In this type of family, the inherited property and descent can be traced through father's side of family.

#### **D. On the Basis of Nature of Authority**

1. **Matriarchal family:** When mother is head of the family and she exercise the authority and decision takings powers. Mother in the family has all the rights on the property. Only the daughter inherits the property of mother.
2. **Patriarchal family:** When father is the head of the family and he controls the family decisions. Property inheritance is through the male line, and the authority is also vested in hands of father. This is the most common family that exists in our society.

#### **E. On the Basis of Size or Structure and Generations**

1. **Nuclear family:** This is the most common family found in our modern society. In this type of family, husband live along with his wife and unmarried children. The family is an autonomous unit and is not controlled by the elders of the family. Nuclear family has two generations only. The parents stabilize their personality in nuclear family but the children face emotional suffrage and pay the cost of unity.
2. **Joint family:** When two or more nuclear families live together under the same roof and share everything, then it is called as joint family. Here more than two generations live jointly. They eat together, share expenses and hold property in common. In this type of family, husband and wife live along with their married or unmarried children and their married or unmarried grandchildren. In India, joint families are the basic social institution depicting Hindu values and beliefs.

#### **F. On the Basis of Nature of Relations Among Family Members**

1. **Conjugal family:** In conjugal family, husband and wife live along with their children and relatives incidental to marriage. These are small and isolated family having democracy but are relative insecure families.
2. **Consanguine family:** In consanguine family, husband and wife their children and blood relatives. This is a large size family surrounded with blood relatives. These families are more stable, self-sufficient and relatively secure.

### **2.5.4 Functions of Family**

Every family do some activities to manage the needs of all members. These can be classified as follows:

#### **A. Essential Functions**

1. **Satisfaction of sexual needs:** This is most essential function of a family. Sexual desire in human beings is a natural urge and it becomes the responsibility of family to fulfil those desires. Family regulates such desire of sex through the mechanism of marriage. These sexual needs should be fulfilled in a desirable way for the

satisfaction and personality development of a person. If the needs are suppressed then it may create personality maladjustments.

2. **Procreation:** Family gives a legitimate basis to institutionalize the process of procreation. In such a way family contributes in the continuation of family by producing children. The child rearing also comes with procreation as an important function of family. In a family atmosphere, the personality of a child develops completely.
3. **Provision for home and sustenance:** Family provides the opportunity to happily live together in a home. Home is where a family belongs to, and it gives shelter to the family. The family also ensures to provide food, clothing and other daily care needs to the family members.
4. **Socialization:** Family is the basis for the socialization of a person. A person's character is framed in the family. The initial learning of every human being starts from its family environment. The development of a child as a social person takes place on the basis of values and belief system of a family.

#### **B. Non Essential Functions**

1. **Economic function:** In earlier time, the families in society used to be self-sufficient in fulfilling almost all economic needs of the member. The families performed both functions of producing and consuming units by themselves. But in present time, when the members are working outside, the families only act as a consuming unit.
2. **Educational function:** Family acts as a primary educational institution for the child. The mother and father teach the first lessons of life to a child. The primary knowledge of letters and skills is given by the family. Child gets love, care and affection from the family which helps in framing the child's behavior.
3. **Religious function:** The religious training is only performed by parents for their child. Parents teach the religious virtues to their children for shaping their belief system. Religious attitude in family shows a positive transition in values and habits of a child.
4. **Recreational function:** Family remains the best source of recreation for children. Children cannot always go out for recreational activities, thus family provides them recreation at home. Family organizes get together of relatives, family picnics, family feasts and celebrate occasions for the entertainment of members. Family shares a close bond with its members and they are the best source of entertainment for each other.
5. **Health related function:** Family members take care of each other at home when someone in family is sick. They provide nutritious and healthy diet for taking care of the health. Members in the family look after old age members with much love and care to ensure their well-being.
6. **Cultural function:** The culture in every family varies with its family history and background. The cultural traits are carried by family members from one generation to

another. The members learn the traits from families developing in culturally differentiated society and transmits those traits to succeeding generations.

### **2.5.5 Importance of Family**

Family plays an important role in the life of human beings and society at large. It can be defined as follows:

- ❖ Family improves the overall well-being of a person. It gives emotional support to its members and take care of their health.
- ❖ Family provides economic security to its members. Family is always ready to spend on the needs and desires of members
- ❖ Family meal time contributes to the healthy and nutritious diets. When families eat meal together, they take care of each other's nutritious diet.
- ❖ People generally live longer when they stay close to their family. Family bonds makes them feel supported which lengthened the life of person.
- ❖ Family has a built-in support system for its members. A healthy family always has each other's back which gives a sense of confidence to persons.
- ❖ Family also relate to community benefits in terms of providing emotional and practical help. Parents show an attitude of caring for community by offering needed supplies, donating funds and contributing in community work. And, in return community offers several benefits to the family.
- ❖ Family is an important part in framing values and belief system of a person. A person learns from family how to respect others and behave with them.
- ❖ Family overall fulfills all the basic needs for food, clothing, shelter and education of a person. Thus, having a family is blissful.

## **2.6 Marriage**

Families are the result of a very important 'samskara' ceremony known as marriage. Traditionally speaking, marriages were arranged by the parents of the couple who usually belong to the same caste, but of different 'Gotras' (persons having common ancestor) and 'Pravaras' (prohibited degree), if they were of 'Dvija' category but 'Gotra' and 'Pravara' did not exist for the lower varna/ caste categories. However a large number of communities have acquired 'Gotras' for themselves. 'Pravara' relates to the "rules of prohibited degrees" which are very strict where marriage is forbidden between persons with a common paternal ancestor within seven generation or a maternal ancestor within five. Commonly monogamous marriages in which one person is married to only one person at a time, is followed but traditionally polygamy was not prohibited. The rich and powerful could have, and often had more than one wife. Polygamy was generally, followed for a variety of reasons. In ancient time the kings needed to forge alliances with powerful people and marriage was a convenient method. Marriages of Chandragupta and Akbar are of this nature. The religious idea behind having a son also becomes a reason for taking many wives. However, under the modern laws (The Hindu Marriage Act,

1955) polygamy has been rendered illegal but these are not applicable other religions especially Muslims who can marry more than one woman. The Brahmanical Sacred Law considered a marriage indissoluble once the seven steps (i.e. seven phera) had been taken together. This means that there was no place for divorce with some exceptions.

### **2.6.1 Meaning**

Like family, marriage is another important social institution. Marriage and family are two aspects of the same social reality i.e. the bio-psychic and social instincts of man. Marriage is one of the most ancient, important, universal and indispensable social institution which has been in existence since the inception of human civilization. As a stable social institution it binds two opposite sexes and allows them to live as husband and wife. It also confers on them social legitimating to have sexual relations and have children. The institutionalised form of sex relations is called marriage. It is closely associated with the institution of family and women to family. But the term marriage or Vivaha is a combination of two terms i.e. 'Vi' and 'Vaha' which means the ceremony of making the bride a part of bridegroom's family. In some society it is considered as a religious sacrament whereas in other society it is a social contract.

### **2.6.2 Definition of Marriage**

Different scholars and sociologists have tried to define it. They differ from each other.

- i. According to Encyclopedia Britannica, "Marriage is a physical, legal and moral union between man and woman in complete community life for the establishment of a family."
- ii. According to Malinowski, "Marriage is a contract for the production and maintenance of children."
- iii. Edward Westermarck in his famous book 'History of human marriage' defined, "Marriage is a relation of one or more men to one or more women which is recognized by customs or law and involves certain rights and duties both in case of parties entering into the union and in the case of children born of it."
- iv. According to H.M. Johnson, "Marriage is a stable relationship in which a man and a woman are socially permitted without loss of standing in community to have children."
- v. According to Horton and Hunt, "Marriage is the approved social pattern whereby two or more persons establish a family."
- vi. According to Lundberg, "Marriage consists of rules and regulations that define the rights, duties and privileges of husband and wife with respect to each other."
- vii. According to John Levy and Ruth Monroe, "People get married because of the feeling that being in a family is the only proper indeed the only possible way to live. People do not marry because it is their social duty to perpetuate the institution of family or because the scriptures recommend matrimony but because they lived in a family as children and cannot get over the feeling that being in a family is the only proper way to live in society."



From the above definitions, it is deducible that marriage is legally recognized social contract between a man and woman based on sexual relationship, implying permanence of union and to provide legitimate offspring of both partners to the children of woman. A marriage is a socially recognized union between people which establishes rights and obligations between them and their children. Marriage is also called as matrimony and wedlock. A marriage ceremony is called a wedding. It is concluded that marriage is both a biological, psychological, cultural and social affair. Marriage is a special type of relationship between permissible mates involving certain rights and obligations.

### **2.6.3 Marriage as described in religions**

Marriage has been described by various religions as follows:

- According to Hinduism, a marriage is a socio-religious duty of an individual.
- According to Islam, Islam marriage is an obligation which must be fulfilled by every Muslim.
- According to Christianity, marriage is a crucial element of life. It describes marriage as an establishment of a mutual relationship between husband and wife and on their duties towards each other.

### **2.6.4 Characteristics of Marriage**

Marriage may have the following characteristics.

1. Marriage is a universal social institution. It is found in almost all societies and at all stages of development.
2. Marriage is a permanent bond between husband and wife. It is designed to fulfill the social, psychological, biological and religious aims.
3. Marriage is a specific relationship between two individuals of opposite sex and based on mutual rights and obligations. Relationship is enduring.
4. Marriage requires social approval. The relationship between men and women must have social approval. Without which marriage is not valid.
5. Marriage establishes family. Family helps in providing facilities for the procreation and upbringing of children.
6. Marriage creates mutual obligations between husband and wife. The couple fulfill their mutual obligations on the basis of customs or rules.
7. Marriage is always associated with some civil and religious ceremony. This social and religious ceremony provides validity to marriage. Though modern marriage performed in courts still it requires certain religious or customary practices.
8. Marriage regulates sex relationship according to prescribed customs and laws.
9. Marriage has certain symbols like ring, vermillion, special cloths and signs before the house etc.

### 2.6.5 Forms/types of Marriage

As a universal social institution marriage is found to exist in all societies and at all stages of development. Types or forms of marriage vary from society to society. Types or forms of marriage in different communities, societies and cultural groups differ according to their customs, practices and systems of thought. On the basis of number of mates marriage may be classified into mainly two types such as Monogamy, Polygamy. This can be known from the following diagram.

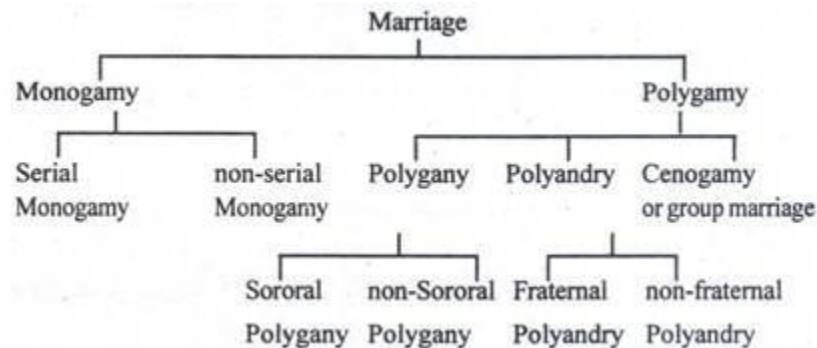


Figure 2.4 Forms/Types of Marriage

#### A. On the Basis of Number of Partners

On the basis of number of partners there are two types of marriage; 1. Monogamy and 2. Polygamy. Let us discuss in detail about these two marriages in following section:

1. **Monogamy:** Monogamy is an ideal and rational type of marriage. All civilised societies prefer this type of marriage. Monogamy refers to a marriage of one man with one woman at a time. This type of marriage is normally unbreakable in nature. Husband and wife stay in the relationship till their death. Today the principle of monogamy i.e. one husband and one wife is practised and emphasised throughout the world. Monogamy is of two types such as serial Monogamy and non-serial Monogamy:

- i. Serial Monogamy and
- ii. Non-serial Monogamy

In serial Monogamous marriage the possibility of remarriage exists in case of divorce or death. In spite of his remarriage he remains to be monogamous while in Non-serial Monogamy the question of remarriage does not arise by either of the couple. Here a spouse has the same single spouse throughout his life. However, Monogamy is an ideal or best form of marriage because of its different advantages which are as follows:

1. It is suitable for all society and for all levels of people.

2. It provides better sexual satisfaction to both husband and wife and thus it provides stable family life.
3. It promotes better understanding between the spouses.
4. It minimizes jealousy, hatred and quarrels in the family.
5. It upholds gender equality and provides equal status to men and women.
6. Children are taken proper care by parents.
7. It facilitates easy rules of inheritance and succession.

Because of the above advantages Monogamy is considered as the best form of marriage and is practiced everywhere. The only disadvantage of Monogamy is divorce which is resulted due to the monogamous boredom.

2. **Polygamy:** Polygamy is a type of marriage in which there is plurality of partners. It allows a man to marry more than one woman or a woman to marry more than one man at a time. Polygamy is of three types such as polygyny, polyandry and endogamy or group marriage.
  - i. **Polygyny:** Polygyny is a type of marriage in which a man marries more than one wife at a time. In this type of marriage each wife has her separate household and the husband visits them in turn. It was a preferred form of marriage in medieval Indian society. But now it was not in practice among majority of population.

But it is now found among few tribals such as Naga, Gond and Baiga. Economic and political cause was mainly responsible for polygamy. Besides man's taste for variety, enforced celibacy, Barrenness of women, more women population etc. are some of the cause of polygamy. Polygyny is further divided into two types such as Sororal Polygyny and non- Sororal Polygyny:

**a. Sororal Polygyny**

Sororal polygyny is often called as surrogate. The term surrogate comes from the Latin word 'soror' which means sister. Accordingly it refers to a marriage practice in which a man marries the sisters of his wife at a time or after the death of his wife.

**b. Non-sororal Polygyny**

It is just opposite of the sororal polygyny, when a man marries several women at a time who are not necessarily sister to each other it is known as non-sororal polygyny.

- ii. **Polyandry:** Polyandry is a very rare type of marriage in present day. In this type of marriage a woman marries several men at a time. In the words of K.M. Kapadia, "Polyandry is a form of union in which a woman has more than one husband at a time or in which brothers share a wife or wives in common. At present it is found among some of the tribes like toda, khasi and nayars. Polyandry is divided into two types such as fraternal polyandry and non-fraternal polyandry.

- a. **Fraternal Polyandry:** When several brothers share a common wife it is called as fraternal polyandry. Draupadi's marriage to Pandavs is fine example of fraternal polyandry. The determination of father is associated with some rituals. At present time this type of marriage is practised by some tribals like toda and khasi.
- b. **Non-fraternal Polyandry:** It is just opposite of fraternal polyandry. In this type of marriage husbands of a woman is not necessarily brother to each other. This type of marriage is found among the Nayars of Kerala, Wife goes to spend some time with each of her husband. So long as a woman lives with one of her husbands, the others have no claim on her. This mainly happens due to scarcity of women.
- iii. **Endogamy or Group Marriage:** Endogamy is otherwise known as group marriage. In this type of marriage a group of men marry a group of women at a time. Every woman is the wife of every man belonging to the particular groups. Sociologist, like Dr. Rivers call it as a kind of sexual communism. This type of marriage is found among some tribes of New Guinea and Africa rare to rare in India.

**B. On the basis of choice of mate or on the basis of rules of mate selection**

Marriage may be divided into two types i.e. endogamous and exogamous marriages on the basis of choice of mate or on the basis of the rules of choice of mate. Endogamy is divided into four sub types such as caste, sub-caste, varna and tribal endogamy. Similarly exogamous marriage may be divided into four sub-types such as Gotra, Pravar, Sapinda and village exogamy. All this can be presented in the following diagram.

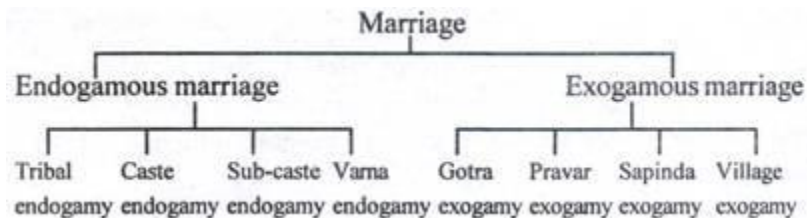


Figure 2.5 Marriages on the Basis of Choice

**1. Endogamy or endogamous marriage**

Endogamy or endogamous marriage refers to the marriage within one's own group such as within one's own caste, sub-caste, Varna and tribe. In other words there are several types of endogamous marriage such as caste endogamy, sub-caste endogamy, varna endogamy and tribal endogamy.

- a. **Caste endogamy:** Caste endogamy is a type of endogamous marriage in which marriage takes place within one's own caste. In a caste based society endogamy is strictly followed. Members of each caste marry within its own caste group.

- b. **Sub-caste endogamy:** It is another type of endogamous marriage. In a caste based society each caste is divided into many sub-castes. Like caste each sub-caste is also an endogamous unit. In sub-caste endogamy marriage takes place within one's sub-caste only.
- c. **Varna endogamy:** Varna endogamy is another type of endogamous marriage. In the traditional Indian Society we found the existence of four Varnas such as Brahmin, Kshatriya, Vaisya and Sudra. In varna endogamy the choice of mate is restricted to one's own Varna only.
- d. **Tribal endogamy:** Tribe is a territorial group. Tribal endogamy is a type of endogamous married in which the choice of mate is restricted to one's own tribal group. Like caste tribe is also an endogamous unit.

## 2. Exogamy or Exogamous marriage

It is just opposite to the endogamy or endogamous marriage system. It refers to a system of marriage in which an individual has to marry outside one's own group such as gotra, pravara, sapinda or village. This is a sound marriage system which leads to the creation of healthy and intelligent children. However there are several forms of exogamy such as:

- a. **Gotra exogamy:** Gotra refers to clan. Members of a particular gotra or clan supposed to have close blood relation among themselves. Hence according to gotra exogamy one has to marry outside one's own gotra.
- b. **Pravara exogamy:** Pravara means siblings. People originating from a common saint are said to belong a particular Pravara. According to Pravara exogamy one has to marry outside one's own pravara. Marriage within pravara is forbidden.
- c. **Sapinda exogamy:** Sapinda means-lineage. People belonging to five generations from father side and three or seven generation from mother side are known as sapindas. They believed to belong a particular pinda. Hence according to sapinda exogamy marriage within one's own sapinda is forbidden. They are supposed to marry outside one's own sapinda.
- d. **Village exogamy:** According to this principle marriage within one's own village is forbidden each and every society prescribes certain rules relating to marriage. Some societies put several restrictions on marriage among kins whereas some other societies allow marriage between a limited number of kins.

### 2.6.6. Other forms of Marriage

Some societies marriage is sanctioned on the basis of preference or priority. Accordingly socially sanctioned marriage among kins is known as preferential marriage. In other words on the basis of preference marriage may be divided into four types such as cross-cousin marriage, parallel cousin marriage, levirate and surrogate.

- i. **Cross-cousin marriage:** Cross- cousin marriage systems are a form of direct exchange marriage in which two lineages or families establish permanent alliances

- and exchanges through marriages to each other's women. In some cases, these exchanges are formed without an explicit cousin rule.
- ii. **Parallel Cousin marriage:** When marriage takes place between the children of either two sisters or two brothers it is known as parallel cousin marriage. This type of marriage is mostly found among Muslims.
  - iii. **Levirate:** It is otherwise known as 'Devar Vivaha'. When a woman marries her husband's brother after the death of her husband it is known as levirate. This type of marriage is found among some tribes like the Gond, the Munda or the Santal the oran and the Toda etc.
  - iv. **Sororate:** It is otherwise known as 'Sali Vivah'. When a man marries his wife's sister after the death of his wife or even when the wife is alive it is called as sororate. This type of marriage is found among some tribes like the Kharia and the Gond.

Sociologists have classified marriage into Anuloma or Pratiloma also:

- i. **Anuloma marriage or Hypergamy:** When a man of higher caste or varna marries a woman of lower caste or varna it is called as Anuloma or Hypergamy marriage. In traditional Indian society hypergamy is known as Anuloma. This was in practice among the nobles in the past. In Bengal it was found in the form of Kulinism.
- ii. **Pratiloma marriage or Hypogamy:** Pratiloma or hypogamy marriage is just opposite of Anuloma or hypergamy. When a man of lower caste or status marries a woman of higher caste or status it is known as pratiloma or hypogamy marriage. This is not an approved form of marriage. Ancient Hindu law gives a man a lower caste or status marries a woman of higher caste or status it is known as pratiloma or hypogamy marriage. This is not an approved form of marriage. Ancient Hindu law gives Manu denounced Pratiloma is still its practice among the people.

## 2.6.7 Traits of Happy Marriage

Marriage means committed to one person for whole life. There may be chances of boredom of being with one person due to many reasons like being with wrong person and being dissatisfied. But when it is a happy marriage, there are no outside affairs and lies to one another. There are many factors like love, trust, honesty, sharing, forgiveness, commitment, tolerance which helps in making a marriage happy, satisfying and successful. Different traits for a happy marriage are:

1. **Love/Commitment:** Love means being committed to another person. Marriage is a commitment to another person through ups and downs. Commitment is easy when things are going good. But one should try to be committed through tough times and within healthy limits.
2. **Physical closeness:** Physical closeness doesn't mean only sexual gratifications. It includes more than just bodies which is called sexual faithfulness. Physical closeness is important like eye contact, hugging, holding hands, massaging one another. Physical closeness will help in enhancing intimacy and commitment.

3. **Communication:** There should be a healthy and respectful communication between partners as much as possible. They should not only discuss things like schedules, bills and responsibilities etc. They should also communicate things that are close to their heart and soul like their dreams, hopes, fantasies etc.
4. **Patience and forgiveness:** Forgiveness and patience is most important element for a successful marriage as no one is perfect. One should have to be humble to accept their mistakes. Always try to let go of the past errors rather than holding out. Have tolerance for one another.
5. **Trust:** Trusting each other is the basic element required for a happy marriage. Both partners are going to spend their whole life with each other and trust plays an important role which is built over time. Always try to be honest because if once trust is broken, it is even harder to rebuild.
6. **Share values:** According to Zinn, “When a couple’s values are aligned, moving forward becomes easier”. Partners should share values with each other. Effort should be made to align and support their values. There is a long way to go.
7. **Time:** Invest your time on each other. Spend a healthy, quality time and collect memories. A relationship doesn’t work until you don’t invest time on each other. Try to support and comfort one another during tough times.
8. **Selflessness:** Don’t be selfish and only committed to own. Partners should be sensitive to one another’s need and always show them that you care about them also. One should be open to make compromise as marriage is all about compromises. Try to come up on mutually acceptable solution.

With the above discussion, one can imagine what important role does a family, marriage and society play into human beings life. Broadly, family consists of mother, father and their children. These are the persons who stands with each other in every situation. Family members try to fulfill every need of a person. They take care of each other in times of sickness and provide emotional support. A person always has a back of its family. Family is a great source of moral support and strength for a person. The personality of a person improves and gains confidence when he has a positive and stable family environment. Children learn all important aspects of their lives by living the family. Thus, it can be concluded that a healthy family is the reason behind the growth of a person. Family support is what a person needs to walk though in his life.

## **2.7 Answer to Check Your Progress**

### **2.7.1 Write a short note on the following**

1. What is Social Structure?
2. Define the three types of village settlements?
3. Explain Varnas with a diagram.
4. Features of Caste System in India.
5. Write any four points in the favour of Caste System.
6. What are the dysfunctions of Caste System?
7. Varnas vs.Caste System.

8. How Indian Caste system is unique?
9. Define Sub-Caste.
10. How will you define Marriage Institution?
11. Monogamy vs. Polygamy marriages.
12. Endogamous vs. Exogamous marriages.
13. Elaborate Anuloma and Pratiloma.
14. Jajmani System.
15. Panchayats.

### **2.7.2 Long Answer Type Questions**

1. What is Social Structure? Who social structure of a village differs with a urban social structure? What are the major components of social structure? Explain in brief. (Hint: Major components of social structure- Varnas and Caste System, Family and marriage institutions)
2. Explain the ancient Indian society Varna System with diagram. How this system was designed to operate the society? How the Varnas and Caste System are different to each other?
3. Write the diagrammatic explanation of Caste System. What are the functions and dysfunctions of caste system?
4. Define family. Give important features and explain the different types of families.
5. Elaborate the various functions of a family
6. Elaborate family and describe the importance of family in society.
7. “Marriage is very important ‘Samsakara’ in Indian society”. Elaborate this statement through discussing the advantages of marriage to the society and also discuss the main features of marriage.
8. Why monogamy marriage has distinctive benefits over other forms of marriages? What are the sub-types of monogamy marriage?
9. Explain the all forms or types of marriage institution in India with a diagram.
10. Define marriage and discuss the traits required for success of marriage.



**CERTIFICATE COURSE IN RURAL MANAGEMENT**

**COURSE: RURAL SECTOR IN INDIA**

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**UNIT III RURAL POVERTY**

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**Structure**

**3.0 Objectives**

**3.1. Introduction**

**3.2. Rural Poverty: Concept**

**3.3. Types of Poverty**

**3.4. Measurement of Poverty**

**3.5. Causes of Rural Poverty**

**3.5.1. Economic causes**

**3.5.2. Social causes**

**3.5.3. Personal causes**

**3.5.4. Geographic causes**

**3.6. Consequences of Rural Poverty**

**3.7. India and Rural Poverty Alleviation**

**3.8. India and Rural Poverty Alleviation**

**3.9. Test Your Knowledge**

**3.9.1. Short answer questions**

**3.9.2. Long answer type questions**

**3.10. References**

**3.0. Objectives**

After studying this chapter the learner should be able:

1. To define the concept of rural poverty and its dimensions.
2. To identify different types of poverty
3. To analyse the causes of rural poverty.
4. To understand the consequences of rural poverty.
5. To understand different actions taken to alleviate rural poverty.
6. To understand the current scenario of poverty in India

### **3.1. INTRODUCTION**

Poverty “is one of the defining challenges of the 21<sup>st</sup> Century facing the world”. In 2019, about 1.3 billion people in 101 countries were living in poverty<sup>2</sup>. For this reason, the 2030 Global Agenda for Sustainable Development Goals has called for the elimination of all forms of poverty everywhere in the world.

Growth is not the sole objective of economic policy. It is necessary to ensure that the benefits of growth accrue to all sections of the society. Eradication of poverty is thus an important objective.

### **3.2. RURAL POVERTY**

Poverty refers to a situation where people are not able to meet their basic minimum needs of life such as food, clothing and shelter. Poverty can be defined as a condition in which an individual or household lacks the financial resources to afford a basic minimum standard of living. However, the perception regarding what constitutes poverty may vary over time and across countries.

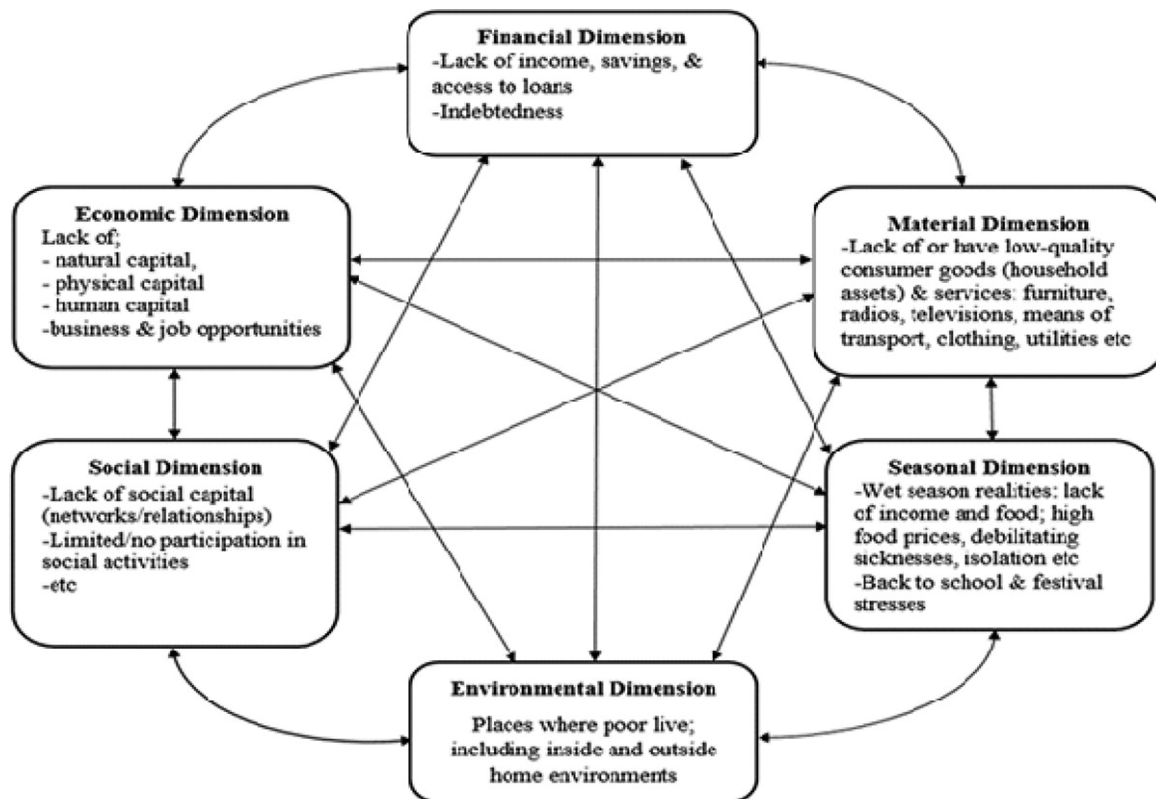
Poverty is multi-dimensional concept: Poverty has multiple dimensions- financial, economic, social, political, health, environmental and seasonal- which interlink with and reinforce each other.

- Financial dimension of poverty refers to lack or low level of income or having an income below a country’s minimum wage or income poverty line; lack of access to loans from legal financial institutions, lack of savings, and being in debt

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<sup>2</sup> United Nations Development Programme and Oxford Poverty and Human Development Initiative. (2019). *Global multidimensional poverty index 2019: Illuminating inequalities*. United Nations Development Programme and Oxford Poverty and Human Development.

- Economic dimension of poverty refers to lack of resources needed to lead an acceptable life, have a decent standard of living or meet basic needs and production goods such as machinery and tools, and human capital
- Material dimension of poverty refers to the living conditions of households or individuals. It indicates material deprivation i.e. lack of or having low quality consumer goods and services, utilities and amenities
- Social dimension of poverty refers to lack of social capital like social control and networks for support and securing benefits. Poor people struggle to reciprocate as they lack the required resources to do so.
- Environmental dimension of poverty refers to places where poor people live, including the inside and outside home environments.
- Seasonal dimension of poverty refers to the seasonal dimension which manifests in all other poverty dimensions and in how they interlink. It includes the realities that people, especially the poor, experience repeatedly at certain times of the year, which are brought about or aggravated by the changing of seasons, climatic changes in particular. Eg. Poor people experience a combination of realities : lack of food and money, high food prices, indebtedness, debilitating sicknesses such as diarrhea, malaria, and dengue fever, snakebites, isolation when floods cut them off for weeks.
- Health dimension of poverty refers to ill health and lack of access to health care. It includes other health realities such as malnutrition, lower life expectancy, vulnerability to diseases, being sick, high level of stress, exclusion from health care services.



(Source: Gweshengwe(2020)<sup>3</sup>)

### 3.3. TYPES OF POVERTY

Poverty is defined as a “chronic and debilitating condition that results from multiple synergistic risk factors and affects the mind, body and soul”. Poverty is complex and does not have the same effect on all people. Poverty is categorized into six categories:

1. **Situational Poverty**: It is result of sudden crisis or loss. Such type of poverty is often temporary in nature. Situational poverty is results of events like environmental disasters, divorce, severe health problems.
2. **Generational Poverty**: It is the type of poverty which occurs in families which are born in poverty. Generational poverty must be for at least two generations. Families which are born in generational poverty are stuck in the circumstances and lack resources to move out of their conditions.

<sup>3</sup> Gweshengwe, B. (2020). *Understanding poverty in Brunei Darussalam* [PhD Thesis]. Universiti Brunei Darussalam

3. **Absolute Poverty:** It is the poverty where the individuals face the scarcity of basic necessities like food, shelter, water, clothes. It depends not only on income but also on access to social services. Individuals and families which live in such poverty strive to achieve the day to day survival. It generally refers to the people living below poverty line.
4. **Relative Poverty:** In such poverty, individuals or families do not possess assets or income enough or sufficient to meet the status equal to the society's average standard of living.
5. **Urban Poverty:** Urban poverty is related to poor in urban areas. Urban poverty is result of set of social economic difficulties arising due to industrialized cities. Urban poor suffer from complex aggregate of situations like crowding, violence, noise and struggle with inadequacy of services. Urban poor are largely result of overflow of rural poor who had migrated to urban areas in search of alternative employment and livelihood, labour who do a variety of casual jobs and self-employed who sell a variety of things on roadsides etc. Examples of urban poor are pushcart vendors, rag-pickers, cobblers, beggars etc.
6. **Rural Poverty:** Rural poverty refers to the poor in rural areas. Rural poor are those who mainly work as landless agricultural labourers, cultivators with very small landholdings, or landless labourers who are engaged in a variety of non-agricultural jobs and tenant cultivators with small land holdings.

#### Poverty Line

Countries use different definition of poverty line. India adopts nutritional approach to define the poverty line. So, poverty is measured as the capability of an individual to ensure intake of minimum food in terms of calories so as to maintain his capacity to work. People, with low income, struggle to fulfill their minimum calorie intake through food. Such people are placed below the poverty line. This is measure of absolute poverty, and it excludes the non-food based other essential items.

### 3.4. MEASUREMENT OF POVERTY

Poverty measurement is also important to serve as a barometer of the extent of the success of strategies for inclusive growth and poverty reduction. In India, we have had a

long history of studies on measurement of poverty. The methodology for estimation of poverty used by planning commission has been based on recommendations made by working group/task force/expert groups from time to time to revisit the methodological issues related to the measurement of poverty so as to make the estimates more relevant to the contemporary economic situation. After the working group of the planning commission delineated the methodology of poverty estimation in 1962, it has been intensely debated by the academicians, experts, policy planners etc. over the years. In response, the planning commission has constituted task force/expert group from time to time to review the methodology.

The conventional approach to measuring poverty is to specify a minimum expenditure or income required to purchase a basket of goods and services necessary to satisfy basic human needs. This expenditure is called poverty line. The basket of goods and services basic human needs is the Poverty Line Basket. Poverty can be measured in terms of number of people living below this line. Globally, countries use different measures for measuring poverty but the underlying principle remains the same – a poverty line is calculated based on of consumption required for maintaining some minimum standard of living in the country.

Incidence of poverty is measured separately for rural and urban areas. Government of India does not release the poverty data bifurcated on the basis of gender.

#### Who is Poor?

- Landless farmers
- Self-employed artisans who are serving low income market
- Large families with limited assets
- People with limited access to education and skills
- People having seasonal casual work
- Vulnerable segment of society or socially excluded people
- Scheduled tribes who live in fragile areas of country

Timeframe	Particulars
1950	<ul style="list-style-type: none"> <li>• Constitution of India focused on bringing justice, liberty and equality to the citizens of India.</li> <li>• State aimed at proper distribution of resources</li> <li>• Adoption of growth oriented approach by improving production and per capita income.</li> <li>• Community development project was launched. The whole community was considered for economic growth.</li> <li>• Abolition of zamindari system</li> </ul>
1960	<ul style="list-style-type: none"> <li>• Intensive Agricultural District Programme and Intensive Agricultural Area Programme were launched.</li> <li>• Adoption of modern technology to improve agricultural production</li> <li>• Land reforms were carried out</li> </ul>
1970s	<ul style="list-style-type: none"> <li>• Government shifted to growth oriented approach</li> <li>• Focus was brought to growth with social justice</li> <li>• Programmes like Small Farmers Development Agency, Marginal Farmers and Agricultural Labourers, Drought Prone Area Programmes were launched</li> <li>• Food for work programme was launched.</li> <li>• Launch of Training Rural Youth for Self-Employment Programme</li> </ul>
1980s	<ul style="list-style-type: none"> <li>• Rural Landless Employment Guarantee Programme, Integrated Rural Development Programmes were launched to raise the rural poor above poverty line</li> <li>• Jawahar Rozgar Yojana</li> </ul>
1990s	<ul style="list-style-type: none"> <li>• Indira Awas Yojana was launched to raise employment and housing</li> <li>• Swarnajayanti Gram Swarozgar Yojana</li> <li>• Rural Employment Generation Programme</li> <li>• Prime Minister's Rozgar Yojana</li> </ul>
2000 onwards	<ul style="list-style-type: none"> <li>• Pradhan Mantri Gramodaya Yojana</li> <li>• Sampoorna Grameen Rozgar Yojana</li> </ul>

	<ul style="list-style-type: none"> <li>• Pradhan Mantri Gram Sadak Yojana</li> <li>• Drought Prone Areas Programme</li> <li>• Desert Development Programme</li> <li>• Integrated Wasteland Development Programme</li> <li>• Antyodaya Anna Yojana</li> <li>• Swarna Jayanti Shahari Rozgar Yojana</li> <li>• Valmiki Ambedkar Awas Yojana</li> <li>• Pradhan Mantri Jan Dhan Yojana</li> </ul>
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### 3.5. CAUSES OF RURAL POVERTY

According to Henry George, the main cause of poverty is personal ownership and monopoly of the individuals on land. According to Karl Marx, the main cause of poverty is exploitation of the labor class by capitalist class. According to Malthus, poverty increases because food production increases in arithmetic progression, while population increases in geometrical progression. According to International Monetary Fund, a number of characteristics related to country's economy, social circumstances and external influences that cause and perpetuate rural poverty.

Rural poverty is result of society. It has been generated by man socially, reinforced and thus it perpetuates over years. It has linkages with other social evils like unemployment, illiteracy, lack of skills, social structure and is consequence of prevailing inequalities in the society. Differentially positioning different social classes, castes, religious sections under different demographic profiles lead to rural poverty.

Now let's look at the few main causes of rural poverty. The causes can be summarized into four main categories which are discussed as follows

#### 3.5.1. ECONOMIC CAUSES

Economic factors are the basic cause of rural poverty in India. Economic factors generally stem from inequalities related to income distribution, generation and access to economic resources.

- **Agricultural Productivity:** Low agricultural productivity is a prominent reason for rural poverty. Farmers who own smaller agriculture land suffer the blow of not being in capacity to meet the cost of raising the agricultural produce. Low



productivity combined with other inadequacies like raising a crop, selling it at best price, storing it for sale make small scale farmers go under financial distress and suffer the blow of poverty.

- **Unemployment:** Unemployment leads to scarcity of economic resources to buy food and other essential items for survival. Lack of employment opportunities in rural areas coupled with low skill level, illiteracy drives the rural people towards poverty.
- **Low Economic Development:** Inadequate economic development of rural areas also causes rural poverty. Rural people have limited awareness of raising resources and generating enough income to break the shackles of poverty. Thus, their dependence on government social support system increases and they find themselves stuck in poverty.

### 3.5.2. SOCIAL CAUSES

Poverty has deep roots in the social system of the society. Rural population is more sticky towards the ages old belief system, traditions and other social rituals.

- **Caste System in India:** Caste system in India has caused many rural poor to get fixated as poor over generations. This social stratification of rural population imposes restrictions on the occupation of the rural people and does not let them to rise above the poverty level. Caste system causes distance among different social classes and restricts the social interaction in terms of marriage, food etc.
- **Large family size and religious belief system:** In rural India, large family size with large number of children has not enabled many families to move out of poverty. In such situations, family as a whole gets burdened in providing basics to the children and thus, fell into the trap of rural poverty. Also, religious belief system like belief in 'karma' used to justify injustice results in poverty.
- **Faults in education system:** The education system in India for long did not introduce the entrepreneurial skills, or technical skill set among the rural poor. The skill set acquired by rural poor was generally not optimum for skilled work. This made them to opt for low paid jobs and has contributed in rural poverty.

### 3.5.3. PERSONAL CAUSES

Poverty results from the experiences, incidents of personal life. Such factors are related to the episodes of personal life and are specific to the person or family.

- **Sickness and mental ill health:** Sickness or mental ill health reduces the capacity of a person to work and earn sufficient income for himself and his family. This sickness or deterioration can result from accident, bad habits/addictions like liquor, tobacco consumption, gambling etc.
- **Being idle:** Many a times people get used to being idle and end up being poor. They get used to begging or survival on some other social support system and sustain their life below poverty line.
- **Large size of family:** Having large size of family or large of children can lead a family to poverty.

### 3.5.4. GEOGRAPHIC CAUSES

The location or geographical profile of a place can also avoid the prosperity to follow and cause poverty of rural regions. Factors which are related to geography are climatic conditions which make it difficult to survive and access the resources, lack of natural resources causing the village to depend on other regions for its requirement, or natural calamities like flood, drought etc causing the resources to waste over time.

## 3.6. CONSEQUENCES OF RURAL POVERTY

1. **Illiteracy:** Illiteracy is the first consequence of poverty. Poor people do not focus on gaining education. Their focus is on raising more income. Education loses its priority when people struggle to achieve the basic necessities of life.
2. **Child labour:** Poor rural families make their children to work at a very young age. Young children work to raise income for the family. Child labor is illegal in India but it still prevails. Young boys and girls are made to work under inhuman conditions and they are also not paid adequate compensation.
3. **Lack of nutrition:** Rural poverty is the leading cause of malnutrition among children in rural areas. Lack of nutrition is one of major cause of high infant mortality in India. Also, the rural poor adults could not get enough nutrition to sustain and live a healthy life.

4. **Poor living conditions:** Rural poor do not get access to adequate living conditions. The struggle to secure basic essentials related to food, clothing and shelter becomes a daily battle for rural poor. However, government has launched many programs to ensure housing facilities to poor. “Housing for All” is another flagship program of government which aims to provide shelter to 2.95 crore families in rural area by 2022.
5. **Unemployment:** Rural poverty is consequence of unemployment and poverty in turn reduces the capacity of an individual to work. Due to unemployment, a number of rural poor are forced to live under conditions of poverty and suffer from lack of basic essentials.
6. **Hygiene and Sanitation:** Rural poor people are not concerned about the sanitation and hygienic conditions prevailing in the country. This in turn leads to poor health conditions, prevalence of disease, and other harmful health related consequences. Improper sanitation causes pollution as well. Government has taken a number of initiatives to create awareness and adoption of hygienic sanitation habits among the rural poor.
7. **Victimization of women:** Poverty especially in rural areas has grave consequences for women. It influences women more dangerously than men in terms of health, equality, exploitation, education, social acceptance, etc.
8. **Social evils:** Rural poverty often leads to other social evils like theft, crime, child marriage etc. in the region. Such evils lead to social disturbances and creates tension in social environment.
9. **Creation of slums in urban areas:** Rural poverty motivates the unskilled rural poor to migrate to urban areas. In urban areas, such rural poor carry out any menial job and live in low cost slums to survive and sustain. Thus, rural poverty leads to creation of slums in urban areas.
10. **Large family size:** Rural poor in order to raise more income tries to have large family size. So that children can also work and generate some income for the family. This way they get into the trap of poverty.

### **3.7. INDIA AND RURAL POVERTY ALLEVIATION**

Poverty alleviation means to reduce or eradicate the poverty. It refers to the set of steps which government and society takes at different levels (like state level, village level or central level) in

order to reduce the negative impact of poverty by empowering the poor and making him capable and strong enough to join the mainstream economy.

According to the UN Human Development Report 2019, nearly 27.9% of the Indian population suffers from multidimensional poverty. UN's Sustainable Development Goals has the first goal of alleviating poverty by 2030. With appropriate and adequate poverty alleviation schemes, India can handle the poverty situation in India. Poverty can be alleviated by introducing schemes focusing on empowering the poor people and targeting on the different dimensions of poverty. Providing security in terms of food security, income generation, employment, wages assurance, housing etc. can help reduce the poverty. Majority of poverty alleviation programs in India focus on rural poverty. The programs are categorized into wage employment programs, self-employment programs, food security programs, social security programs, skill India programs for employment. Few Important poverty alleviation schemes in India for rural development are

**National Rural Livelihood Mission (NRLM):** The scheme was launched by Ministry of Rural Development in 2011. World Bank is providing support to this scheme. The aim of this scheme is to establish an efficient and effective system for the rural people to access financial system/services, so as to empower the poor to improve the household income. The scheme targets to bring the rural poor in the mainstream economy of the country by exploring and empowering the inherent capability of poor. The program was renamed as Deendayal Antayodaya Yojana in 2015.

**Mahatma Gandhi National Rural Employment Guarantee Act, 2005 (MNREGA):** The act was passed by Dr. Manmohan Singh in 2005 with an aim to guarantee the 'right to work'. MNREGA aims to provide a minimum livelihood security for at least 100 days in a financial year for those rural households who are willing to carry out unskilled manual work. It also supports social inclusion by including approximately 33% as women beneficiaries.

**Pradhan Mantri Awaas Yojana- Gramin (PMAY-G):** Indira Awaas Yojana was restructured in 2016 as PMAY-G to fill in the gaps in earlier rural housing programs. The program promises to provide housing for all by 2022 by providing permanent houses with all basic amenities.

Public Distribution System (PDS): In order to ensure food security, Government of India under Ministry of Consumer Affairs, Food and Public Distribution distributes food and non-food basic items to poor at subsidized rates. Food Corporation of India maintains public distribution system.

Apart from programs by Central government, State governments also initiate number of rural development programmes. State governments tend to understand the needs of local people and can plan better response action. Such programmes include development of infrastructure, construction of buildings, bridges, roads, irrigation works; provision of basic services like drinking water, primary education, public health, nutrition, fair price shops, Self Help Groups for housing, sanitation services, literacy centres, training programme for skill upgradation etc.

### **3.8. RURAL POVERTY: CURRENT SCENARIO**

According to United Nations Development Programme, India has moved approximately 271 million people out of poverty from 2005 to 2015-16. According to United Nations Millennium Development Goals programme, it has been reported that approximately 8 million people in India (approximately 6.7% of India's population) lived below the poverty line of \$1.25 in 2018-19. 6.7% of the total population was reported to be below official poverty line in 2019 by Government of India.

The recent health pandemic has impacted the India's poverty situation adversely. The recurrent episodes of lockdowns, curfews and other distancing measures have pushed Indian into mass poverty. According to report titled 'State of Working India 2021: One Year of COVID-19', the number of individuals who were not able to achieve the minimum wage level rose to the level of 230 million. The lockdown triggered the negative implications in terms of shutdown of business, loss of jobs, loss of income, plunge of economy and a probable start of recession. According to Pew Research centre, the pandemic has pushed around 75 million more people into poverty. Households that have entered into poverty are cutting down on spending, reducing food intake, raising money by selling assets and borrowings. By shutting down of government schools, a large number of school going children are not in position to avail the mid day meals, and probably facing hunger. Government of India has provided relief package to avoid the severe repercussions of distress, but the support measures seem to be incomplete, inadequate and leaving vulnerable households behind. Vice-Chancellor of Azim Premji University, Anurag

Behar stated "The pandemic has revealed a systemic and moral failure that makes the most vulnerable always pay the greatest price for everything. We have to change this from the core."

Strong government policies and initiatives need to be employed to pull India out of the rising levels of pandemic.

### **3.9. TEST YOUR KNOWLEDGE:**

#### **3.9.1. Short Answer Questions:**

1. What is rural poverty?
2. Explain Generational poverty?
3. Who is considered poor in context of rural India?
4. Enumerate the different types of poverty?
5. Give few steps/actions taken by government to eradicate rural poverty.

#### **3.9.2. Long Answer Questions**

1. Analyse the consequences of rural poverty on rural people?
2. What causes rural poverty? Discuss the different causes of rural poverty in detail.
3. Comment on the current state of poverty in India.

### **3.10. References**

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# **CERTIFICATE COURSE IN RURAL MANAGEMENT**

## **COURSE: RURAL SECTOR IN INDIA**

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### **UNIT IV RURAL ILLITERACY**

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#### **Structure**

#### **4.0. Objectives**

#### **4.1. Introduction**

#### **4.2. Concept of Literacy and Illiteracy**

#### **4.3. Concept of Education:**

#### **4.4. Challenges and problems in rural education sector of India**

#### **4.5. Right to Education**

#### **4.6. Government Initiatives to Improve Literacy in Rural India**

#### **4.7. Educational Neglects**

#### **4.8. Test Your Knowledge**

##### **4.8.1. Short answer type questions**

##### **4.8.2. Long answer type questions**

#### **4.9. References**

#### **4.0. Objectives**

After studying this chapter, you will be able to

- Discuss the concept of literacy and illiteracy
- Discuss the concept of education and its different types.
- Analyse the challenges faced by rural education sector in India
- Discuss the Right to Education



- Discuss the different initiatives taken by government of India to improve the literacy rates in India.

#### **4.1. Introduction**

*“Education in its real sense is the pursuit of truth. It is an endless journey through knowledge and enlightenment. Such a journey opens up new vistas of development of humanism where there is no scope nor room for pettiness, disharmony, jealousy, hatred or enmity. It transforms a human being into a wholesome whole, a noble soul and an asset to the universe. Real education enhances the dignity of a human being and increases his self-respect. If only the real sense of education could be realized by each individual, and carried forward in every field of human activity the world will be so much a better place to live in.”* *Dr. APJ Abdul Kalam (Former President of India)*

Literacy is a major and essential indicator for assessing the quality of human capital of a country and reflection of human empowerment. Literacy brings in a bouquet of benefits in areas of health, standard of life, education, political climate and other life-related decisions. India’s literacy rate stands at 77.7%. Kerala has the literacy rate of 96.2% and is the most literate state in the country. It is followed by Delhi with literacy rate of 88.7% And Andhra Pradesh has recorded the lowest literacy rate of 66.4%.<sup>4</sup>

Though the literacy rate in India has improved but still India is home to millions of illiterate people and the situation is not so good in case of rural areas. Rural literacy levels are still a matter of concern for Indian economy. A number of steps have been taken to reduce rural illiteracy over the number of years. In this chapter, we will be focusing on rural illiteracy, the different ramifications arising out of illiteracy, along with the initiatives taken by government of India to handle the rural illiteracy.

#### **4.2. Concept of Literacy and Illiteracy**

Literacy can be broadly defined as the capacity of a person to read and write. The concept of literacy is evolving and different definitions are presented by different institutions. The concept of literacy not only extend to the ability to read the printed text but also to understand, interpret

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<sup>4</sup> <https://www.hindustantimes.com/education/international-literacy-day-2020-kerala-most-literate-state-in-india-check-rank-wise-list/story-lodNVGgy5hc7PjEXUBKnIO.html>

the visual pictures, financial terms and technological terms. This is due to multi-dimensionality of the concept. The multi-dimensional aspect of literacy keeps on adding dimensions for measuring the literacy and identify literacy across dimensions of financial literacy, technical literacy etc.

According to UNESCO “Literacy is the ability to identify, understand, interpret, create, communicate and compute using printed and written materials associated with varying contexts. Literacy involves a continuum of learning in enabling individuals to achieve their goals to develop their knowledge and potential and to participate fully in their community and wider society”.

Considering the Indian context, Census define literacy as “a person aged seven and above who can both read and write the understanding in any language, is treated as literate. A person who can only read but cannot write is not literate.”

Even the concept of literacy has evolved for census survey, before 1991 children below the age of 5 years were considered illiterate. In 1991, Census survey included all children to the age of 6 years as illiterate by definition. So, population above the age of 7 years is included in census survey for the purpose of classification as illiterate or literate. The same definition has been continued till 2011. Additionally, a person does not need any formal education/certification/qualification to be classified as literate.

According to International Literacy Association (USA,2021), the concept of literacy has been extended to define literacy as “the ability to identify, understand, interpret, create, compute, and communicate using visual, audible and digital materials across disciplines and in any context”.

The inability to meet the definition of literacy counts a person as illiterate. Elaborating further, the General Conference UNESCO, 1978 defined

“A person is illiterate who cannot with understanding both read and write a short simple statement on his everyday life.

A person is functionally literate who can engage in all those activities in which literacy is required for effective functioning of his group and community and also for enabling him to

continue to use reading, writing, and calculation for his own and the community's development (UNESCO, 1978, p. 183)"<sup>5</sup>

Functional illiteracy considers the "reading and writing skills that are inadequate to manage daily living and employment tasks that require reading skills beyond a basic level"<sup>6</sup>

UNESCO defines financial illiteracy as "A person is functional illiterate who cannot engage in all those activities in which literacy is required for effective functioning of his group and community and also for enabling him to continue to use reading, writing and calculation for his own and the community's development"<sup>7</sup>.

### 4.3. Concept of Education:

For extending the understanding on illiteracy, it is important to understand the concept of education. Education can be defined as the process of facilitating the process of learning, assisting in acquiring knowledge, developing skills, and inculcating value and belief system. Education can be provided through a number of ways like teaching, storytelling, discussion, research and training.

Education can be formal education, non-formal education and informal education.

Type of education	Particulars
Formal education	<ul style="list-style-type: none"> <li>➤ Takes place in formal institution like school, institute, university.</li> <li>➤ Begins in elementary school or primary school.</li> <li>➤ Learner receives an academic degree on completion of certain stages.</li> <li>➤ Provided by qualified teacher.</li> <li>➤ Student has to observe discipline.</li> <li>➤ Both student and teacher are engaged in the process of education and learning.</li> <li>➤ Planned in nature and scheduled fees are paid.</li> </ul>

<sup>5</sup> UNESCO (1978). *Records of the General Conference. 20th Session Vol. 1* Paris: UNESCO

<sup>6</sup> Schlechty, Phillip C. (2004-04-27). "Shaking Up the Schoolhouse: How to Support and Sustain Educational Innovation, Ch. 1, Introduction" (PDF). Catdir.loc.gov. ISBN 978-0787972134.

<sup>7</sup> UNESCO (1978). *Records of the General Conference. 20th Session Vol. 1* Paris: UNESCO

	<ul style="list-style-type: none"> <li>➤ Specific syllabus is followed.</li> </ul>
Informal Education	<ul style="list-style-type: none"> <li>➤ Education is not received through a formal channel or institution.</li> <li>➤ Education is generally achieved by the learner via his own efforts.</li> <li>➤ Learner is more inclined towards leaning.</li> <li>➤ It is independent of boundaries of walls, definite syllabus, timetable, natural to the learner.</li> <li>➤ No formal certificates or degrees are received by learner.</li> <li>➤ Eg. Learning cooking from mother, learning to negotiate in the marketplace, Learning mother tongue or culture etc.</li> </ul>
Non-formal education	<ul style="list-style-type: none"> <li>➤ It includes adult basic education, adult literacy education or school equivalency preparation.</li> <li>➤ Education can take form of home education, distance learning or computer based learning.</li> <li>➤ It is systematic in approach and organized by homogenous group.</li> <li>➤ Eg. Fitness programs, community based learning of culture, region, any special skill etc.</li> </ul>

The concept of education is wider than literacy. Education covers all levels of literacy. Education aims to promote the capacity of people to think rationally and make wise decisions in life. It extends and expands the mental capacity of the person and is the first step towards empowerment.

It enables a person to understand the society, its dynamics and advancements. The educated people understand the changes and adapt towards to socio-technological changes in society. It helps in controlling the social evils like poverty, child mortality, high birth rates, and contributes in making individuals good citizens.

#### **4.4. Challenges and problems in rural education sector of India**

Lack of Resources and infrastructure: Inadequate capital and absence of adequate infrastructure and assets is the key challenge being faced by rural region. Infrastructure struggles on the dimensions of ensuring availability of benches, laboratories, toilets, etc. Adequate study material,

enough stationary material, along with lack of transportation for school children in rural areas and inadequate number of teachers in schools. According to ASER 2018 report, only 66.4% of total schools in India have usable toilets for girls. The situation in rural areas is not better than schools in urban areas.

**Low awareness and inclination towards education:** One reason for illiteracy in rural areas is low levels of awareness and lack of understanding with respect to the importance of education in rural areas. Most of the people are engaged in agriculture and allied sectors. Children are directly involved into such jobs and not much importance is given to the education.

The situation is worse for girl child. Girls, owing to regional beliefs and societal pressures/culture or norms, are not allowed to study in greater parts of rural India. They have defined roles to be fulfilled in family and are engaged in household duties.

- **Low enrolment rates:** Gross enrolment ratio is low in rural sector of India. Gross enrolment rates refer to the number of enrolments to total population of the selected age group. Gross enrolment ratio at senior secondary level was lower (at 56.2) in comparison to enrolment ratio at primary level. According to All India Survey on Higher Education (AUSHE) 2018-19, the gross enrolment ratio was observed as 26.3% in higher education (for age group of 18-23 years).

Government of India has tried to improve the universal enrolment numbers in primary education by implementing Right to Education Act, 2009, but retaining them has remained a challenge. The students from scheduled castes/tribes, small villages, migrant communities and low income households, disabilities are more likely to have low enrolment and retention ratios.

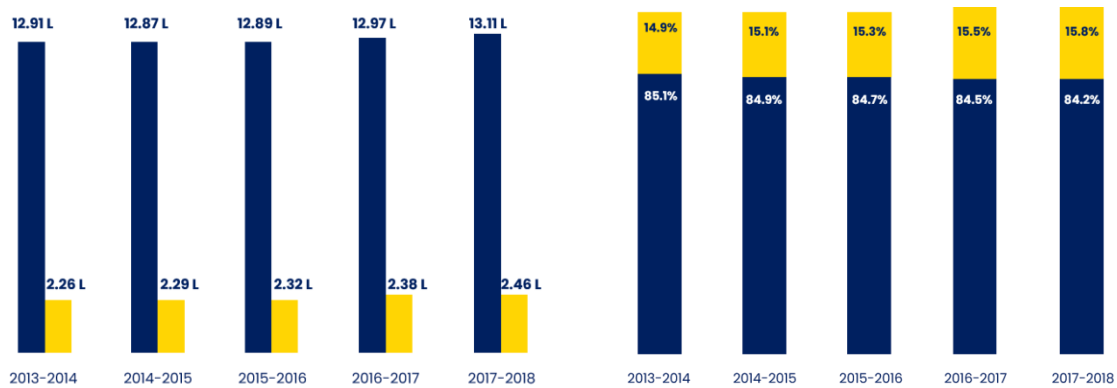
During the current situation of pandemic, it has been revealed by ASER 2020 report that 5.3% of rural children (from age group of 6-10 years) have not enrolled in school in comparison to 1.8 percent in year 2018.

- **Inequality across regions:** Indian education institutions are not uniformly spread across regions. India has more than 12 % of its rural population devoid of access to secondary education, as secondary schools are not available within 5 kilometer of rural area. The situation in urban areas is better as this percentage drops to less than one percent. Considering higher education, it was reported in the Education statistics for India 2018-

19, approximately 0.53% percentage of rural areas have access to higher education institutions.

- **Pre-Primary Schooling:** Pre-primary schooling has been reported as urgent priority for India in report “Annual Status of Education Report”<sup>8</sup>. The report suggests alarming situation for learning status of children in rural areas. For example, 42.7% of rural Indian children (from Grade 1) were in position to identify letters of the alphabet according to their medium of instruction.
- **Presence of Schools:** Government of India recognizes the dire need of rural regions to improve the literacy levels in word and in spirit. Supporting this is the fact that majority of 85% of all government schools are in rural India. This percentage has remained consistent over the period of 2013 and 2018.

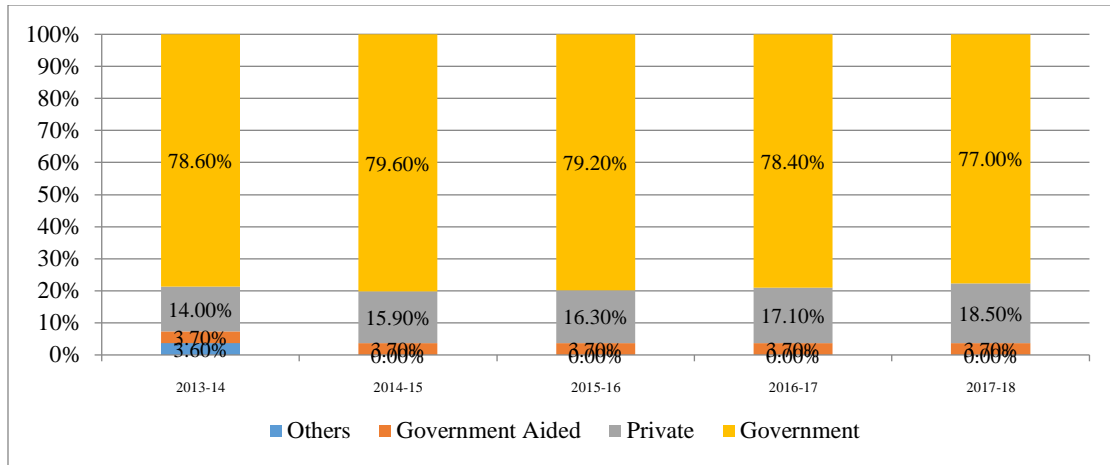
Figure: Number of Schools on the basis of location (2017-18)



(Source: UDISC)

- **Student enrolment in types of schools:** Focusing on enrolment of students in rural schools on the basis of management type, UDISE report points that majority of students in rural area prefer to go to government schools in comparison to private schools, government aided schools or other type of schools. Considering the background of rural areas, it is understandable that it is convenience, benefits, government support in terms of scholarships, mid-day meals motivate students to join government schools in rural areas.

<sup>8</sup> <http://img.asercentre.org/docs/ASER%202019/ASER2019%20report%20/ashishdewanandkrishnans-pre-primaryschooling-anurgentpriorityforindia.pdf>



(Source: ASER 2019)

Schools in rural areas are not as equipped as the schools in urban areas. Further, schools in rural areas are less in number according to the population of area. Coupling the situation with lack of transportation, children drop out of schools easily and the drop out student rate is higher in rural areas.

- **Digital Dividend:** Rural areas are still not at par with technology as far as education is concerned. The globalization and recent pandemic of coronavirus has indicated the importance of being digitally connected. Many of the students are not in position to continue their studies and could not reap the benefits of digital dividend and are digitally divided. According to the ASER 2018 report, approximately 55.5% of the students have not used computers.
- **Learning outcomes:** The achievement of learning outcomes has remained low over the number of past years in Indian primary education. Considering the case of rural districts, the survey by ASER showed that nearly 72% (belonging to grade 5) were not in capacity to solve simple division problems. Although the percentage of students who were not in capacity to solve 3- digit to 1-digit division has reduced from 68% to 43% from 2010 to 2018.
- **Financial Constraints/ Poverty:** The situation of rural poverty is worrisome. Considering the poverty situation, Government of India has taken steps to provide free education to children through government schools, through 'Right to Education'. Right to

Education provides free education to children up to the age of 14. The aim is to bring education on the priority list for children by removing the burden from parents. This has been supported by other facilities and schemes like mid-day meal, employment schemes, skill building schemes, scholarship to students, provision of low cost laptops and other infrastructure like cycles etc. to students. According to Education statistics at glance 2018 report by Ministry of Human Resource Development, the enrolment rates in senior secondary and higher education has gone up.

- **English as medium of education:** Rural education still lacks in building the capacity of students in English as second language. Considering the background of globalization and digitalization, it is important to improve the learning capacity in English medium. Most of the rural children are still learning in local or regional language.

For achieving a vision of modern India and five trillion economy, India must break the shackles of illiteracy and low education among the rural population. The education for rural children and adults, along with training of various vocational skills is a secure way to help rural poor escape poverty trap. This also enables the rural people to become self-reliant.

#### Women in Rural Education

The Constitution of India provides for free primary school education for boys and girls upto age 14. Yet the literacy rate for girls is much lower than that of boys. The literacy rate is much lower among girls in rural areas as compared to girls in urban areas.

It has also been found that illiterate women tend to have high levels of fertility, mortality, poor nutritional status, little autonomy in households. Lower literacy levels impacts the overall well-being of girls and adversely influences the socio-economic dynamics of society.

Few important barrier's for girls education in India are

- High dropout rate
- Priority given to son's education in comparison to daughter's education
- Lack of adequate number of female teachers
- High levels of gender bias



#### **4.5. Right to Education**

The Right to Education (RTE) Act or Right of Children to Free and Compulsory Education Act was passed on August 4, 2009. The passing of this act is a defining moment for India. In 1910, Gopal Krishna Gokhale placed a demand for “Free and Compulsory Primary Education” for India. In year 2002, constitution of India acknowledged this. And the Act got passed in 2009. The Supreme court of India has passed a rule on May 4, 2014, indicating that the act is not applicable to minority institutions. RTE makes education a fundamental right and brings in the duty and obligation of government in main position.

The main features of Act are discussed as follows:

- The Act considers education as fundamental right.
- The right is available to every child whose age falls in the bracket of 6 to 14 years.
- The act provides for mandatory reservation of 25 percent of seats for underprivileged and disadvantaged children. The education will be subsidized and reimbursed by the state.
- The act considers those students who had dropped out of school in past due to financial constraints or other socio-economic reasons. It provides for bringing such students to mainstream them back to school through training.
- The act aims to benchmark the quality of education in schools through provision of curriculum and evaluation procedures.
- The act also recognizes the importance of qualifications of teachers. As per section 23 of the Act, the teachers who clear Teacher Eligibility Test held by National Council for Teacher Education will be able to teach in the government schools.
- The act establishes zero tolerance for any kind of physical punishment, mental harassment or discrimination on the basis of gender, caste, religion etc.
- The act focuses on all round development of the children by developing curriculum to build knowledge, skills and talent.
- The act makes it mandatory to not hold any child detained or expelled till class 8.

The big leap aimed by RTE towards development of skills might not reap full benefits till it is followed by solid efforts in rural areas to raise the learning outcomes of rural and marginalized students and promote employment on equitable basis.

The establishment of School management committee, local authority and education department to share responsibilities for monitoring of schools for implementing RTE strengthens the implementation of RTE.

#### 4.6. Government Initiatives to Improve Literacy in Rural India

- **Samagra Shiksha Scheme:** With effect from 2018-19, Government of India launched Samagra Shiksha. Samagra Shiksha Scheme is an integrated scheme, aims to develop an inclusive, equitable school education.

The scheme perceives the concept of ‘school’ as continuum from pre-school to senior secondary levels and considers it as holistic concept. It includes Sarva Shiksha Abhiyan, Rashtriya Madhyami Shiksha Abhiyan, and Teacher Education.

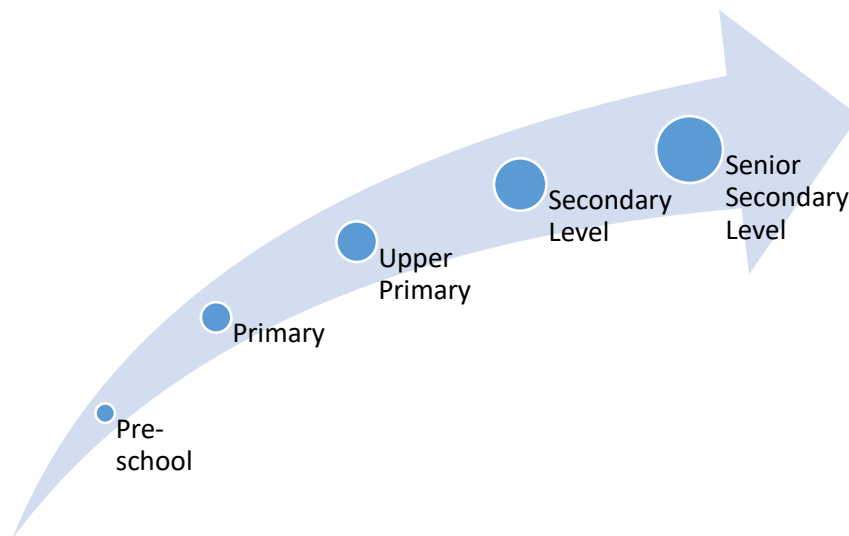


Figure: School – A continuum under Samagra Shiksha Scheme<sup>9</sup>

The scheme aims to bridge the inequality and gaps related to gender gap and social category gaps. With an objective to reach out to all levels of school education, the school extends its benefits to girls and children of social communities belonging to Scheduled caste, scheduled

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<sup>9</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=1654059>

tribe, minority communities, and transgender. The scheme also includes the unde-privelidged, children suffering due to periodic migration, or children belonging to remote areas. Further, the scheme provides benefits to Special Focus Districts, Educational backward blocks.



Figure: Dimensions of Samagra Shiksha Scheme

- **Jawahar Navodaya Vidyalaya:** Jawahar Navodaya Vidyalaya (JNV) is a system of alternate schools for students in India. These schools are run by Navodaya Vidyalaya Samiti, New Delhi, an autonomous organisation under Ministry of Human Resource Development, Department of Education, Government of India. JNV are tasked to find talented children in rural areas of India and to provide

them with an education equivalent to the best residential school system(for class VI to XII), without any reference to the socio-economic condition. JNVs exist all over India, with the exception of Tamil Nadu.

- **Revamped Kasturba Gandhi Balika Vidyalaya Scheme (KGBV):** KGBV scheme was launched in August 2004, by Government of India. The scheme aims to set up residential schools at upper primary level for girls belonging to weaker sections of society.
- **Midday Meal Scheme:** It is school meal programme launched in 1995 by Government of India. The Mid day Meal scheme is covered by National Food Security Act, 2013. The objective of the scheme is to attract children in rural areas to come to school. Mid-day meal is given to all children enrolled in government schools covered under Sarva Shiksha Abhiyan.
- **Revamped Eklavya Model Residential School Scheme:** The aim of the EMRS scheme is to provide quality and free of cost middle and high level education to weaker section students in remote areas. Nearly 588 schools have been sanctioned under EMRS, with 285 number of functional schools. 73391 students (with 36824 males and 36567 females) are number of student enrolled in EMRS.
- **Swachh Vidyalaya Initiative:** Swachh Vidyalaya Initiative is launched by Prime minister of India on 15<sup>th</sup> August, 2014. The aim of the scheme was to establish toilets with separate toilets for girls. The initiative comes under the umbrella of ‘Swachh Bharat Swachh Vidyalaya’ campaign.
- **Digital Initiatives:** A number of digital initiatives have been launched by government of India for children belonging to rural areas. Such digital initiatives include: Operation Digital Board (introducing digital boards for all schools in country), e-Pathshala (making reference and text books available in digital form), Diksha (digital platform to build capacity of children), MOOCs on SWAYAM platform (online courses covering courses upto post graduate level), SWAYAM PRABHA DTH TV Channels, National Digital library of India.
- **National Initiative for School Heads and Teachers Holistic Advancement (NISHTHA):** The initiative aims to build capacity of teachers and staff at

elementary level, and other resource centres. NISHTHA aims to develop teachers so as to improve the supply of quality teachers in rural areas.

- **Unnat Bharat Abhiyan** : Unnat Bharat Abhiyan aims to transform change in rural development by leveraging knowledge institutions . Higher education institutes will engage with faculty, students to understand rural realities, rural problems, rural people and contribute in providing solutions for implementing government programs.
- **Swachh Bharat Summer Internship (SBSI)**: The internship program aims to engage college students with Swachh Bharat abhiyan in rural areas.

#### **4.7. Educational Neglects**

Educational neglect is concept which indicates the failure on part of parent or guardian or caregiver to enroll a child in school to receive education and support/ provide the child with required care, nutrition and protection. Also, the child should be given enough special education or training if needed to become an active member of society at grown up stage.

Following are the few signals of educational neglect:

- High rate of absenteeism from school
- Regular absenteeism
- No efforts or attempt from parent to make child regular to school
- Failing a school age child to enroll or register with school
- Not supporting the child with special facilities if remedial education services are required
- Continuous failure to provide child with resources and environment to study and learn.

#### **4.8. Test Your Knowledge**

##### **4.8.1. Short answer type questions**

1. Write a short note on the concept of education
2. What do you mean by illiteracy
3. How mid-day meal would help in improving literacy?
4. What are the different types of education in India?

##### **4.8.2. Long answer type questions**

1. Analyze the challenges and problems faced by education sector in India

2. Discuss the different initiatives taken by Indian government to improve the rural literacy levels.

#### **4.9. References**

India Today (April 12,2020, New Delhi). Problems faced in progress of education in India. [Available at : <https://www.indiatoday.in/education-today/featurephilia/story/problems-faced-in-progress-of-education-in-india-1666068-2020-04-12>]

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**CERTIFICATE COURSE IN RURAL MANAGEMENT**  
**COURSE: RURAL SECTOR IN INDIA**

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**UNIT 5 HEALTH SCENARIO OF RURAL INDIA**

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**Structure**

5.0 Objectives

5.1 Introduction to Health Scenario

- 5.1.1 Current Health Scenario in Rural India
- 5.1.2 Health Care Infrastructure in Rural Areas of India
- 5.1.3 Health Practices and Problems in Rural India
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5.2 Maternal Mortality Ratio (per 100 000 live births)

- 5.2.1 Maternal Mortality Rate in India
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5.5 Sex Ratio

- 5.5.1 Statistical Data
- 5.5.2 Reasons for Declining Sex Ratio
- 5.5.3 Implications of Adverse Sex Ratio for India's Future
- 5.5.4 Suggestive Measures to Balance Gender Ratio
- 5.5.5 Government Measures

5.6 Answer to Check Your Progress

- 5.6.1 Write a short note on the following:
- 5.6.2 Long Answer Type Questions

**5.0 Objectives**

After going through this chapter you will be able to answer:

- Scenario of health care in India
- The Infrastructure available for health care in rural areas of India
- The health practices and problems in rural India
- Various recommendations for strengthening health care in rural India

- Measures for creating and retaining healthcare professionals for rural primary healthcare
- Meaning of Maternal Mortality Rate
- MMR rate and comparison with western countries.
- The reasons behind high MMR in India
- Interventions made by government and various solutions offered to reduce Maternal Mortality
- MMR as Vaccine
- Infant Mortality Rate and various types of IMR
- Causes of high IMR
- How to prevent high IMR
- What is sex ratio and various reasons for declining sex ratio
- Various implications of adverse sex ratio for India's future
- Government initiatives and other suggestive measures to balance gender ratio

## **5.1 Introduction to Health Scenario**

India is drawing the world's attention because of its population growth and also because of its established as well as rising health profile. After 54 years of independence, many urban and growth-orientated developmental programs having been executed, nearly 716 million rural people which cover 72% of the total population, half of that is below the poverty line (BPL) continue to fight a losing battle for survival and health. These policies have widened the gap between 'urban and rural', nearly 70% of all deaths, and 92% of deaths from communicable diseases, occurred among the poorest 20% of the population. However progress has been made since independence in the health status of the population; this is reflected in the improvement in some health indicators.

Impact of various measures results in rise of life expectancy from 33 years at Independence in 1947 to 62 years in 1998, decline in Infant mortality from 146/1000 live births in 1961 to 72/1000 in 1999. The under 5 years mortality rate (U5MR) declined from 236/1000 live births in 1960 to 109/1000 in 1993. Interstate, regional, socioeconomic class and gender disparities remain high. These achievements appear important but these survival rates in India are comparable even today only to the poorest nations of sub-Saharan Africa.

The rural populations, who are the main victims of the policies, work in the most dangerous atmosphere and live in awful living conditions. Challenges to the public health system are unsafe and unhygienic birth practices, unclean water, poor nutrition and degraded and unsanitary environments. Most of rural population is smallholders, artisans and labourer with limited resources that they major part of their spending is on food and necessities such as clothing and shelter and left with no money to spend on health. The rural peasant worker, who struggles hard under adverse weather conditions to produce food for others, is often the first victim of pandemic. There is a need to build a strong comprehensive primary healthcare system to carry out any further advancement in health status of the populations and to reduce disparities.



National Health Policy 2016 and budgetary announcements of the year 2018 named as *Ayushman Bharat* have two components of strengthening healthcare in India: improving access and quality of primary healthcare through strengthening 1,50,000 sub centers and primary health centers (PHCs) [transforming them to health and wellness centers (H and WC)] and improving access to secondary and tertiary care through a near-universal health insurance scheme.

India's economy is growing, rural infrastructure is improving and it has access to technology, all of which have the potential to transform health status of its populations. Some state governments have designed and implemented innovative solutions to address the problems of access and affordability of healthcare. Many not-for-profit organizations that work in difficult-to-reach rural areas have innovated to improve access, responsiveness, and quality of primary healthcare. There are also substantial, long-term experiences of several countries that have addressed the problem of delivering universal, high-quality primary healthcare to the most underserved populations.

These experiences can inform and guide India's policy directions into action. A one-day National Consultation was held to share learning's from experiences and evidence of rural primary healthcare within India and from across the world, with the purpose of identifying those elements that could guide India's efforts at improving healthcare in rural and under served areas. The consultation was nested within World Rural Health Conference 2018, held in New Delhi from 26<sup>th</sup> to 29<sup>th</sup> April 2018.

### **5.1.1 Current Health Scenario in Rural India**

The health status of Indians, is still a reason of serious concern, especially that of the rural population. This is reflected from the data recorded i.e. life expectancy (63 years), infant mortality rate (80/1000 live birth) and maternal mortality rate (438/100000live birth). Beside-direct, indirect, and co-incidental causes, there are also logistic causes that lead to failure in the health care system, lack of efficient transport, lack of required manpower and apathy towards patient care. Behind this are all the social cultural and political factors which together determine the status of woman, their health and health seeking behavior which leads to high Maternal mortality rate and increase in Infant mortality rate. To improve this scenario, the problem of the rural health needs to be deal with both at the district, regional (micro) state and national (macro) level.

### **5.1.2 Health Care Infrastructure in Rural Areas of India**

There is three tier infrastructure system of health care in rural areas and is based on the following population norms:

1. **Sub Centre:** The Sub-Centre is the basic and first contact point between the primary health care system and the community. Each Sub-Centre is required to be manned by at least one Auxiliary Nurse Midwife (ANM) / Female Health Worker and one Male Health Worker. One Lady Health Visitor (LHV) is delegated with the task of supervision of six Sub-Centers. Sub-Centers are works for interpersonal communication to bring behavioral change and provide services in relation to maternal and child health, family welfare, nutrition, immunization, diarrhea control and control of communicable diseases

programmes. Basic drugs for minor ailments to take care of essential health needs of men, women and children are provided with at sub centers. The Ministry of Health & Family Welfare is providing 100% Central support to all the Sub-Centers in the country since April 2002. There are 1,48,124 Sub Centers functioning in the country as on March 2011.

2. **Primary Health Centre (PHC):** PHC is the first contact point between village community and the Medical Officer. The PHCs work to provide an integrated curative and preventive health care to the rural population and stress on preventive aspects of health care. The PHCs are established and maintained by the State Governments under the Minimum Needs Programme (MNP)/ Basic Minimum Services (BMS) Programme. As per minimum requirement, a PHC need manpower of Medical Officer assisted by 14 paramedical and other staff. PHC acts as a referral unit for 6 Sub Centers and has 4 - 6 beds for patients. PHC involve in activities like curative, preventive, promotive and Family Welfare Services. There were 23,887 PHCs functioning in the country as on March 2011.
3. **Community Health Centre (CHC):** CHCs are being established and maintained by the State Government under MNP/BMS programme. As per minimum norms, a CHC is required workforce of by four Medical Specialists i.e. Surgeon, Physician, Gynecologist and Pediatrician supported by 21 paramedical and other staff. It consist of 30 in-door beds with one OT, X-ray, Labour Room and Laboratory facilities. It provides as referral centre for 4 PHCs and also facilitate for obstetric care and specialist consultations. As on March, 2011, there are 4,809 CHCs functioning in the country.
4. **First Referral Units (FRUs):** An existing facility (district hospital, sub-divisional hospital, community health centre etc.) can be declared a fully operational First Referral Unit (FRU) only if it is prepared to provide round-the-clock services for Emergency Obstetric and New Born Care also all emergencies that any hospital is required to provide. It should be noted that there are three critical determinants of a facility being declared as a FRU:
  - i) Emergency Obstetric Care including surgical interventions like Caesarean Sections
  - ii) New-born Care
  - iii) Blood Storage Facility on a 24-hour basis.

The three tier infrastructure is based on the following population norms:

Centre	Population Norms	
	Plain Area	Hilly/Tribal/Difficult Area
Sub Centre	5000	3000
Primary Health Centre	30,000	20,000
Community Health Centre	1,20,000	80,000

The average population covered by a Sub Centre, PHC and CHCs are 5616, 35567 and 165702 respectively as on 31st March, 2019. As on 31st March 2019, there are 3204 FRUs functioning in the country. Out of these, 95.7% of the FRUs are having Operation Theatre facilities, 96.7% of the FRUs are having functional Labour Room while 75.3% of the FRUs are having Blood Storage/ linkage facility. (Source : Rural Health Survey 2019)

### 5.1.3 Health Practices and Problems in Rural India

Rural people in India in general have their different beliefs and practices regarding health. Some tribal groups still believe that a disease is always caused by hostile spirits or by the violation of some taboo. They therefore search for solutions through religious practices. However, the socioeconomic, cultural and political system, exploitation of human and material resources, have endangered the naturally healthy environment e.g. availability of healthy and nutritious food, clean air and water, nutritious vegetation, healthy life styles, and advantageous value systems and community harmony. The basic nature of rural health problems is recognized also to lack of health awareness, poor maternal and child health services and occupational vulnerability. The majority of rural preventable deaths are due to infections and communicable, parasitic and respiratory diseases.

- Infectious diseases take over the morbidity pattern in rural areas (40% rural: 23.5% urban).
- Waterborne infections, which cover about 80% of sickness in India, take the life of every fourth person in the world. Annually, 1.5 million deaths and loss of 73 million workdays are recognized to waterborne diseases.

Three groups of infections are widespread in rural areas, as follows:

1. Diseases those are present in the gastrointestinal tract, such as diarrhoea, amoebiasis, typhoid fever, infectious hepatitis, worm infestations and poliomyelitis. About 100 million suffer from diarrhea and cholera every year.

2. Diseases that are transferred through air by coughing, sneezing or even breathing, such as measles, tuberculosis (TB), whooping cough and pneumonia. Today there are 12 million TB cases (an average of 70%). Over 1.2 million cases are added every year and 37 000 cases of measles are reported every year.

3. Infections, which are more difficult to deal including malaria, filariasis and kala-azar which are often the result of developmental activities. Irrigation brings with it malaria and filariasis, use of pesticides has resulted a resistant strain of malaria, the ditches, gutters and culverts dug during the construction of roads, and expansion of cattle ranches, for example, are breeding places for snails and mosquitoes. An estimated 45 million are carriers of microfilaria, 19 million of which are active cases and 500 million people are at risk of developing filaria.

In India every third person is suffering from leprosy. Malnutrition is one of the most widespread health related problems in rural areas. There is common occurrence of protein energy malnutrition (PEM), anaemia, vitamin A deficiency and iodine deficiency. Nearly 100 million children do not get even two meals a day. More than 85% of rural children are undernourished (150 000 die every year).

A recent survey in the villages of Maharashtra State by the Rural Medical College, Loni (unpublished data), has discovered some disturbing facts. Illness and deaths related to pregnancy and childbirth are predominant in the rural areas, due to the following:

1. Very early marriage: 72.5% of women aged 25–49 years marry before 18, where the literacy rate is 80%.
2. Very early pregnancy: 75% married women had their first pregnancy below 18 years of age.
3. All women invariably do hard physical work until late into their pregnancy.
4. Fifty-one per cent of deliveries are conducted at home by an untrained traditional birth assistant.
5. Only 28% of pregnant women had their antenatal checkup before 16 weeks of pregnancy.
6. Only 67% of pregnant women had complete antenatal checks (minimum of three checkups).
7. Only 30% of women had postnatal checkups.

Agricultural and environment-related injuries and diseases are all quite common in rural areas, for example: mechanical accidents, pesticide poisoning, snake, dog and insect bites, zoonotic diseases, skin and respiratory diseases; oral health problems; sociopsychological problems of the female, geriatric and adolescent population; and diseases due to addictions. The shocking rate of population growth in rural areas cancels out all developmental efforts. Since 1951, the government has been attempting through vertical and imported programs to battle the problems, but to no gain. However, the new National Population Policy 2005 gave importance to an holistic approach; for example, improvement in 'quality of life' for all, no gender bias in education, employment, child survival rates, sound social security, promotion of culturally and socially acceptable family welfare methods.

### **5.1.4 Recommendations for Strengthening Health Care in Rural India**

Various experts and practitioners on the bases of their experience and global evidence, made the following recommendations that would have application for intensification primary healthcare in rural India.

#### **A. Investments in primary healthcare**

1. The policy dedication to invest 2.5% of GDP on healthcare and 70% of this expenditure on primary healthcare should be tracked from time to time.
2. States should be encouraged and supported to provide higher allocations that provide lower budgets for healthcare.

#### **B. Primary healthcare and PMJAY**

1. PHCs and H and WCs should retain the gatekeeping function:  
Patients should first present at PHCs, and only when referred by PHCs, should they be allowed for insurance cover under PMJAY for secondary or tertiary care. Such an arrangement would help in rising utilization of PHCs and maintain the dominance of primary healthcare. It would also help in reducing expenditure by reducing unnecessary referrals
2. PMJAY should cover primary healthcare, in addition to the secondary and tertiary care:  
It would help in promoting right to use primary healthcare and also reduce the overall expenditure on healthcare, by reducing unnecessary appointments, by preventing illnesses, and by treating diseases at an earlier stage.

#### **C. PHC team for health and wellness**

1. Responsibility and accountability to take care of a defined population should be assigned to the entire primary healthcare team. The team would made of the PHC staff (including the primary care physician), and H and WC staff consisting of the mid-level provider, auxiliary nurse midwife (ANMs), multipurpose worker (MPWs), and qualified social health activists (ASHAs). Such a team is likely to provide comprehensive and continued care.
2. Primary care doctors should be educated in family medicine, and nurses and other mid-level providers should be trained in corresponding generalist care.
3. Primary care team should be effectively maintained through regular skilling, incentives, and supervision. Suitable technological solutions should be provided to help them deliver quality healthcare.
4. These teams should have well-designed connections with higher levels of healthcare.

### **5.1.5 Creating and retaining healthcare professionals for rural primary healthcare (PHCs and H and WCs)**

1. **Revise undergraduate medical and nursing set of courses to bring into line with rural priorities**

The training of MBBS should be aligned in the direction of creating rural family physicians, and of nursing graduates, to generate rural primary care nurses. Currently, the graduate teaching of nurses and doctors has a heavy urban and tertiary healthcare bias

**2. Allocate a large section of postgraduate seats for family-centered care with rural interest**

In recent years, there has been a huge enhancement in postgraduate seats (MD/MS) for medical graduates. Allocating them to family medicine, with suitable training in rural health care settings, will bring about the change in focus to primary care and from urban bias to rural focus. It would require setting up family medicine programs in medical colleges, with strong rural focus.

A similar shift can happen if large numbers of postgraduate seats for nurses are shifted to community health nursing, or nurse-practitioner program.

**3. Make newly setup rural medical colleges responsible for district healthcare**

A large number of state-funded medical colleges are being set up in district hospitals, most of which are rural. Establishment of healthcare of their respective districts, focusing on sourcing rural students, adapting their training programs to meet local needs, and assisting them place within the districts would help them fulfill their social accountability. In such colleges, focus should be on primary and secondary care rather than tertiary care.

**4. Identify and accredit rural training sites for rural health professionals**

It would ensure sustained and high-quality training of a large number of professionals required for managing PHCs and H and WCs. The staff of these training sites should be awarded status of faculty.

**5. Set up an authorized group to define improvements in training, living, and working conditions for rural healthcare professionals**

Such a group should comprises of medical and nursing educationists from institutes that have a enough experience of training doctors and nurses for rural areas, and practicing rural physicians and nurses.

## **5.2 Maternal Mortality Ratio (per 100 000 live births)**

### **Maternal Health**

Huge planned investments have been made under the National Health Mission for upgrading maternal health. Maternal health is a vital part for the progress of any country in terms of increasing equity and reducing poverty. The survival and health of mothers is significant and also helps central to solving large broader, economic, social and developmental challenges.

### **Maternal Deaths**

The maternal mortality ratio (MMR) is defined as annual number of female deaths from any cause related to or pregnancy or its management (excluding accidental or incidental causes) during pregnancy and childbirth or within 42 days of termination of pregnancy, irrespective of the duration and site of the pregnancy, expressed per 100,000 live births, for a specified time period. It describes the risk of maternal death comparative to the number of live births and basically shows the risk of death in a single pregnancy or a single live birth.

## Maternal Health Indicators

Some of the key indicators for maternal health are antenatal check-up, institutional delivery and delivery by trained and skilled personnel, post natal care, etc. All these indicators are monitored regularly through Health Management Information System (HMIS) and also periodically through District Level Household Surveys (DLHS), National Family Health Surveys (NFHS) and Annual Health Survey (AHS). Independent surveys are also being done like Coverage Evaluation Surveys (CES) by UNICEF.

### 5.2.1 Maternal Mortality Rate in India

In India, the rate of females died due to pregnancy and childbirth has been very high over the years but according to recent records there has been a decline in the MMR of India. Exact maternal mortality cannot be calculated except if the comprehensive records of deaths and causes of death are available. So surveys and census are the tools used to calculate approximately the levels of maternal mortality.

Reproductive Age Mortality Studies (RAMOS) is presently considered the best way to calculate MMR. In this, different sources and records are examined to record data regarding the death of women of reproductive ages and also through verbal autopsy to estimate the number of deaths. The MMR is calculated every five years through a regression model at both global and regional level.

In India, the Sample Registration Survey (SRS) is used to get an estimate of the maternal mortality rate. The Office of the Registrar General's Sample Registration System (SRS) has released a special bulletin on Maternal Mortality in India 2016-18. As per the Survey –

1. The Maternal Mortality Ratio has declined to 113 in 2016-18 from 122 in 2015-17 and 130 in 2014-2016.
2. The target 3.1 of Sustainable Development Goal (SDGs) set by the United Nations aims at reducing the global maternal mortality ratio to less than 70 per 1,00,000 live births.
3. Maternal Mortality Rate of various states Assam (215), Uttar Pradesh (197), Madhya Pradesh (173), Rajasthan (164), Chhattisgarh (159), Odisha (150), Bihar (149), and Uttarakhand (99) is very high.
4. The southern States registered a lower MMR — Karnataka (92), Andhra Pradesh (65), Tamil Nadu (60), Telangana (63) and Kerala (43).

India & bigger States	Maternal Mortality Ratio (MMR)		
	SRS 2014-16	SRS 2015-17	SRS 2016-18
<b>India</b>	<b>130</b>	<b>122</b>	<b>113</b>
Assam	237	229	215

Bihar	165	165	149
Jharkhand		76	71
Madhya Pradesh	173	188	173
Chhattisgarh		141	159
Odisha	180	168	150

Rajasthan	199	186	164
Uttar Pradesh	201	216	197
Uttarakhand		89	99
Andhra Pradesh	74	74	65

Telangana	81	76	63
Karnataka	108	97	92
Kerala	46	42	43
Tamil Nadu	66	63	60

Gujarat	91	87	75
Haryana	101	98	91
Maharashtra	61	55	46
Punjab	122	122	129

West Bengal	101	94	98
Other states	96	96	85

Source-Sample Registration System (SRS)  
report of Registrar General of India(RGI).

Given below is the MMR in India as per the Sample Registration System:

<b>Maternal Mortality Rate (MMR) in India</b>	
<b>Year</b>	<b>MMR</b>
2004-2006	254
2007-2009	212
2010-2012	178
2011-2013	167
2014-2016	130
2015-2017	122
<b>2016-2018</b>	<b>113</b>

This data clearly shows that there decline in the trend of maternal mortality rate in India. In the survey conducted in 2015-2017, Kerala was the state with the least maternal mortality rate of 42 and Assam noted the maximum number of deaths of women in India with MMR of 229.



## 5.2.2 The Global Picture

Data of maternal mortality and health issue shows a far greater disparity between developed and developing countries. As according to 1993 statistics maternal mortality in developed country is 30 per 100,000 live births as compared to 450/100,000 live births in developing countries. South Eastern Asia is 420/1 Lakh as compared to Southern Asia (650/1 Lakh). Maternal mortality in India is originated in many intertwined factors, starting with the social status, position of women, also affected a lot by the economic resource and infrastructure of the country, and immediately dependent on accessibility and availability of skills, materials and facilities for family planning and maternity care. The countries that have achieved the lowest maternal mortality ratio are Finland, Greece, Iceland, and Poland. For every 100,000 births, 3 mothers die.

## 5.2.3 Reasons Behind High MMR in India

In India, MMR is very high as compare to other countries, especially in rural areas. The main reasons behind this are discussed as follow:

1. **Deliveries By Untrained Persons:** In rural areas, only one- third (34%) of deliveries in India take place in health care facilities and two- fifth (42%) of deliveries are unattended by a trained medical professional as according to NFHS-2 (The National Family Health Survey, conducted in 1998) reports. Rural women delivered proportionately at home by local women more than twice as often as the urban women. Women not seeking proper Care, more than one out of every three women (34%) in India did not receive any check-up for births in the three years preceding the survey. Only 7% received antenatal check-up in third trimester.
2. **Postnatal Care:** Postnatal care (PNC) is the care given to the mother and her newborn baby immediately after the birth and for the first six weeks of life. This facility and awareness about its importance is grossly deficient.
3. **Child Marriage:** Despite the Child Marriage Restraint Act (1978), 34 percent of all women are married below the legal minimum age of marriage i.e. 18 years. This figure is higher in rural areas (40%) as comparative in the urban i.e. 18%. Adolescent girls are at high health risks during pregnancy and childbirth. Girls aged 15-19 are twice as likely to die from child birth as women in their twenties; those under age 15 are five times as likely to die because the mother is herself growing, and the growth & development of both the mother and her child become difficult.
4. **Under Utilization of Medical Services:** Apart from non-availability or poverty of services, one reason behind increased maternal mortality is non-utilization of such services by the female. Various reasons for this can be:
  - i. **Lack of awareness among women** about the importance of pregnancy care and healthcare facility available due to lack of education.
  - ii. **The poor quality of services**, including poor treatment by health providers also makes some women reluctant to use services

iii. **Lack of awareness of location** of health services.

**5. Poverty:** Most important reason of high MMR in lack of financial support. Medical facilities these days are very costly and doctors charge high direct fees as well as the cost of transportation, drugs and supplies is not in reach of every person.

**6. Gender Biasness: Women lack decision** making power within the family. Mostly in rural areas due to gender biasness, women are not allowed to take their own decisions. Preference towards male child is still prevalent in most of the areas because of which women are not allowed to take their own decisions.

### **5.2.4 Interventions and Solutions to reduce Maternal Mortality**

There is high MMR despite half a century of efforts to bring it down, this show that somehow we have not been able to establish appropriate maternal health services especially in the rural areas. An improved, accountable health care system at primary level is essential for decreasing maternal mortality to the desired level. We should do the following steps-

- 1) Make the antenatal and postnatal services available to women, located close to them.
- 2) Ensure delivery by skilled attendant nurses or doctors.
- 3) Establish connecting to hospitals by an emergency transport and good referral system of network.
- 4) Establishment of big potential of primary health centres.

Village level interventions specifically directed towards major causes of maternal deaths are required. The emphasis should be laid on the major causes of maternal deaths through village level health care worker/ panchayat people and every pregnant woman should be aware of these entities.

### **5.2.5 Government Initiatives**

Working for last many of years at grass root level at rural area, following steps have been formulated by the author for prevention of maternal mortality and mortality rate at rural area.

**1. JANANI SURAKSHA YOJANA (JSY):** Janani Suraksha Yojana (JSY) is a safe motherhood intervention programme started under National Health Mission (NHM). This was being implemented with the objective to reduce maternal and neonatal mortality by promoting institutional delivery among pregnant women. Institutional delivery is a delivery that takes place at any medical facility staffed by skilled delivery assistance. With the help of institutional delivery MMR could reduce 16 to 33%. JSY scheme is a sponsored by central government which integrates cash assistance with delivery and post-delivery care. The Yojana has identified Accredited Social Health Activist (ASHA) which acts as an effective link between the Government and pregnant women.

**Important Features of JSY** The scheme focuses on pregnant woman especially in States that have low institutional delivery rates, namely, the States of Uttar Pradesh, Uttarakhand, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, Assam, Rajasthan, Odisha, and Jammu & Kashmir. While these States have been named as Low Performing States (LPS), the remaining States have been categorized as High Performing States (HPS).

2. **PRADHAN MANTRI SURAKSHIT MATRITVA ABHIYAN (PMSMA):** The Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) has been launched by the Ministry of Health & Family Welfare (MoHFW) in June, 2016. Under PMSMA scheme, all pregnant women in the country are provided fixed day, free of cost assured and quality Antenatal Care. As part of the campaign, a minimum package of antenatal care services including investigations and drugs is being provided to the beneficiaries on the 9th day of every month. The Abhiyan also involves Private sector's health care providers as volunteers to provide specialist care in Government facilities. Until now, over 1 crore ANC checkups has been conducted by over 4,800 volunteers in over 12,800 Government facilities. Also more than 5.62 lakh high risk pregnancy cases were identified across the country.
3. **RASHTRIYA KISHOR SWASTHYA KARYAKRAM (RKSK):** About 25.3 crore adolescents in the age group 10-19 years in India are in a transient phase of life requiring nutrition, education, counselling and guidance to ensure their development into healthy adults. Keeping in view the extent of various health problems and risk factors among adolescents, which may have an impact on maternal and child health outcomes and occurrence of non-communicable disease in future, RKSK was launched with the objectives:
  - a. to increase the awareness and easy access to information about adolescent health,
  - b. provision of counselling and health services,
  - c. provision of specific services such as sanitary napkins; iron and folic acid supplementation.
4. **MATERNAL AND CHILD HEALTH (MCH) WING:** Under NRHM, 100/50/30 bedded state of the art MCH Wings are being established in District Hospitals/District Women's Hospitals/Sub-District Hospitals/CHC-FRUs to remove the barriers of increasing case loads and institutional deliveries at these facilities. 470 dedicated Maternal and Child Health Wings (MCH Wings) with more than 28,500 additional beds have been sanctioned in 18 States.
5. **MOTHER AND CHILD TRACKING SYSTEM (MCTS):** To catch every pregnant women and every new born baby and infants for quality ANC, INC, PNC, FP, Immunization services, the pregnant women and neonates are being tracked by name. Web Enabled Mother and Child Tracking System (MCTS) is being implemented to register and track every pregnant woman, neonate, infant and child by name for quality ANC, INC, PNC, FP, Immunization services. As on March, 2014 under MCTS more than 6.20 crores women and 5.17 crores children were registered. A new initiative of prevention of PPH through Community Based Advanced distribution of Misoprostol by ASHAs/ANMs has been launched in the districts with high home delivery rates.

### **5.3 MMR as Vaccine**

In medical, MMR is a vaccine stands for measles, mumps and rubella. These are three different diseases which are caused by three different viruses. The vaccines given to immunize against measles, mumps and rubella (MMR) are all combined into one injection - the MMR vaccine. Although, MMR vaccine is not a part of the national immunization schedule of India, this was launched in the State immunization programme of Delhi in 1999 as a single dose between 15-18 months (MMR-I). The Indian Academy of Pediatrics (IAP) recommends measles vaccine at 9 months of age. They also recommend offering MMR vaccine to all parents who can afford it as two dose schedule, one at 15-18 months and second at school entry (4-6 yr of age).

Symptoms of [Measles](#) include rash, cough, runny nose, fever, white spots in the mouth. Measles can lead to [pneumonia](#), [ear infections](#), and brain damage. Symptoms of [mumps](#) include fever, headache, swollen salivary glands, muscle pains, pain when chewing or swallow in. [Deafness](#) and [meningitis](#) are both possible complications of mumps. Rubella (German measles) Symptoms include rash, mild to moderate fever, red and inflamed eyes, swollen lymph nodes at back of the neck, arthritis (most commonly in women) Rubella can cause serious complications for pregnant women, including [miscarriage](#) or [birth defects](#).

### **5.4 Infant Mortality Rate**

The number of resident new borns dying under one year of age in a specified geographic area (country, state, county, etc.) divided by the number of resident live births for the same geographic area (for a specified time period, usually a calendar year) and multiplied by 1,000 is known as INFANT MORTALITY RATE. The Infant Mortality Rate (IMR) is an appropriate variable for measuring health achievement and is regarded as an essential indicator of a society's health status. IMR is calculated by dividing the number of newborns dying under the age of one year by the number of live births during the year, and is expressed as the number of live new borns dying under the age of one year per 1,000 live births (Office of Registrar General of India, 2001) It is often used as a part of standard of living evaluations in economics and acts as a great health status indicator across and within economies because it may be linked to a population's well-being.

#### **5.4.1 Types of Infant Mortality Rate**

The infant mortality rate can of following types:

##### **1. Perinatal Mortality Rate**

Perinatal mortality refers to the number of fatal deaths past 22 weeks of pregnancy and the death of a newborn up to one week after delivery per 1000 total live births.

##### **2. Neonatal Mortality Rate**

Neonatal mortality is defined as a new born's death within the first 28 days after birth. Inadequate access to basic medical treatment throughout pregnancy and after birth is frequently blamed for neonatal death. In poor nations, this accounts for 40–60% of infant mortality.

##### **3. Postneonatal Mortality Rate**

Postneonatal mortality refers to children who die between the ages of 29 days and one year. Malnutrition, infectious disease, a difficult pregnancy, Sudden Infant Death Syndrome, and issues in the home environment are the leading causes of postneonatal death.

In India, the IMR (per 1000 live births) has been steadily dropping. It was 66 in 2001, down from 77 in 1981, 115 in 1961, and 146 in 1961. Despite the fact that India's IMR has been steadily decreasing, it still trails behind not just affluent countries but also several of its neighboring developing countries, as indicated in Table 1.

Table 1: Child Survival Indicators for India & its Neighbouring Countries

Country	IMR (per 1000 live births)	
	1990	2003
China	38	30
Bangladesh	96	46
India	80	63
Nepal	100	61
Pakistan	96	81

Source: Ministry of Finance, 2005; and United Nations Development Programme, 2005

Furthermore, the IMR varies widely among states, with the highest 91 in Orissa, followed by Madhya Pradesh, Uttar Pradesh, and Rajasthan, and the lowest 11 in Kerala, followed by Andaman and Nicobar, Goa, Mizoram, and Nagaland. This involves the identification of IMR-related elements in India so that targeted interventions can be developed. The following independent factors are identified based on the existing literature as being likely to have a relationship with the IMR.

- i. Females Literacy rate
- ii. Immunization
  - a) BCG Immunization
  - b) DPT Immunization
  - c) POLIO Immunization
  - d) Measles Immunization
- iii. Proportion of SC population
- iv. Proportion of ST population
- v. Per Capita Income
- vi. Sex ratio

#### **5.4.2 Causes of Infant Mortality Rate**

There are many reasons for high infant mortality rate and we will discuss some of the significant causes of high infant mortality rate as follows:

## **1. Environmental and social barriers**

Environmental and social barriers obstruct access to basic medical resources, contributing to rising infant mortality rates; 99 per cent of infant deaths occur in developing countries, with 86 per cent of these deaths caused by infections, premature births, delivery complications, perinatal asphyxia, and birth injuries. The determinants of low birth weight include socio-economic, psychological, behavioral and environmental factors.

## **2. Medicine and biology**

Inadequate birth weight, sudden infant death syndrome, starvation, congenital deformities, infectious infections, and low income for health care, particularly neglected tropical diseases, are all causes of infant mortality and deaths linked to medical disorders. According to the American Academy of Pediatrics (AAP) Infants should receive many doses of immunizations such as diphtheria-tetanus-acellular pertussis vaccine, Haemophilus influenzae type b (Hib) vaccine, Hepatitis B (HepB) vaccine, inactivated polio vaccine (IPV), and pneumococcal vaccine. The Institute of Medicine's Immunization Safety Review Committee concluded that there is no evidence of harm from vaccinations.

## **3. Premature birth**

Premature birth, also known as preterm birth (PTB), is defined as a birth that occurs before 37 weeks of pregnancy. It is further divided into three categories: extremely preterm birth (less than 28 weeks gestation), very preterm birth (between 28 and 32 weeks gestation), and moderate to late PTB (occurring from 32 through 36 weeks gestation). The risk of newborn death increases as the gestational age decreases. Prematurity has been the main cause of international mortality for newborns and children under the age of five for the past decade. In 2010, the global PTB mortality rate was 11.1 per cent (15 million deaths), with low to middle income nations in Sub-Saharan Africa and south Asia accounting for 60% of all PTBs (60 percent), compared to high-income countries in Europe and the United States.

## **4. Sudden infant death syndrome**

Sudden infant death syndrome (SIDS) is a condition in which a newborn dies unexpectedly while sleeping. No one has been able to figure out what causes this sickness, even after a thorough autopsy. In Western countries, this condition is more prevalent. According to the US Centres for Disease Control, sudden Infant Death Syndrome is the top cause of death in newborns aged one month to one year. Despite the fact that doctors are unsure what causes this sickness, they have determined that sleeping on one's back rather than one's stomach is healthier for babies. Sleep-related deaths account for roughly 3500 newborn fatalities in the United States. Sudden Infant Death Syndrome is included in this group. The American Academy of Pediatrics advocates establishing safe sleeping settings for women when pregnant or near newborns, for infants to reduce sleep-related mortalities: as well as avoiding the following, exposure to tobacco, alcohol, and illicit drugs.

## **5. Congenital malformations**

Birth deformities such as cleft lip and palate, Down Syndrome, and heart problems are examples of congenital abnormalities. Some congenital deformities may be more common in mothers who drink alcohol, but they can also be caused by genetics or other reasons. Throughout the 1980s,

congenital abnormalities accounted for barely 5% of infant mortality in the Caribbean and Latin America, whereas hunger and infectious illnesses accounted for 7 percent to 27% of baby mortality.

### **6. Low birth weight**

In underdeveloped nations, low birth weight accounts for 60–80 percent of infant mortality. "The lowest mortality rates occur with infants weighing 3,000 to 3,500 g," according to the New England Journal of Medicine (6.6 to 7.7 lb). The death rate rapidly increases with decreasing weight for infants weighing 2,500 g (5.5 lb) or less, and most infants weighing 1,000 g (2.2 lb) or less die. Low-birth-weight infants are nearly 40 times more likely than normal-birth-weight infants to die in the neonatal period; infants with very low birth weight are nearly 200 times more likely. "In the past two decades, the infant mortality rate (deaths under one year of age per thousand live births) in the United States has fallen substantially," according to the New England Journal of Medicine. However, African American mothers' low birth weights remain twice as prevalent as white mothers'. It's possible that LBW is the largest cause of infant death, and it's largely preventable.

### **7. Infectious diseases**

Babies born in low-to-middle-income nations in Sub-Saharan Africa and southern Asia have the highest chance of dying while still in the womb. Bacterial infections of the circulation, lungs, and the covering of the brain (meningitis) cause 25% of neonatal mortality. Bacteria present in their mother's reproductive tract can cause illnesses in newborns during birth. The mother could be unaware of the infection, or she could be suffering from an untreated pelvic inflammatory illness or sexually transmitted illness. These germs can go up the vaginal canal and into the baby's amniotic sac. Another route of bacterial infection from mother to infant is through maternal blood. Premature membrane rupture also increases the risk of neonatal infection. Infectious diseases cause seven out of ten childhood deaths: acute respiratory illness, diarrhea, measles, and malaria. Acute respiratory infections such as pneumonia, bronchitis, and bronchiolitis are responsible for 30% of all childhood mortality, with 95% of pneumonia cases occurring in underdeveloped countries. Diarrhea is the world's second-leading cause of paediatric mortality, with malaria accounting for 11% of all deaths among children.

### **8. Early childhood trauma**

Physical, sexual, and psychological abuse of a kid aged zero to five years is referred to as early childhood trauma. Early childhood trauma has a profound impact on a person's life and is a substantial contributor to infant death. When a newborn is shaken, beaten, strangled, or raped, the consequences are far more severe than when the same abuse is perpetrated on an adult. According to studies, 1–2 per 100,000 children in the United States die each year. Unfortunately, it's logical to believe that these figures understate actual death rates

### **9. War**

In most circumstances, infant death rates will skyrocket in war-torn places. Having a war going on while a woman is trying to conceive a child is not only stressful for the mother and the fetus, but it also has a number of negative consequences. In war-torn places, however, many other

significant factors influence infant death rates. In the midst of a battle, health-care systems in underdeveloped countries frequently collapse. Basic medical supplies and care are becoming increasingly difficult to come by. During the Yugoslav Wars in the 1990s, Bosnia's child immunization rates dropped by 60%. In recent years, there have been multiple cases of systematic rape being used as a weapon of war. Women who become pregnant as a result of war rape suffer even greater difficulties in giving birth to a healthy child.

## **10. Culture**

Baby mortality rates are highest in underdeveloped countries, where financial and material resources are limited and there is a high tolerance for a large number of infant deaths. There are circumstances in which a number of developing countries have bred a culture in which infant mortality is the norm, such as favoring male babies over female newborns. Infant mortality rates in poor nations such as Brazil are frequently unrecorded due to a failure to register for death certificates. The main reason for not registering is the possible loss of time and money, as well as various indirect costs to the family.

## **11. Birth spacing**

The time between births is referred to as birth spacing. The lowest rate of mortality is connected with births that are at least three years apart. The longer the gap between births, the lesser the chance of problems during labor and delivery, as well as infant, childhood, and maternal mortality. Birth to conception intervals of less than six months and abortion to pregnancy intervals of less than six months are linked to higher incidence of preterm births and low birth weight. Shorter inter-birth intervals raise the risk of chronic and general malnutrition.

### **5.4.3 How to prevent Infant Mortality Rate?**

Health practitioners, governments, and non-governmental organizations have tried to build institutions, programs, and policies to improve health outcomes around the world in order to lower infant death rates. Current initiatives are centered on human resource development, health information system strengthening, and health care delivery, among other things. Improvements in these areas are aimed at strengthening regional health systems and assisting in the reduction of death rates.

#### **1. Policy**

Infant mortality can be reduced at any stage of a country's development. A reduced interest rates show that a country is progressing in terms of human knowledge, social institutions, and physical capital. Governments can lower death rates by addressing the interconnected needs of education (such as universal primary education), nutrition, and basic maternal and newborn health services. Improving air quality can help reduce the likelihood of kids being born with low birth weights and suffering pneumonia. Infant mortality can be reduced by improving cleanliness. Organic water contamination could be reduced by up to 48 percent using home-based chlorination, filtering, and solar disinfection technology. Hand washing with soap before eating and after using the bathroom, according to UNICEF, can save more children's lives by reducing diarrhea and respiratory diseases. Increased human resources, such as physicians, nurses, and other health



professionals, will increase the number of qualified attendants and people who can administer vaccines against diseases like measles.

## **2. Prenatal care and maternal health**

Attending prenatal care appointments on a regular basis will enhance the baby's chances of being delivered safely and surviving. Taking supplements, such as folic acid, can also help minimize the risk of birth abnormalities, which are a primary cause of infant death. Pregnant women should see their doctors to determine the best way to treat any current health concerns they may have in order to avoid issues for both herself and the fetus.

## **3. Nutrition**

Appropriate nutrition for babies and infants can keep them healthy and prevent health problems later in life. The American Academy of Pediatrics recommends exclusively breastfeeding newborns for the first six months of their lives, then a combination of breastfeeding and other foods for the next six months, up to one year of age.

## **4. Vaccinations**

Infants are defined by the Centers for Disease Control and Prevention (CDC) as children aged one month to one year. (96) The CDC recommends the following immunizations for the infants: Hepatitis B (HepB), Rotavirus (RV), Haemophilus Influenzae type B (HIB), Pneumococcal Conjugate (PCV13), Inactivated Poliovirus (IPV 18 years), Influenza, Varicella, Measles, Mumps, Rubella (MMR), and Diphtheria, Tetanus, and Diphtheria, Tetan. Depending on the immunization, each of these immunizations is given at a specific age range and must be administered in a sequence of one to three doses over time.

## **5.5 Sex Ratio**

The male-to-female ratio in a population is referred to as the sex ratio (sometimes known as the gender ratio). That is, it is the male-to-female ratio in a population. According to Fisher's principle, this ratio should be 1:1 for sexually reproducing species. The world's sex ratio at birth is 107:100.

### **5.5.1 Statistical Data**

According to Census 2011 provisional statistics, while the overall sex ratio increased by seven points to 940 from 933 in 2001, the child sex ratio decreased by seven points to 914 from 927. The sex ratio refers to the number of women per 1,000 men, whereas the child sex ratio refers to the number of girls per 1,000 boys in the 0-6 age group. Although the overall sex ratio has improved, the drop in the child sex ratio remains a source of concern. The latest census figures revealed an alarming increase in the child sex ratio, which now stands at 914 girls, the lowest since independence, down from 927 in 2001.

Punjab, Haryana, Himachal Pradesh, Gujarat, Tamil Nadu, Mizoram, and the Andaman & Nicobar Islands have witnessed an increase in the ratio, while the remaining 27 States and Union Territories have witnessed a fall.

Mizoram had the highest score (971), followed by Meghalaya (970), and Haryana and Punjab had the lowest scores (830 and 846, respectively). Lahul and Spiti in Himachal Pradesh had the

greatest sex ratio in the 0-6 age group (1,013), while Twang in Arunachal Pradesh had the lowest (1,005). At 774 and 778, respectively, it was unacceptably low in Jhajjar and Mahendragarh (Haryana). According to census data, the sex ratio has risen in 29 states and union territories, with women outnumbering males in Kerala. The sex ratio of Daman and Diu is 618, second only to Dadra and Nagar Haveli at 775. Mahe (Pondicherry) has the highest sex ratio of 1,176, followed by Almora in Uttarakhand, which has a sex ratio of 1,142. It is lowest in Daman, at 533, and highest in Leh, Ladakh, at 583. The sex ratio in the three major states of Jammu and Kashmir, Bihar, and Gujarat has decreased as compared with the figures of census 2001.

India is the most perilous country in the world to give birth to a girl kid. According to the most recent data from the United Nations Department of Economic and Social Affairs (UN-DESA), India and China are the only two nations in the world where female infant mortality is higher than male infant mortality in the 2000s, based on data from 150 nations over 40 years.

### **5.5.2 Reasons for Declining Sex Ratio**

There may be lot of reasons for declining sex ratio and we will discuss the important reasons as follows:

#### **1. Abortion of female foetuses**

Many studies have found that prenatal sex determination, followed by abortion of female foetuses, is the main cause of India's poor sex ratio. Patriarchal communities in many regions of India have turned their prejudice and bigotry into a compulsive desire for boys and discrimination against the girl child, in addition to the misuse of technology.

#### **2. The problem of son preference**

However, because of the tradition of son preference in many countries, the sex ratio deviates from these norms. Son preference is most common in a swath of countries stretching from East Asia to South Asia, as well as the Middle East and North Africa. Sons are preferred because they have a higher wage-earning capacity, which is especially important in agrarian economies, (ii) they hold on the family line, and (iii) they are more likely to inherit. Because of the dowry system, girls are frequently viewed as a financial burden; after marriage, they typically become members of the husband's family, relinquishing responsibility for their parents in times of illness.

#### **3. Poverty**

Poverty is one of the reasons contributing to the sex ratio's decline. Tamil Nadu, for example, has a high sex ratio yet a low poverty rate. Many girls are denied access to nutritional food in some states due to poverty. Women and girls are deprived of the opportunity to live a healthy life

#### **4. Lack of empowerment of women**

Women's empowerment is lacking, particularly in rural areas. Women do not have the same opportunities as males. Women are unable to establish their position in many regions due to a lack of education. The state of Uttar Pradesh has turned into a graveyard for young women.

## **5. Impact of population policies**

Family planning programs encourage families to have one or two children, with male children being preferred over female children. It is also true in the case of China, which has long followed a one-child policy and currently has a large male population.

## **6. Infant and maternal mortality**

The number of babies who die before reaching the age of one is referred to as the infant mortality rate. The sex ratio suffers greatly as a result of female foeticide. Maternal mortality also plays a role in the diminishing sex ratio, as most women die after childbirth as a result of poor care and a lack of facilities.

## **7. Female infanticide**

In India, there is still a desire for male children, and female infanticide is still endemic in some areas. According to the United Nations Population Fund, at least 117 million girls go “missing” owing to sex-selective abortions around the world.

### **5.5.3 Implications of Adverse Sex Ratio for India’s Future**

The sex ratio is gradually dropping, according to a Youth in India report released by the ministry of statistics and programme implementation. By 2031, it is expected to drop to 898. This might have far-reaching consequences.

- a) The scarcity of women has resulted in an uptick in violence against them. An increase in crimes such as human trafficking and forced marriages is likely.
- b) This will lead to a situation in which, in addition to the engrained preference for boys, people will be less interested in females because they believe it will be difficult to keep them safe. Fear of violence, according to a study conducted by Haryana's Centre for Social Research, is a factor in female foeticide.
- c) Patriarchy will be reinforced in a male-dominated society.
- d) The financial implications are severe because this means that a large section of the productive population is missing (impact on agriculture sector) and that men's ability to work is harmed by the lack of women.
- e) Due to a lack of females, the civilization may experience a period of extended bachelorhood.
- f) Due to the scarcity of brides, new waves of migration from adjacent nations may occur, resulting in societal friction as these brides bring with them various cultures and practices.

### **5.5.4 Suggestive Measures to Balance Gender Ratio**

The government should take the following suggestive measures to improve the sex ratio:

- Improved implementation of the PCPNDT Act.
- Birth ratios should be actively monitored.
- Medical audits of all ultra sound examinations performed by registered clinics, including sale-purchase records of ultra sound machines, and public disclosure of these records
- Long-term social campaigns, financial incentives for parents who give birth to a female child, free educational scholarships, and female reservation in educational institutions and workplaces

- Active participation of the community, NGOs, and other voluntary organizations, as well as SHGs, is required, with government support.
- The study's recommendations included strict enforcement of laws prohibiting female foeticide and dowry, providing an old age pension for parents without a son, providing free and compulsory education for girls, job reservation for women in specific occupations, and giving them an equal share in the property in the true sense of the word. It is necessary to make an effort to put these into practice.
- Children should be taught about morals and the importance of avoiding dowry, female foeticide, and gender bias. Children's minds should be affected in such a way that they grow up to be adults who believe dowry and female foeticide are wrong.
- Women should be socialized to think of themselves as equal to males from an early age. This would have a good impact on future generations, as today's girl child will be tomorrow's mother and in-law.
- Government must take the lead in setting a mission for balancing the sex ratio by the next census operation through a coordinated mix of reinforcement programs and support mechanisms in order to mobilize support from various groups and channel their efforts in a focused manner.

### **5.5.5 Government Measures**

The government has made the following efforts to improve the sex ratio:

- **Beti Bachao, Beti Padhao**

The survey's findings bring into focus the government's initiative that celebrates the girl child and enables her education with 100 percent assistance from the central government at the district level. After covering 161 districts over two phases, it aims to cover the remaining 479 (as per Census 2011) in the third phase. Among other things, it intends to increase the sex ratio at birth in designated gender-critical regions by two points in a year. Under this plan, there is no provision for direct benefit transfer.

- **Legal measures**

The Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act (PNDT Act) was enacted by the Indian government in 1994 in response to an unprecedented drop in juvenile sex ratios and the proliferation of private clinics that advertised and performed sex determination tests using ultra sound machines, particularly in northern India. The statute went into effect in 1996, prohibiting the use of a sonogram to determine the sex of a fetus or to communicate that information to the mother, but it proved difficult to implement despite a persistent campaign and public debate in the print media.

- **Awareness Activities**

Through print and visual media, efforts have also been made to raise awareness of the act. For example, a public service announcement ordered clinics to publicly declare that no fetal sex determination is authorized or practiced at their facilities. At the district and subdistrict levels, the law has been widely publicized through hoardings and wall murals. At the district and subdistrict levels, the law has been widely publicized through hoardings and wall murals. Posters

warning about the dangers of performing, assisting, and abetting sex selective abortions have been seen all throughout the country. A series of publications have been published that contain compilations of essays on the subject. There have been films made.

## **5.6 Answer to Check Your Progress**

### **5.6.1 Write a short note on the following:**

1. Perinatal Mortality Rate
2. PHC
3. CHC
4. Maternal Mortality Rate (MMR)
5. MMR as Vaccination
6. Infant Mortality Rate
7. Janani Suraksha Yojana (JSY)
8. Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA)
2. Neonatal Mortality Rate
3. Postneonatal Mortality Rate
4. premature birth
5. Birth spacing
6. Vaccination

### **5.6.2 Long Answer Type Questions**

1. Elucidate the current health scenario in rural India and comment on the health care infrastructure available in rural India.
2. Comment on the health care practices in rural India and also discuss the problems of health care in rural areas of India.
3. Identify the role of Government for strengthening the health care infrastructure in rural India. Give your own suggestions for further strengthening the health care in India.
4. Define Maternal Mortality Ratio. Discuss the significant reasons behind high MMR in India.
5. Give the scenario of Maternal Mortality Rate in India and compare it with the global scenario.
6. describe the interventions and solutions to reduce Maternal Mortality and also discuss the initiatives by the Government to control it.
7. Elaborate IMR in detail. Discuss the various types of IMR.
8. Identify the different causes of high Infant Mortality Rate.
9. Explain IMR. Discuss the various measures used by Governments to lower the infant mortality rate.
10. Interpret sex ratio. Describe the reasons for declining sex ratio.
11. Express adverse sex ratio. Recognize the implications of adverse sex ratio for India.
12. You being a responsible citizen, suggest some measures to balance the gender ratio and what you are expecting from the Governments to handle this problem.
13. Discuss the initiatives of Government to control adverse sex ratio.
14. Determine the role of Government for improving the health care with special emphasis on MMR, IMR and sex ratio

# **CERTIFICATE COURSE IN RURAL MANAGEMENT**

## **COURSE: RURAL SECTOR IN INDIA**

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### **UNIT VI RURAL UNEMPLOYMENT**

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#### **Structure**

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##### **6.9.1 Short answer type questions**

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#### **6.0 Objectives**

After studying this lesson, you should be able

- To understand the concept of unemployment
- To understand the concept of rural and urban unemployment
- To analyse the situation of rural unemployment in India

- To discuss the causes of rural unemployment in India
- To analyze the consequences of rural unemployment in India
- To identify the employment generation schemes for rural India.

## **6.1. Introduction**

Indian economy is a developing economy. The nature of employment and unemployment, therefore, sharply differs from industrially advanced economies. Indian economy, is predominantly a rural economy, where two third of its labour force is still dependent on agriculture. Subsequently, the bulk of unemployment in India, also manifest itself in rural areas. The rural unemployment has two aspects viz. seasonal and perennial. The agriculture, which is the principal occupation in rural India, is by nature a seasonal occupation. It is estimated that at least for five to seven months a year, depending upon conditions, the agricultural workers face seasonal unemployment. The increase in population, without corresponding increase in cultivable land, has resulted in under employment, is its perennial under employment or chronic disguised unemployment. The increase in population, without corresponding increase in cultivable land, has resulted in under employment or disguised unemployment and it is of perennial nature. The National Sample Survey Organisation (NSSO) conducts Employment & Unemployment Surveys, regularly on quinquennial basis to measure inter-alia employment & unemployment situation in the country. As in rural areas, the level of employment and unemployment to a greater extent depends on normal monsoon, floods and drought conditions in the country, the measurement of employment and unemployment situation, therefore, becomes quite difficult.

## **6.2. Unemployment**

An unemployed person is one who having potentialities and willingness to earn is unable to find a remunerative work. Sociologically, it has been defined as “forced or involuntary separation from remunerative work of a member of the normal working force during normal working time at normal wages and under normal conditions”

Unemployment as “condition of involuntary idleness”. According to Karl Pibram “Unemployment is a condition of the labour market in which the supply of labour power is greater than the number of available openings”. According to Gillin and Gillin, unemployment is

“condition in which a person is able and willing to work normally, dependent upon his earning to provide the necessities of life for himself and family is unable to obtain gainful employment”.

Official definition of unemployment

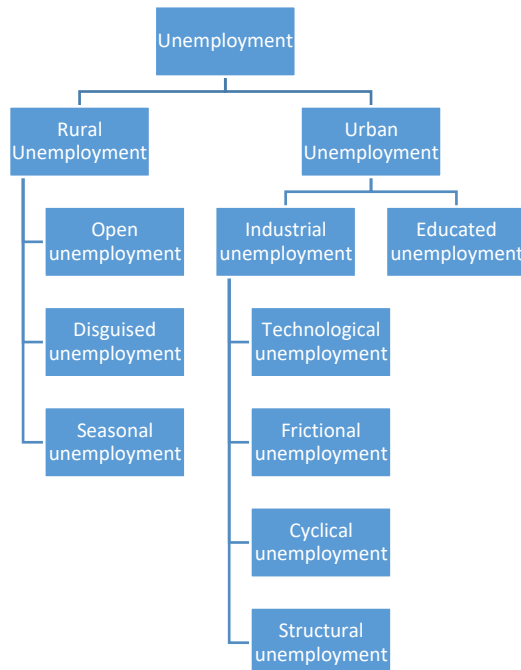
According to International Labor organization, unemployment comprises “all persons within the age limits specified for measuring the economically active population, who during the reference period were:

- (a) ‘without work’ – were not in paid employment or self employment as specified by the international definition of employment
- (b) ‘currently available for work’ – were available for paid employment or self-employment during the reference period; and
- (c) ‘seeking work’ – had taken specific steps in a specified recent period to seek paid employment or self-employment”

<b>Persons who</b>	<b>....are willing and available for (alternative) work</b>	<b>....are not willing and not available for (alternative) work</b>
<b>...work or have a job</b>	Underemployed	Employed
<b>...do not work or do not have a job</b>	Unemployed	Inactive



### 6.3. Types of Unemployment



Unemployment can be categorized into two main categories i.e. Rural unemployment and Urban unemployment.

**Rural unemployment:** Majority of population of India lives in rural areas. Rural areas does not have enough employment opportunities available. This causes unemployment in rural segment and takes the form of rural unemployment. Rural unemployment can further be of three types:

- **Open unemployment:** This refers to the unemployment which arises when individuals are willing to work, has capability to work but cannot find appropriate employment.
- **Disguised unemployment:** This is the type of unemployment where more workers on a job than the required number of people on the job. In such situation, all the employed workers do not contribute in creating output. Marginal physical productivity of extra workers working is zero. Such type of unemployment is hard to measure.
- **Seasonal unemployment:** This is the type of unemployment happens when workers remain out of work due to unavailability of work for a particular season. Seasonal unemployment is result of cycle of economic activity or business cycle or harvest cycle.

**Urban unemployment:** Urban unemployment is the unemployment of people living in urban areas. Generally the people unemployed in urban areas are registered on unemployment exchanges. Urban unemployment can be categorized into following categories:

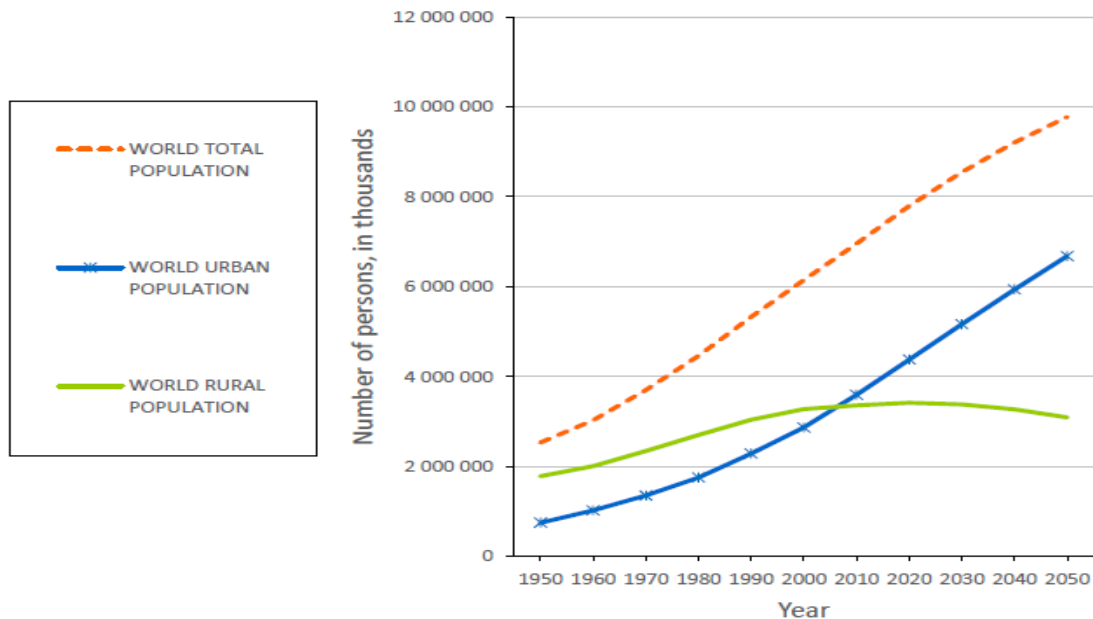
- **Industrial unemployment:** This is the type of unemployment that arises due to changes in industrial sector. Persons who have willingness to and capable of working but cannot find work due to industrialization.
- **Education unemployment:** This is the unemployment that happens when the educated, capable and willing persons are not in capacity to find employment. It is one of the horrifying unemployment situation in urban areas and indicates a situation of over-population or overcrowding of urban areas.
- **Technological unemployment:** This type of unemployment occurs due to technology upgradation. Existing workforce is not in capacity to cope and upgrade itself for new technology and thus, could not remain employed.
- **Frictional unemployment:** This is the type of unemployment happens when workers try to shift from one job to other or due to some other reason leave their current job and could not find the other job. This type of unemployment is short term and is considered natural during the process of job search.
- **Cyclical unemployment:** This is the type of unemployment that is caused due to cyclical effects of business cycle. Mostly during the contraction phase of business cycle, the companies try to cut cost and lay off employees. Such unemployment reduces the income of laid off workers and thus, lowers the consumption and expenditure in the economy.
- **Structural unemployment:** This is the type of unemployment that refers to a mismatch between the jobs available and the skill levels of the unemployed. This occurs when the economy undergoes structural changes.

Three **major sources of official data on unemployment in India** include:

1. The national sample survey organization
2. Census of India
3. Directorate general of employment and training data of registration with employment exchanges

## 6.4. Dynamics of Rural unemployment

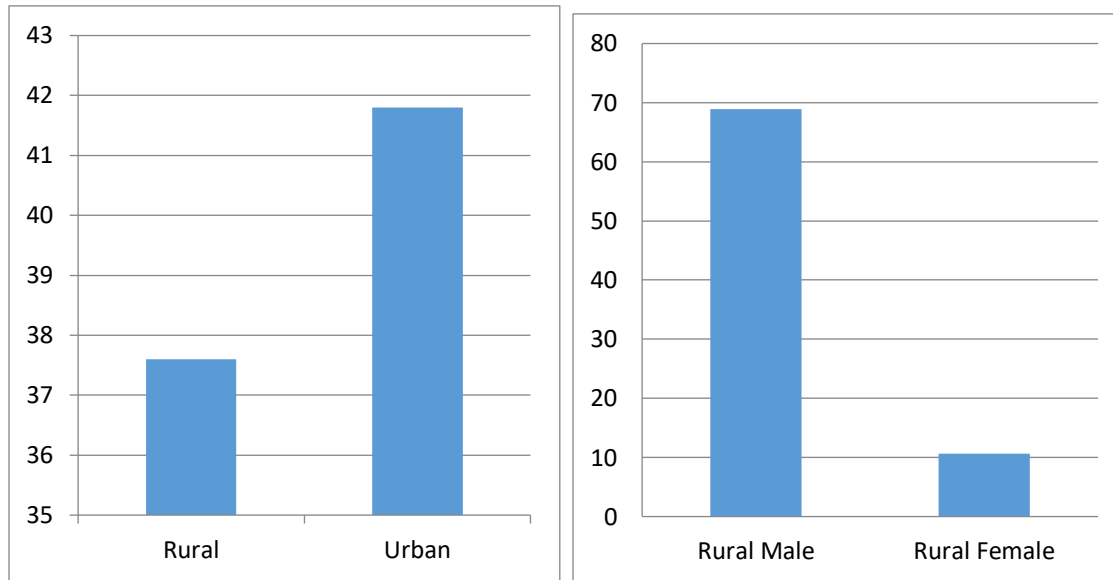
Understanding the dynamics of rural unemployment is important to understand the concerns related to population growth and linkages to decent work. Such dynamics help us in understanding the linkages of unemployment with rural poverty and productivity employment. The Global population is on rise with approximately 55 % of world's population in 2018 living in urban areas in comparison to 30% of world population in 1950. According to report of International Labor organization, Africa and Asia has approximately 90% of world's rural population. India is the country with largest rural population followed by China. The trends in rural and urban population for the world are shown in figure below



(Source: United Nations, Department of Economic and Social Affairs, Population Division (2018). World Urbanization Prospects: The 2018 Revision)

During the period of November 2019, world stepped into a pandemic COVID-19. In response to contain the virus and deal with the global health emergency, India went for nationwide consecutive lockdowns. The lockdowns, pandemic and halt in the economic engine resulted in fluctuation in employment level. Both urban as well as rural areas have got under immense pressure. Rural unemployment levels have risen to a level of 14.34% in May 2021. During the mid-2021, rural unemployment levels have touched the 50 week high. Economists are estimated that the infection rate due to COVID-19 coupled with unemployment have led to migration of

rural labour to rural areas from urban areas. Lockdowns and curfews are leaving people unemployment along with other consequences like poverty, distress, debt trap etc. The unemployment levels in India during the period of Jan – Apr 2021 are shown in figure below:



(Source: CMIE, Jan-Apr 2021)

## 6.5. Causes of Rural Unemployment

- **Seasonal unemployment:** inherent in the agricultural sector and certain manufacturing units like sugar and ice factories. The nature of work in a sugar factory or an ice factory is such that the workers have to remain out of work for about six months in a year.
- **Agricultural unemployment:** on account of a number of factors. First, the landholdings are so small that even the family members of the working age groups are not absorbed by the land. Second, the nature of the work is seasonal. Broadly speaking, a cultivator in India remains unemployed for about four to six months in a year. In Rural Society agriculture is the only means of employment. However, most of the rural people are engaged directly as well as indirectly in agricultural operation. But, agriculture in India is basically a seasonal affair. It provides employment facilities to the rural people only in a particular season of the year. For example, during the sowing and harvesting period,

people are fully employed and the period between the post harvest and before the next sowing they remain unemployed. It has adversely affected their standard of living.

- **Fragmentation of Land:** In India, due to the heavy pressure on land of large population results the fragmentation of land. It creates a great obstacle in the part of agriculture. As land is fragmented and agricultural work is being hindered the people who depend on agriculture remain unemployed. This has an adverse effect on the employment situation. It also leads to the poverty of villagers.
  - **Backward Method of Agriculture:** The method of agriculture in India is very backward. Till now, the rural farmers followed the old farming methods. As a result, the farmer cannot feed properly many people by the produce of his farm and he is unable to provide his children with proper education or to engage them in any profession. It leads to unemployment problem.
  - **Decline of Cottage Industries:** In rural India, village or cottage industries are the only means of employment particularly of the landless people. They depend directly on various cottage industries for their livelihood. But, now-a-days, these are adversely affected by the industrialisation process. Actually, it is found that they cannot compete with modern factories in matter of production. As a result of which the village industries suffer a serious loss and gradually closing down. Owing to this, the people who work in there remain unemployed and unable to maintain their livelihood.
  - **Defective education:** The day-to-day education is very defective and is confined within the class room only. Its main aim is to acquire certificate only. The present educational system is not job oriented, it is degree oriented. It is defective on the ground that is more general than the vocational. Thus, the people who have getting general education are unable to do any work. They are to be called as good for nothing in the ground that they cannot have any job here, they can find the ways of self-employment. It leads to unemployment as well as underemployment.
- Lack of transport and communication:** In India particularly in rural areas, there are no adequate facilities of transport and communication. Owing to this, the village people who are not engaged in agricultural work are remained unemployed. It is because they are unable to start any business for their livelihood and they are confined only within the limited boundary of the village. It is noted that the modern means of transport and communication are the only way to trade

and commerce. Since there is lack of transport and communication in rural areas, therefore, it leads to unemployment problem among the villagers. • Inadequate Employment Planning: The employment planning of the government is not adequate in comparison to population growth. In India near about two lakh people are added yearly to our existing population. But the employment opportunities did not increase according to the proportionate rate of population growth. As a consequence, a great difference is visible between the job opportunities and population growth. On the other hand it is a very difficult task on the part of the Government to provide adequate job facilities to all the people. Besides this, the government also does not take adequate step in this direction. The faulty employment planning of the Government expedites this problem to a great extent. As a result the problem of unemployment is increasing day by day.

- **Cyclical unemployment:** it is caused because of the ups and downs in trade and business. When the entrepreneurs earn high profits, then invest them in business which increases employment, but when they get fewer profits or suffer from losses or their products remain unsold and pile up, they reduce the number of workers in their industries which causes unemployment.
- **Rapid Population Growth:** It is the leading cause of unemployment in rural India. In India, particularly in rural areas, the population is increasing rapidly. It has adversely affected the unemployment situation largely in two ways. In the first place, the growth of population directly encouraged the unemployment by making large addition to labour force. It is because the rate of job expansion could never have been as high as population growth would have required. Secondly, the rapid population growth indirectly affected the unemployment situation by reducing the resources for capital formation.
- **Limited Land:** : Land is the gift of nature. It is always constant and cannot expand like population growth. Since, India population increasing rapidly, therefore, the land is not sufficient for the growing population. As a result, there is heavy pressure on the land. In rural areas, most of the people depend directly on land for their livelihood. Land is very limited in comparison to population. It creates the unemployment situation for a large number of persons who depend on agriculture in rural areas.
- **Rudimentary want structure,** limited horizons and lack of aspirations which enables the farmer to be satisfied with a very low level of income.

## 6.6. Consequences of rural unemployment

Unemployment imposes severe costs on individuals. These costs increase in the duration of unemployment, that too at an increasing rate. Individuals unemployed for long duration could witness atrophy or obsolescence of skills, and can be considered as victims of social exclusion and capability failure

- **Personal and family disorganization:** Person faces disillusionment and falls easy prey to cynicism. Families also get disorganized while facing the tough times arising due to unemployment. Family members leave the rural areas and tend to move to urban areas for employment purposes. This leads to migration of rural people to urban areas. Further, unemployed rural people who fail to generate income suffer depression and many cases of suicide are also reported due to chronic unemployment and poverty.
- **Social disorganization:** It is hard to measure. Social disorganization is a breakdown of the social structure, or change because of which old forms of social control no longer function affectively or a process by which social relationships between members of a group are broken or dissolved. The activities of the unemployed are so restricted and their attitudes so bitter that in this phase of disillusionment and discouragement, they lose their desire to work and their skills may deteriorate with a resultant loss to the whole community.
- **Increase in poverty:** Unemployment generally leads to increased levels of poverty. First, the unemployment may fall into debt trap and end up rest of his life while paying back high interest payment. Secondly, poverty combined with high rate of interest causes the dominance of private money lenders (who offer loans without much paper work/guarantee) in the rural areas and probably make unemployed person work for them. Thirdly, the increased poverty, engulfs the other members of family and the chances of family growth also gets sacrificed, leading to poverty trap.
- **Increase in social evils:** social evils like robbery, crime etc. rise. The social consequences of the educated unemployed are quite serious. We will find that people with superior qualifications are doing jobs which could be done by less qualified people. This results in underutilization of one's capacity. Similarly there may be clerks and typists with post graduate qualifications where perhaps matriculates could do the work.

This is because people with lesser qualifications are unable to find jobs so they go for higher education with the hope that they will be in a better position to qualify for the same jobs.

Many thieves, pickpockets, smugglers, drug traffickers etc. take up these activities because they are unable to find gainful employment. The frustrations of unemployed youth can also lead to terrorism. The highly educated unemployed have anger against society for their state of affairs.

- **Disguised unemployment:** Rural unemployment in the form of disguised or open unemployment has negative consequences in the form of wastage of human resources. This leads to underutilization of resources and hampers the growth of economic development for the country.
- **Unproductive consumers:** Unemployed rural people do not have capacity to spend. They generally take form of unproductive consumers, as the consumption of unemployed person is not equated with any income or contribution in the production. Thus, unemployed people fail to contribute in capital formation for rural economy.

### **6.7. Remedies for reducing unemployment**

1. Creation of opportunities for self-employment: Unemployment can be reduced by creating opportunities for self-employment and promotion of entrepreneurship. Such schemes help in bringing rural people into mainstream economy and enter the circle of income and consumption.
2. Augmenting productivity and income levels of the working poor
3. Shift in emphasis from creation of relief type of employment to the building up of durable productive assets in rural areas.
4. Instead of attempting to revert somewhat to protectionist policy and emphasizing on common minimum programme.
5. Reconstruction of agriculture: Irrigation facilities should be improved so that agriculture should not be at the mercy of monsoons. Institutional framework and agrarian relations vigorously be adopted to provide social justice and economic equality.



6. Adoption of labour-intensive techniques: Prof. Mahalanobis for basic and key industries which is based on capital intensive techniques our government should try to adopt labour intensive techniques for new fields of production.
7. Rapid industrialization: to solve the problem of industrial unemployment, remedy lies in stepping on industrial efficiency. It means that the expansion of existing and the development of new industries are urgently required.
8. Population control: there is no second opinion to say that population in India is running at a very high speed. Unless this problem is not checked, the problem of unemployment cannot be solved properly. Efforts should be made to raise the agricultural and industrial production. Therefore, special drive should be made to make the programme of family planning a good success specially in rural and backward regions of the country.
9. Re-orientation of education system: To solve the problem of educated unemployment in rural areas, India should reconstruct the education system and overhaul according to changing environment of the country. There must be vocationalisation of education. Proper education should be imparted to the younger men who will be in a position to start certain cottage and small scale industries of their own choice especially at village level.
10. Extension of social services: Extending social services to support the basic amenities would help people from rural background to go out and work. For example, providing support to the old aged people in the family and children in the family through government support enable women to enter engage in full time employment and earn income for the family.
11. Better transportation facilities for rural areas: Rural areas should be provided with better transportation facilities to make it easy for the rural people to travel from one place to another for the purpose of employment. This will increase the probability of the rural population to explore more opportunities and equip themselves better off with employment
12. Encouragement of small enterprises: Government of India is focusing on encouraging the growth of micro, small and medium enterprises in rural areas. This will help in providing employment to local rural people.

13. Guiding centers and more employment exchanges: Another way of improving employment levels among the rural people is to guide the rural people on the employment opportunities available. Such awareness can be provided by guiding centers and employment exchanges being set up in rural areas.

## **6.8. Employment generation schemes for rural India**

The government has a key role to play in employment generation in the country. In fact, it must persevere to increase the employment levels of the country. In the light of this, governments in the past have acted to deal with unemployment in India. Few main schemes focusing on generation of employment opportunities for rural India are highlighted below:

1. National Rural Employment Guarantee Act (NREGA) was passed in 2005. It seeks to provide 100 days of guaranteed wage employment to rural households willing to perform unskilled manual work.
2. Employment guarantee Scheme (EGS): It was launched in 1972. The scheme aimed to provide employment to rural population. Initiated in Maharashtra, the scheme was extended to other states.
3. Swarajayanti Gram Swarozgar Yojana (SGSY): This scheme was launched as part of Integrated Rural Development Programme. The scheme was launched in 1999. The aim of the scheme was to bring in self-employment for rural population
4. Pradhan Mantri Rozgar Yojana (PMRY): This scheme was launched in 1993. The aim of the scheme was to create employment to rural population.
5. Training Rural Youth for Self-employment (TRYSEM): This scheme was launched in 1979. The aim of the scheme was to reduce unemployment by training the rural youth about different trades and make them self-employment. This scheme was merged into Swarnajayanti Gram Swarozgar Yojana in April 1999.
6. Jawahar Rozgar Yojana (JRY): This scheme was launched in 1989. The scheme aimed to create employment in backward and rural districts. The scheme was renamed as Jawahar Gram Samrudhi Yojana in 1999. The scheme is now part of programme for building rural economic infrastructure as secondary objective.

7. Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS): This scheme was launched in 2009. The scheme aimed to provide minimum of 100 days of guaranteed wage employment to rural unskilled work on volunteer basis. The scheme offered manual unskilled work.
8. Sampoorna Gramin Rozgar Yojana (SGRY): The scheme was launched to provide employment to rural poor by Government of India. Sampoorna Gramin Rozgar Yojana has been created by combining the provisions of schemes under Jawahar Gram Samridhi Yojana and Employment Assurance Scheme.
9. Deen Dayal Antyodaya Yojana- National Livelihoods Mission: This mission was launched in the form of 'Aajeevika- National Rural Livelihood Mission' in year 2011. The scheme was launched by Ministry of Rural Development. It is partially funded by World Bank. The aim of the scheme is to touch the lives of 7 crore rural poor households via Self Help Groups. The scheme umbrellas various sub schemes:
  - a. Aajeevika Grameen Express Yojana
  - b. Mahila Kisan Sashaktikaran Pariyojana
  - c. Start-up Village Entrepreneurship Programme
  - d. National Rural Livelihoods Project
10. Deen Dayal Upadhyaya Grameen Kaushalya Yojana 2014: The scheme was launched in 2014. The aim of the scheme was to reduce poverty and provide regular employment to rural people.
11. National Policy for Skill Development and Entrepreneurship 2015: This scheme was launched to provide boost to entrepreneurship and engage private sector participation across country. The scheme specifically focused on encouraging the development of entrepreneurs among rural youth and women.
12. Startup India Initiative: This scheme was launched in 2016. The aim of the programe is to "strength and inspiration to the talented young generation of India to do something new for India and humanity".
13. Pradhan Mantri Kaushal Vikas Yojana (2016-2020): The aim of this scheme is to develop and encourage skills in young rural population by providing monetary assistance and training. Government is regularly disbursing funds for the scheme and has allocated a budgeted amount of INR 12,000 crores (till 2020).

## **6.9. Test your knowledge**

### **6.9.1. Short answer type questions**

1. Write a short note on unemployment
2. Enumerate the reasons for rural unemployment in India.
3. Discuss the concept of Rural unemployment

### **6.9.2 Long answer type question**

1. Distinguish between rural unemployment and urban unemployment
2. Discuss the rural employment generation schemes in India
3. Analyse the rural unemployment situation in India
4. How rural unemployment situation can be solved in India?

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**CERTIFICATE COURSE IN RURAL MANAGEMENT**  
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**UNIT: 7 RURAL RESOURCES**

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**Structure**

- 7.0 Objectives
- 7.1 Introduction
- 7.2 Meaning and Concept
- 7.3 Types of Rural Resources
  - 7.3.1 Land
  - 7.3.2 Water
  - 7.3.3 Energy
  - 7.3.4 Forests
- 7.4 Uses and Impacts of Rural Resources
- 7.5 Conclusion
- 7.6 Answers to check your progress
- 7.7 Terminal questions
- References

**7.0 Objectives**

After studying this unit, you should be able to:

- Explain the meaning of rural resources.
- Discuss the features of rural resources.
- Outline the importance of rural resources.
- Describe the role of rural resources for sustainable rural development.
- Explain the different types of rural resources.
- State the role and status of rural resources in India.
- Explain the uses and impacts of rural resources.

**7.1 Introduction**

Rural resources are essential components for rural development. Such resources play a vital role in the survival and growth of the human beings of rural population. Major rural resources include water, land, forests, energy, soil etc. Rural resources are multi-dimensional, and a variety of utility aspects are related to these invaluable gifts of nature. In fact, these are life supporting systems available in the universe in different forms. Rural development refers to socio-economic development of the rural population. It involves proper utilization of the rural resources as well.

Rural development is imperative for the development of any nation particularly developing economies. In a country like India, where around two-third of the population lives in villages, the development of the country is not possible without the development of rural areas. For sustainable rural development, the role of rural resources is very significant. The availability and effective utilization of the rural resources determine the level of rural development at large. Agriculture is the main occupation of rural people.

Rural resources are the main source of livelihood apart from food, shelter and fulfillment of other various requirements. Adequate access and optimum use, these are the key challenges with respect to the rural resources. In most of the circumstances, exploitation of rural resources by the human beings is a key issue of concern. Various other challenges have emerged with the growth and development, migration to urban areas, emerging laws and policies, climate change, international concerns etc. Moreover, access to the rural resources is a determining factor for the eradication of rural poverty. The optimal utilization of rural resources contributes towards generation of employment opportunities, which is necessary for solving the problems of rural people as far as issue of poverty is concerned. In many of the cases, a large amount of rural resources are not optimally used and opportunities available for the rural development are not fully exploited. No doubt, agriculture is the main occupation in rural segments; however, there are certain limitations in using only this as a primary source of livelihood. The identification and utilization of other rural resources need to be exercised in order to solve the inherent problems concerning rural development.

From the above perspective, it is very clear that rural resources are significant contributors towards the achieving the goals of rural development. The sustainable rural development with the help of resource management approach has emerged as key focus areas in the domain of rural development. Such practices are very helpful in enhancing the scope for rural entrepreneurship for rural youth. Rural based industries are also key focus areas emerging for ensuring rural development. The government institutions have framed specific policy framework in this context to attain the targets of sustainable development. The effective use of rural resources has significant impacts on human life, food security, employment generation environmental sustainability, agriculture productivity, and livelihood of rural society among others.

In this way, rural resources have wider implications both for rural development as well as overall development of the nation. For this purpose, access and fair use is of utmost significance from the sustainability point of view. It is possible with effective strategies for the resource management. Since the effective management of the resources is of great importance, at the same time, it is also very challenging due to geographical variations and widespread availability of the resources. Moreover, every category of rural resource is unique in nature. Therefore, developing a specific resource-based management strategy is crucial for sustainable growth and outcomes. The role of rural community is equally important as they are direct users of these resources at large.

## **7.2 Meaning and Concept of Rural Resources**

Resources are necessary for the socio-economic development of the people. With the help of resources, it is possible to ensure smooth living in the world. Broadly, resources are of two types:-

- (i) Natural resources
- (ii) Man-made resources.

Both types of resources are vital for the existence and survival of the living beings. The development of any nation depends upon the quantity, quality and utilization of the available resources. In developing nations like India, majority of the population resides in rural areas. The rural society is highly dependent on the rural resources such as land, water, forests, energy etc. These resources play important role for the livelihood in the villages. India is a land of villages. The development of India is not possible without the development of rural areas. Rural resources are most important components for the sustainable development.

## **7.3 Types of Rural Resources**

The major rural resources are:

- Land
- Water
- Energy
- Forests

These are explained in the following manner: -

### **7.3.1 Land**

Land is the most significant category of rural resources. The main occupation of the rural society is agriculture. Land is a key source of livelihood for the rural society due to dependence on the agriculture. Broadly, ownership of the land may be personal and common. The usage of land is done for multi-dimensional purpose. It provides crops, fruits, vegetables, shelter, medicines etc. The demand of the land is increasing owing to the growth of population.

The acquisition and use of land are very crucial for fulfilling the diverse needs of rural population. The land is categorized based on its use. It can be classified as follows: -

- Land use for agriculture purpose.
- Land used for non-agriculture purpose.
- Fallows.
- infertile Land
- Forests
- Pasture and grazing fields etc.

Optimum utilization of land resources is very important for the rural development. As land is fixed asset and cannot be increased with the increase in demand. With the increase pressure on land resource due to the economic growth, it is very necessary to manage this most valuable resource for the uplift of the rural people. The government has also devised various policies and strategies to ensure proper use of land resources both in urban and rural areas. A proper land use pattern assists in socio-economic development of the community at large.

The following table shows the percentage of land area cover in India under different categories: -

**Table7. 1: Land Occupation Area**

<b>Land Area Cover</b>	<b>Percentage</b>
Forests	23%
Area under non-agricultural use	8%
Barren and un-culturable land	6%
Pastures and other grazing lands	3%
Culturable waste	4%
Miscellaneous tree crops not included in the net area sown	1%
Fallow land other than current fallow	3%
Current fallow	5%
Net area sown	47%

Source: Min. of Statistics and Programme Implementation Government of India



**Table 7.2: Key Numbers of Land Area in India**

<b>Country area</b>	<b>328,726 thousand hectares</b>
<b>Land area</b>	<b>2,973,190 sq. km</b>
<b>Inland water</b>	<b>31,407 thousand hectares</b>
<b>Forest area</b>	<b>716,272 sq. km</b>
<b>Forest area as a share of land area</b>	<b>24.1%</b>
<b>Arable land as a share of land area</b>	<b>52.6 %</b>
<b>Other land</b>	<b>46,018 thousand hectares</b>
<b>Total area equipped for irrigation</b>	<b>70,400 thousand hectares</b>
<b>Surface area</b>	<b>3,287,259 sq. km</b>
<b>Permanent cropland as a share of land area</b>	<b>4.4%</b>

**Source: [www.Knoema.com](http://www.Knoema.com)**

India has the highest arable land in the world. About 51% geographical area of India is used for cultivation. In agrarian economy like India, the pattern of land use depends upon various factors. The geographical landscape of India is very diverse. The physical features of the land resources as well as economic structure affect the effective utilization for the sustainable rural growth and development. However, there are also problems of land degradation that leads to decrease in the portion of agriculture land. Major causes of Land degradation are as follows:

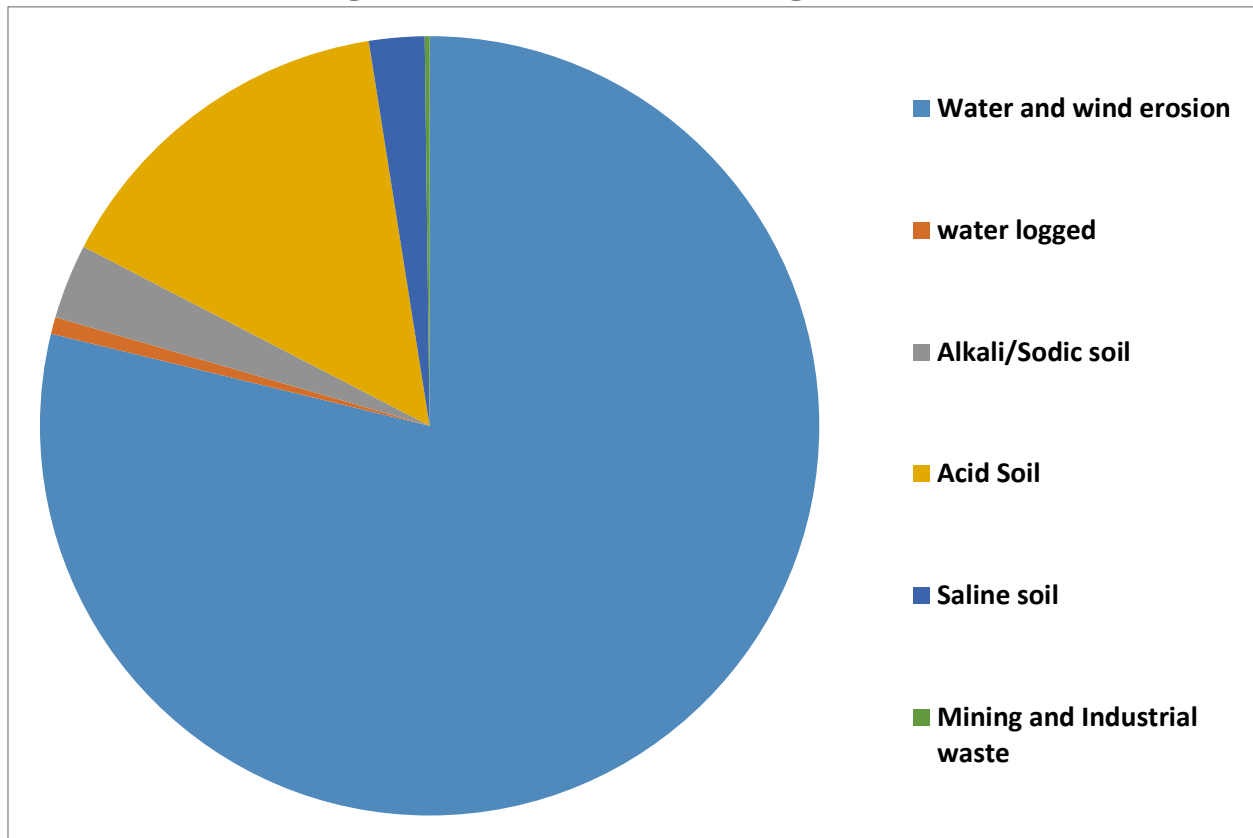
- Soil Erosion
- Landslides
- Desertification
- Droughts and Floods

Table 3 and figure 1 depicts causes of land gradation in India

**Table 7.3: Forms of Land Gradation**

Causes	Percentage
Water and wind erosion	78.80%
waterlogged	0.70%
Alkali/Sodic soil	3.10%
Acid Soil	14.90%
Saline soil	2.30%
Mining and Industrial waste	0.20%

**Figure 7.1: Forms of Land Degradation**



Source: Government of India, 2017

Keeping in this view, government is focusing on natural resource management for land use for the comprehensive development. Proper land use management is required for ensuring food security for the fulfillment of increasing population needs as far as food is concerned.

### 7.3.2 Water

Water is invaluable resource on earth. Around three fourth of the earth is covered with water. Water is indispensable for sustenance of eco-system. Human life is not possible without water. The major sources of water include surface water resources and groundwater resources. In rural areas, water is used mainly for irrigation purpose. Productivity of agriculture is highly dependent on the availability and use of the water resources. Water management occupies a great role across the globe due to its scarcity. Rise in population and increasing water pollution are the key reasons for ensuring safe water for all. Apart from agriculture, water is highly used resource for industries for different purposes. It is estimated that demand of water will increase many times in the coming years.

Water is a natural resource essential for life, food security, livelihood and sustainable development. India accounts for more than 18 % of the world's and 4% of world's water resources (GOI, Ministry of water resources). In India, where water is highly consumed for diverse purposes, the water level also declined drastically during past decades. In many of the areas, there is water crisis. The following are the main reasons for the water crisis: -

- Urbanization.
- Lack of proper water management framework.
- Increased water pollution.
- Interstate water conflicts.
- High wastage of water.

In rural areas, safe drinking water is a great challenge. In agriculture sector proper water management approaches are being framed and adopted for the optimum utilization of the water resources in the rural India. Water pollution particularly from industrial waste and lack of awareness among people for the proper use of this scarce source is another issue of concern. A well-planned water conservation policy needs to be developed. The focus should be on improving the quality of water along with the conservation of available water resources.

**Table 7.4: Water Demand in India  
(Water demand BCM)**

Sector	Standing Subcommittee of Ministry of Water Resources		NCIWRD	
	2025	2050	2025	2050
Irrigation	910	1072	611	807
Drinking water	73	102	62	111
Industry	23	63	67	81

Energy	15	130	33	70
Others	72	80	70	111
Total	1093	1447	843	1180

Source: Government of India (2017).

The above table shows the demand of water estimation in the year 2025 and 2050. It is quite clear that demand of water would increase in future. It is very essential to take steps to save water for the coming generations for their survival.

### Check your Progress A

#### 1. Which of the following statements are True and which are False.

- (i) Rural resources are not important for rural population.
- (ii) Rural resources are of many types.
- (iii) Rural resources are essential for rural development.
- (iv) Rural resources are unlimited.
- (v) Rural resources are valuable resources.
- (vi) There is need to protect the rural resources.

### 7.3.3 Energy

Energy is a key for sustainable growth and development. It is one of the major resources for socio-economic development of the nation. Energy resources are required for each and every activity of life. In rural areas, there is still lack of availability of energy resources. Lack of access to energy resources in rural areas impact the socio-economic growth of the rural population. The demand of energy resources is continuously increasing owing to the increase in the population and changing lifestyle patterns.

**Table 7.5: Availability of Energy Resources**

Year	Coal (Million Tonnes)	Lignite (Million Tonnes)	Crude Oil (Million Tonnes)	Natural Gas (Billion Cubic Metres)
2010-11	607.06	37.78	201.28	64.16
2011-12	642.63	42.77	209.82	64.45
2012-13	688.75	46.83	222.66	57.36
2013-14	722.56	44.64	227.03	52.37
2014-15	827.52	49.58	226.90	51.30
2015-16	847.58	45.48	239.79	52.51
2016-17	858.58	47.32	249.94	55.70
2017-18	896.09	46.98	256.12	59.17

2018-19	958.25	42.69	260.70	60.79
2019-20(P)	1002.15	41.89	259.12	64.14
<b>Growth rate of 2019-20 over 2018-19(%)</b>	<b>4.58</b>	<b>-1.87</b>	<b>-0.60</b>	<b>5.51</b>
<b>CAGR 2010-11 to 2019-20 (%)</b>	<b>5.73</b>	<b>1.15</b>	<b>2.85</b>	<b>-0.003</b>

**Source: NSO (2021)**

Energy resources can be categorized as follows: -

- Renewable and.
- Non-renewable Resources

Renewable resources are the sources that redevelop as fast as they are consumed like wind, water, solar etc.

Non-renewable resources are the most used type of energy resources in the present era. These are removed from the earth like nuclear material, fossil fuels etc.

Energy conservation is dire need of the hour to ensure the fulfilment of the requirements for energy resources. Access to energy is imperative for up lift of living standards of people. It requires optimum use and consumption of energy resources for better future of coming generations.

**Table 7.6: Consumption of Energy Units (In physical units)**

Year	Coal (Million Tonnes)	Lignite (Million Tonnes)	Crude Oil (Million Tonnes)	Natural Gas (Billion Cubic Metres)	Electricity (GWh)
2010-11	593.00	37.69	196.99	64.16	6,94,392.00
2011-12	638.73	41.88	204.12	64.45	7,85,194.00
2012-13	713.39	46.31	219.21	57.36	8,24,300.99
2013-14	739.34	43.90	222.50	52.37	8,74,208.57
2014-15	822.13	46.95	223.24	51.30	9,48,521.82
2015-16	836.73	42.21	232.86	52.51	10,01,190.68
2016-17	837.22	43.16	245.36	55.70	10,61,182.64
2017-18	898.50	46.32	251.93	59.17	11,23,426.86
2018-19	968.36	45.81	257.20	60.79	12,09,971.63
2019-20(P)	942.63	42.27	254.39	64.14	12,91,493.75

<b>Growth rate of 2019-20 over 2018-19(%)</b>	<b>-2.66</b>	<b>-7.73</b>	<b>-1.10</b>	<b>5.51</b>	<b>6.74</b>
<b>CAGR 2010-11 to 2019-20 (%)</b>	<b>5.28</b>	1.28	2.88	<b>-0.003</b>	<b>7.14</b>

**Source: NSO (2021)**

### **7.3.4 Forests**

Forests are significant resources on the earth. Around one third of the earth's area is covered by forests. Forests are important for human beings and biodiversity. Forests are great sources of timber, fodder, medicinal plants, fuel wood etc. Majority of the population in the developing economies depend upon forests for livelihood and survival. Forests are more significant for rural communities. Proper forest management is imperative for rural development.

Forests are main contributors towards vast biodiversity of India. India occupies place in mega diverse countries in the world. A large number of populations depend on forests for livelihood. Various programmes have been framed for optimum use of forests for the rural development.

Forests provide a wide range of resources and services for environment protection as well. Broadly, forests provide following facilities: -

**Protection-** Forests provide protection through soil and water conservation. These are also great shelters in case of adverse weather conditions.

**Regulation-** Forests assist in regulating and protecting the adverse impacts of gases on the environment. It is necessary for conducive environment in the era of climate change.

**Production-** Forests are great sources of wood, fruits and other materials. These resources are widely used in different industries for the consumption.

Owing to the vital natural resources and their contribution, it is also important to protect the forests. There is declining trends in the areas covered by the forests. It has adverse impacts on environmental degradation. Forest conservation and management is needed to protect the forests as well as increasing the number of trees for sustainable future. The key threat is deforestation. Due to deforestation, forest area is declining. The following are the main causes of deforestation: -

- Urban growth
- Industrialization
- Commercial Use of forest products
- Excessive grazing.

- Deforestation

Appropriate strategies for forest conservation development must focus on: -

- Protection of forests
- Restoration of forests.
- Conservation of forests

## Check Your Progress B

### 1. Fill in the blanks

- (i) Rural resources are essential for sustainable \_\_\_\_\_ development.
- (ii) Land, water, forests, energy etc. are \_\_\_\_\_ of rural resources.
- (iii) Energy resources are of \_\_\_\_\_ types.
- (iv) Water and land erosion are main causes of \_\_\_\_\_ degradation.
- (v) Forests are source of \_\_\_\_\_ on the earth.

## 7.4 Uses and Impacts of Rural Resources

**Socio-Economic Development-** Rural resources are very significant for socio-economic development of the rural society. Many requirements of the rural people are fulfilled with the help of rural resources in the form of food, shelter etc. It assists in survival and growth of the rural population.

**Employment Generation** – Rural resources are capable of generating employment opportunities for the villagers. Employment provides financial resources for the fulfillment of living needs. Owing to the increasing dependence on agriculture, there is need for alternatives for revenue generation. Rural resources are great source for employment generation.

**Rural Entrepreneurship** – Entrepreneurship is the way to utilize the available resources for livelihood in innovative manner. Rural resources can be used for developing new entrepreneurship avenues for the rural community. Rural youth can be trained to use the rural resources for entrepreneurship capabilities.

**Food Security-** Ensuring food for all is a key issue of concern all over the world. Rural resources are significant contributors for the provision of production with optimum quantity with equitable access.

**Environmental Sustainability-** Rural resources are necessary for environment protection. Sustainable environment is essential for the survival and growth of the socio-economic development of the public at large. Protection and conservation of resources are imperative for the survival of coming generations. The issue of climate change can be addressed only with the optimum use of natural resources.

**Sustainable Rural Development-** Rural development is the key for the inclusive growth of any country. Sustainable rural development is possible only with the utilization of rural resources.

Availability and access of natural resources are major determinates of sustainable rural development.

**Poverty Reduction-** Rural poverty is a grave issue of concern in developing nations. Owing to the lack of economic resources and infrastructure, majority of the rural population is suffering from the problem of poverty. Rural resources are very useful in reducing the poverty by providing and fulfilling various basic needs of the people.

## 7.5 Conclusion

Rural resources are vital for sustainable rural development. The survival and development of the rural community depends upon the access and use of the rural resources. Major types of rural resources include land, water, forests, energy etc. Majority of the population lives in rural areas in most of the developing nations. The availability of rural resources is key determinant for inclusive growth of any nation. India possesses a wide range of rural resources owing to the rich rural resources across the nation. However, optimum use of natural resources is a key issue of concern. Protection and conservation of rural resources is need of the hour for the sustainable development. The depletion of rural resources is a key issue of concern. Various factors including urbanization, economic development and increased population are responsible for the continuous degradation of rural resources. The government has devised various policies for the preservation of rural resources for contributing towards socio-economic development of rural community.

## 7.6 Answers to Check Your Progress

A 1

- (i) **False**
- (ii) **True**
- (iii) **True**
- (iv) **False**
- (v) **True**
- (vi) **True**

B 1

- (i) **Rural**
- (ii) **Types**
- (iii) **Two**
- (iv) **Land**
- (v) **Biodiversity**

## 7.7 Terminal questions

- 1) Explain the concept of rural resources.
- 2) Discuss the importance of rural resources.
- 3) Why rural resources are necessary for rural development?
- 4) What are the various types of rural resources?



- 5) Write a note on the protection of rural resources.
- 6) Describe the causes for the wastage of rural resources.

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**CERTIFICATE COURSE IN RURAL MANAGEMENT**  
**COURSE: RURAL SECTOR IN INDIA**

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**UNIT VIII RURAL ECONOMY**

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**Structure**

**8.0. Objectives**

**8.1. Introduction**

**8.2. Rural Economy: Concept and Features**

**8.3. Difference between Rural Economy and Urban Economy**

**8.4. Rural economy and agriculture**

**8.5. How the rural economy can be modernized?**

**8.6. Current Scenario: Recent Developments for Strengthening the Rural Economy:**

**8.7. Test your knowledge**

**8.7.1 Short answer type questions**

**8.7.2. Long answer type questions**

**8.8. References**

## **8.0. Objectives**

After studying this chapter, you will be able

- To understand the concept of rural economy
- To analyse the difference between rural economy and urban economy
- To relate rural economy with agriculture
- To analyse different dimensions to modernize the rural economy
- To discuss the recent developments for strengthening the rural economy

## **8.1. Introduction**

An economy refers to as “an area of the production, distribution, and trade, as well as consumption of goods and services by different agents.” An economy is resulted by the interaction of forces related to culture, education, technology, history, society, political and legal system, geographical structures, natural resources, etc.

India is an economy with approximately 66 percent of its population is residing in rural areas (NASSO survey, 2019). Indian economy is primarily based on rural economy. After the witnessing of industrialization, rural economy still contributes nearly 46 percent to National Income and is a major contributor in India’s Gross Domestic Product. India’s rural per capita GDP has been growing at the rate of 6 percent since 2000. Rural economy is continuously supporting Indian economy to sustain and support its economic growth. Rural economy of India is primarily dominated by agriculture. That is the reason that still approximately 60 per cent of population is employed in agriculture and related industries. It has been projected that by 2050 approximately half of its population will be residing in the rural areas.

## **8.2. Rural Economy: Concept and Features**

Rural areas are known as ‘countryside’ or ‘village’ in India. Rural areas in India are characterized with low population density and the people depend on agriculture, fishing, cottage industry, pottery etc. for making a livelihood.

According to National Sample Survey Organization (NASSO), rural area in India is the one which has

- “Area with population density of up to 400 per square kilometer,

- Village with boundaries
- No municipal board
- With at least 75% of male population engaged in agriculture and related activities”

Reserve Bank of India defines rural areas as the area which population of less than 49,000.

Rural economy is that part of an economy which is based in rural areas. Rural economy can be explained through the features it holds. The prominent characteristics of rural economy are as follows

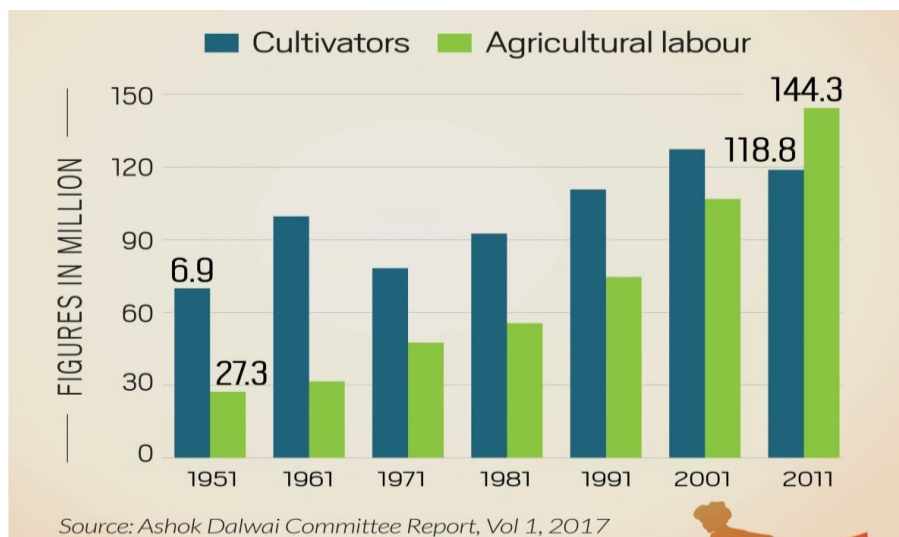
- Village is considered as primary institution for rural economy. Caste and social custom influence the rural society for several life choices and influences the socio-religious life.
- The major economic activity or occupation of majority of population is agriculture and allied activities.
- Lifestyle of rural people is very simple. They have limited access to sophisticated engineered equipment or instruments. The traditional roots have also been observed to be strong in the life of rural people.
- The ethnic and linguistic composition for any village is determined by its structure, location and character. Inter caste rivalries are also present in rural village societies.
- The population density in rural areas is comparatively low in comparison to urban areas.
- Every village has its own structure and organizational set for the purpose of authority and decision making. In India, the panchayat is constituted regularly to ensure local governance of villages under provisions of Panchayat Raj.
- Rural areas have limited employment opportunities. Seasonal unemployment and disguised/underemployment are prominent forms of unemployment prevalent in rural areas.
- Rural economies suffer from gender inequality. Women do not have equal rights in comparison to men.
- For the purposes of dispute settlement, rural units i.e., village are generally governed by local, regional traditions.

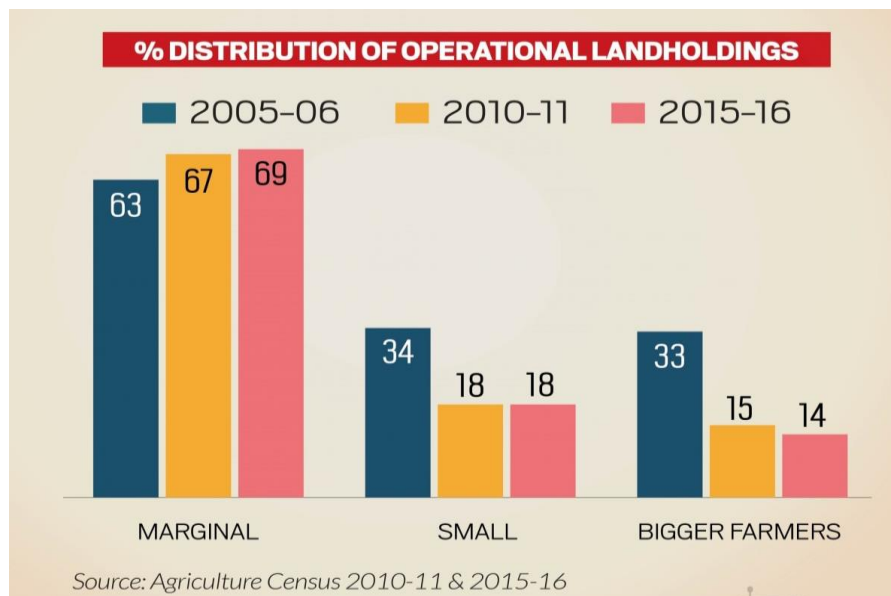
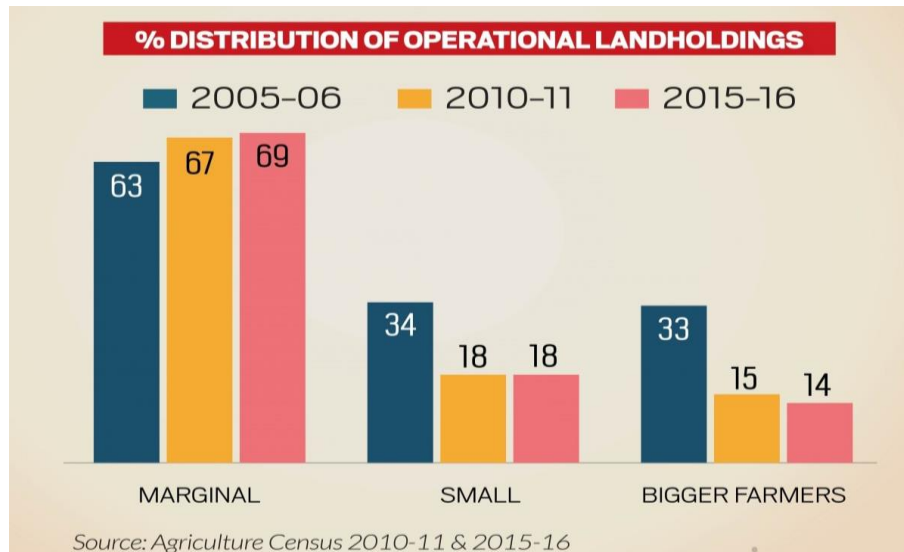
### 8.3. Difference between Rural Economy and Urban Economy

Rural Economy	Urban Economy
Rural economy includes village as primary unit	Urban economy includes cities, towns and metro cities as primary unit
Major occupation is farming and allied activities	People are majorly engaged in manufacturing, trading, information technology, non-agricultural occupation.
Rural economy is directly connected with environment	Urban economies are distant and isolated from environment and nature.
Size of rural community is small	Size of urban community is large.
Population is more homogeneous in terms of socio-psychological characteristics.	Population of urban areas are heterogeneous in terms of socio-psychological characteristics.
Culture of rural economies is conservative and bounded by traditions	Culture of urban economies is comparatively free from conservative thoughts, superstitious and customs.
Social stratifications are rigid and generally limited by birth	Social stratifications are based on different strata based on economic, social, educational factors.
Mobility of people is less. The shift or change of place, occupation, religion is low.	The mobility of people is high and is motivated by choices related to occupation, place, skills etc.
Rural economy does not have much infrastructure developed.	Urban economy has developed infrastructure in terms of airports, ports, railways etc.
Rural economy has availability of land	Land is scarce in urban areas.
Rural areas are more connected with environment, and has more green cover	Urban areas have larger build of buildings and roads
Rural economy has greater gender specified roles and exhibits gender inequality.	Urban economy is witnessing greater awareness and struggle for gender equality.

## 8.4. Rural economy and agriculture

India's rural economy is rooted in agriculture. India is among the leaders in producing spices, pulses, tea, cashew, jute, rice, wheat, oil seeds, vegetables, cotton, sugarcane. A significant percentage of population, 85% in 1951 and 48% in 2011 (according to NSSO survey), depends on agriculture. In 2020, agriculture and allied sectors contributed 17.8% of Gross Value Added of India at current prices. Principal agricultural commodities export for April 2020-January 2021 was US \$ 32.12 billion (IBEF report). India pushed and boosted agriculture sector a lot through number of programmes with an objective of achieving food security and prosperity. Despite numerous steps taken by government of India, farmers are still not well off and struggling to earn respectable earnings. Census report of 2011 showed that number of landless farmers was more than agricultural workforce.





The benefits and farm related subsidies are available to farmers who are land owners and thus the cultivators receive no benefit. Marginal farmers (who have less than 1 hectare of land), small farmers (who have less than 2 hectares of land) are more than farmers with ownership of bigger land areas (i.e., 2 hectares). Landless, small and marginal farmers together constitute approximately 93.7% of total farmers in India. Also, the Agriculture statistics report, 2019 indicated that private investment in agriculture is decreasing over years.<sup>10</sup>

<sup>10</sup> <https://www.indiatoday.in/diu/story/seven-reasons-why-india-agriculture-sector-needs-a-fresh-churn-1750587-2020-12-17>

With the aim of doubling the real income of farmers by 2022-23, the agriculture sector must grow at fast pace. Few suggestive steps that can help India achieve this target are

- Increase the cost of agriculture inputs like seeds, fertilizers, pesticides, etc.
- Improve micro irrigation techniques to ensure regular irrigation
- Post-harvest wastage must be reduced, and harvest marketing reforms should be introduced to make India as one market.
- Crop diversification, i.e., adding new crops or sowing alternative crops, and horticulture management is required.
- Agro forestry system should be given a boost by the government
- Hybrid and high yield crop seeds must be made easily available.
- Agriculture must be blended with horticulture, dairy, fisheries so as to provide farmers with higher income.

Agriculture sector showed growth of 5.9% in last quarter of 2020. CRISIL has made a forecast of growth of 2.5% in agricultural sector against the contraction of 4.2% for Indian economy. Normal monsoon, adequate irrigation, good Kharif crop, beneficial results of MGNREGA scheme supported the agriculture during the times of national health emergency. During the year 2020, agricultural households have reported to make a 7% reduced expenditure on all fertilizers as compared to 2019. Also, it has been reported that agricultural borrowing of rural households was 19% less in comparison to 2019. The study by World Bank affirms the emerging narrative of the relevance and significance of agriculture in rural economy during the pandemic. Agriculture has emerged as silver lining of the rural economy.

### **8.5. How the rural economy can be modernized?**

Major sectors of rural economy are agriculture, forestry, mining and fisheries. These sectors provide foundations for the Indian economy. Rural economy plays greater role than economic role and fuels the economic system. Rural economy comprises of complex economic forces and contributes significantly in the quality of life of society. They contribute in establishing an ecosystem for the urban economy to operate effectively. With time, rural economy must be adapt



itself to the changing scenario. Considering the suggestions given by OECD, rural economy should

- Allow competitiveness, exploit unused resources and asset
- Target sectors beyond agriculture like rural tourism, ICT industry etc.
- Use investments as tool for growth rather than subsidies.
- Involve government, public-private partnerships in governing the rural economy.

For rural economy, forestry management, rural tourism, local food procession, biodiesel, renewable energy are the areas of opportunity. Whereas, demographic changes, climate shifts, industry influences, declining local fiscal capacity are areas of threat to the rural economy.

In order to revitalize and make rural economy efficient, following points can be considered:

**Strengthen rural markets:** Rural markets are assumed to be strong when they are in capacity to produce goods and service and sell them at a profit. Globalisation has shifted the terms of trade, and rural regions are identifying new economic roles. For strengthening rural markets, it is required to

- Establish efficient network at lower cost of production.
- Establish self-supplying capacity for raw material
- Provide enough credit
- Build the necessary housing and infrastructure for basic amenities.

**Skill Building in rural areas:** Labour cost comprises major cost of production in rural economy. This helps in determining competitiveness of the project. With modern technology, capital substitutes labour by providing automated processes. This reduces the labour cost on one hand, and the employment of unskilled/ uneducated on the other. For ensuring long term survival of the rural economy, government should establish education and training centres that are responsive to the local demand. Such skill development at rural level should also focus on enhancing the quality and efficiency of learning, transferability of skills, ease of access to training and low cost of learning. Such steps would help the rural worker to recover the cost of investment in skill upgradation easily through the wages and salary.

**Balance diversification against specialization:** Rural economies depend on small and medium sized organisations as the labour force available in rural areas is incapable to supply large firms. New firms are the engines of rural economy and drive innovation. Rural enterprises take long time to reach level of controlling cost with their output and are vulnerable to shocks to the economic core of the firm. In this context, rural firms tend to balance the product line through diversification. Diversification generally involves extending the product line with little innovation, as rural reasons have less opportunities for diversification in comparison to urban firms.

**Rural innovation process, system, and process:** Innovation, at rural levels, present unique solution to an existing problem. With innovation rural enterprises try to find cost effective solutions to existing issues and problems. The innovation in products is driven by feedback and experiences of the people involved in. This way the innovation at rural level contributes not only in growth of economy, but also in the quality of life. Innovation introduces new products, influences the destination for investment, calls for further research and involve different stakeholders in the economy.

**Social Security Schemes:** Social security schemes must be implemented in word and in spirit in order to ensure the rural development. Government should act in capacity of agent to the society to provide protective cover to the poor. Social security schemes provide insurance for survival of the poor in times of disease, death, disablement, retrenchment etc. Rural social security is integral to the rural development.

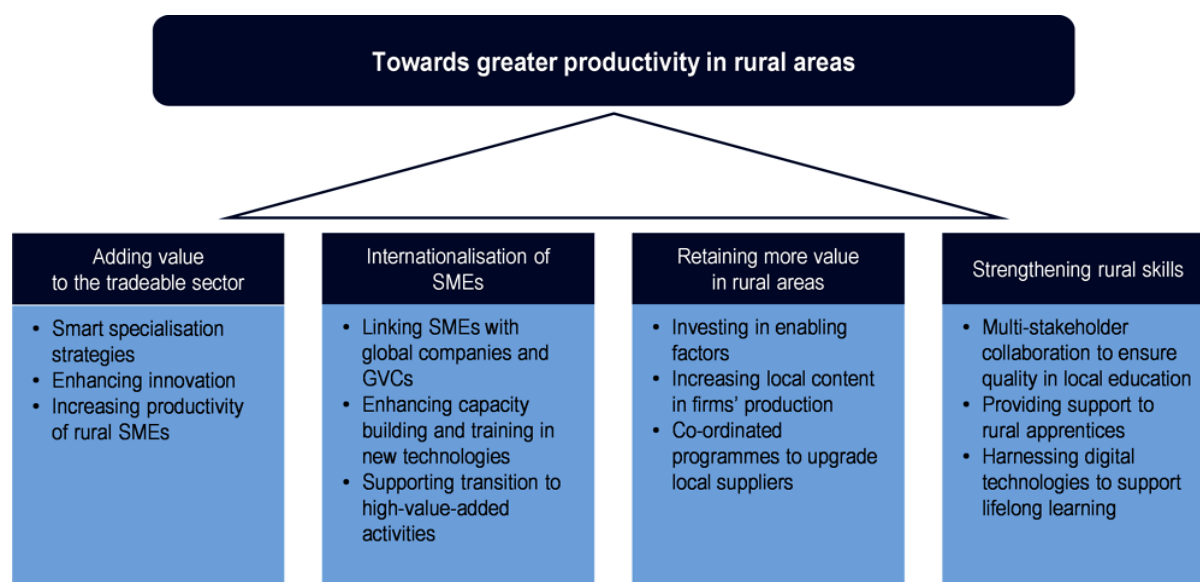
**Financial inclusion and microfinance:** Financial inclusion involves including every individual under the umbrella of financial services, so as to provide him with basic financial services irrespective of his background, income or savings. The aim is to make marginalized understand the importance of making best use of money, and financial education. With financial inclusion, the habit of savings and judicious decisions can be inculcated among the rural poor.

Microfinance, also known as micro credit, is a type of financial service where credit is extended to the unemployed by group of individuals. Microfinance enable people to gather enough funds to start a small business and become self-sufficient.

**Women empowerment:** Rural economy is still suffering from the negative implications of gender inequality. Women empowerment is must in order to drive women in the mainstream employed population. With women growing, the rural society benefits in terms of increased levels of income, healthier families, better educated children and higher levels of quality of life.

**Rural Urban linkages:** With globalization, it is essential for governments to strengthen the rural urban linkages through provision of infrastructure and networks. Strengthening rural urban linkages would strengthen the supply chain, bring in the technologies to rural areas, balance the demographic changes and create more value for rural economy’s output.

**Policy strategies to boost rural productivity:** Rural economies must find alternatives in order to explore and exploit the opportunities to improve the productivity and maintain sustainable development of business.



(Source: OECD library<sup>11</sup>)

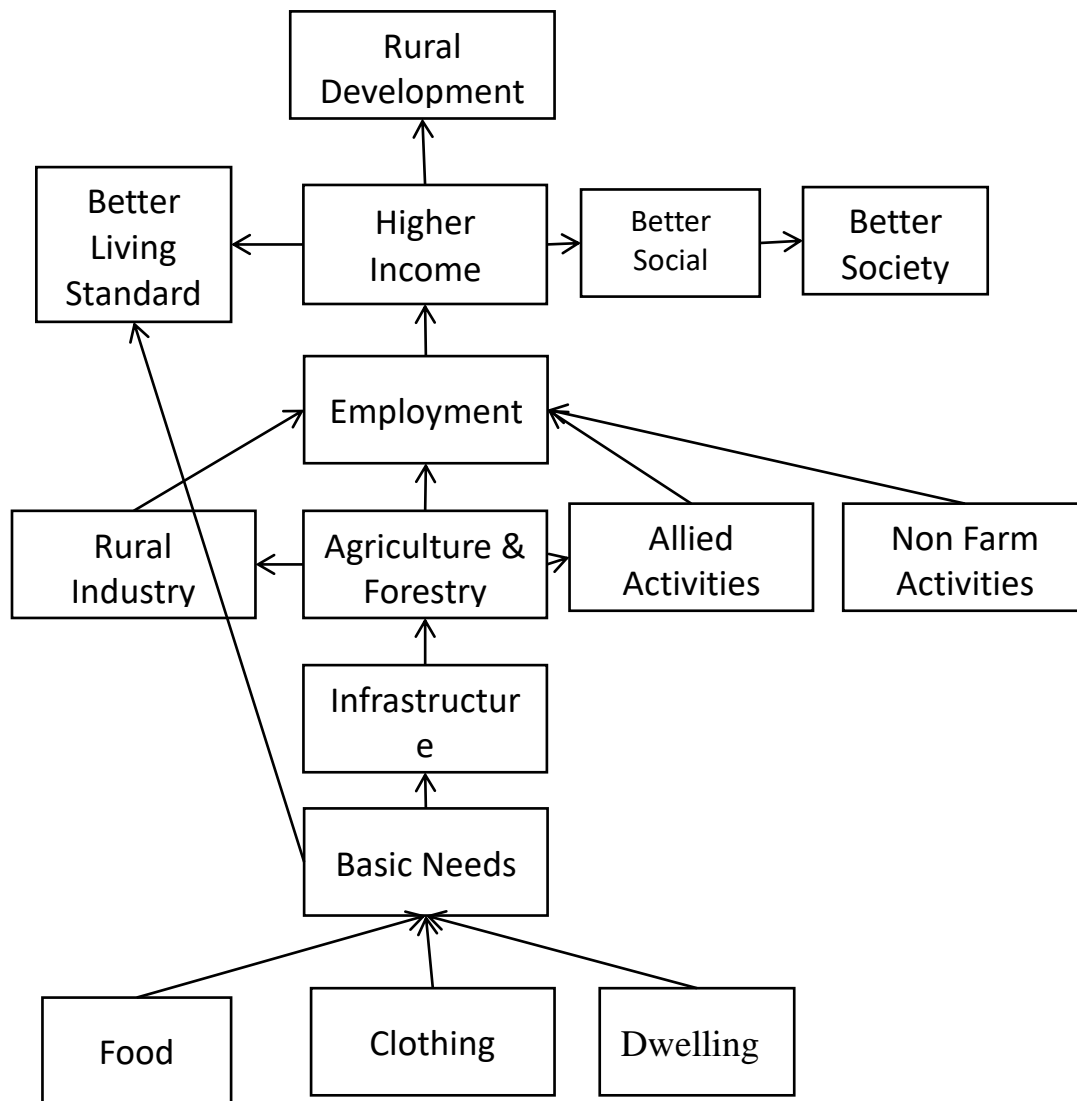
**Environmental and Climatic Dimension:**

Rural economy must not sacrifice the natural climate for the sake of economic and industrial development. Environmental and climatic dimensions must be considered while developing and revitalizing the rural economy.

<sup>11</sup> <https://www.oecd-ilibrary.org/sites/c0928fa3-en/index.html?itemId=/content/component/c0928fa3-en#section-d1e11927>

Rural economy can serve a platform for providing and replenishing fresh air, natural water, detoxify waste, control pests. Further, rural economies can be home to flora and fauna habitat and support biodiversity. Rural economies must develop on eco-friendly models for the producing goods and services.

Therefore, for rural economy to grow and take the shape of modern economy, it is essential that local people drive the process of innovation and navigate the governance process. Rural economy should support bottom-up development effort approach to growth.



(Source: Rural Development in India, Vasant Desai, p. 571, HPH (2008))

## **8.6. Current Scenario: Recent Developments for Strengthening the Rural Economy**

Indian rural economy is characterized by agriculture sector. Agriculture sector in rural India is still fragmented among small land holdings. It also faces a lot of other weaknesses like high dependence on weather, uncertainties in market prices, production output and ability to sell the produce in time. Farmers are still struggling to realize adequate and better prices for the agricultural output. The main reason behind this struggle is lack of technological support which limits the farmer's access to market information in real time. Also, the lack of cold storage facilities along with transport facilities stops the farmers to reach the marketplace at the right time. Entrepreneurial spirit in rural economy is also affected due to strict provisions included in Essential Commodities Act. Farmers struggle to realize full price even after bumper harvests. Rural economy still lags behind in terms of employment generation capacity, has a huge number of its population living struggling in poverty. Yet, government of India is continuously working across several dimensions to improve the state of rural economy of India.

Agriculture export policy, government of India has set a target to increase agricultural export to more than US \$ 60 billion by 2022. Demand for agricultural inputs for hybrid seed, fertilizers, is increasing. Government of India is aiming to double farmers' income by 2022.

Landmark steps and decisions have been taken by the government of India to boot the rural economy and place it on growth trajectory. Few important points are discussed as follows:

- In order to transform the agriculture sector, regulatory environment has been liberalized for farmers. This has been done through Essential Commodities Act.
- The ordinance to promote barrier free inter-state and intra-state trade in agriculture produce approved.
- With amendment in Essential Commodities Act, farmers can receive freedom to produce, hold and manage supply to harness economies of scale. This will also motivate and attract investment in modernization of food supply chain
- 'The Farming Produce Trade and Commerce (Promotion and Facilitation) Ordinance, 2020' has been approved by Union Cabinet. This will handle a number of challenges like reducing restrictions to sell agri-produce outside notified APMC market yards or to state governments. This will promote barriers free trade for farmers.

- Government is taking step to create Indian agricultural market as ‘One India, one agricultural market’
- Several steps have been taken by government as part of Aatmanirbhar Bharat Abhiyaan. For example, provision of Kisan Credit Cards, financing agri-infra projects, fishery promotion through Pradhan Mantri Matsya Sampada Yojana, Vaccination against Foot & Mouth disease, Operation green, promotion of herbs production, beekeeping, provision of insurance for agriculture produce under Pradhan Mantri Fasal Bima Yojana
- Sansad Adarsh Gram Yojana: In order to develop model villages, Adarsh Grams, Government of India has taken steps to develop villages on the dimension of social, cultural development and local development.
- Soil health card scheme: Under this scheme, Government of India issues soil health card to recommend crop wise recommendations and advise on use of nutrients and fertilizers. The scheme aims to help more than 14 crores farmers.
- Paramparagat Krishi Vikas Yojana: As part of Soil Health management and National mission of Sustainable Agriculture, government of India envisages to promote commercial organic production, reduce the pesticide use, improve the health of consumers, improve the farmer income.
- National Agriculture Market (e-NAM): e-NAM is an online web-based platform to online trading digitalization of agri-products. The platform intends to bring real benefits to farmers.
- Government Schemes for Rural Development: Ministry of Rural Development in India has taken several steps to develop rural economy. Though the list of government schemes is huge, but we would be focusing on few government schemes aiming for rural development.
  - Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS): The scheme aims to increase the level of livelihood security in rural areas. The scheme guarantees minimum hundred days of wage employment.
  - National Rural Livelihoods Mission (NRLM): With an aim to provide efficient and effective institutional platform to the rural poor so as to

create capacity of rural households to generate income. The scheme aimed to cover millions of rural people living below poverty line in India.

- **Integrated Watershed Development Programme:** The objective of the scheme is to restore ecological balance in watershed. The scheme intends to provide sustainable livelihood to rural people. The scheme aims to develop, conserve degraded natural resources.
- **Pradhan Mantri Awas Yojana- Gramin:** This scheme aims to provide financial assistance to rural families living below poverty line for construction and upgradation of houses.
- **Natural Rural Drinking Water Programme:** This scheme aims to provide adequate safe water to rural houses.
- **Swachh Bharat Mission:** Nirmal Bharat Abhiyan was restructured as Swachh Bharat Abhiyan. The scheme aims to achieve 'open defecation free' India.
- **Skill Upgradation and Mahila Coir Yojana:** For skill development and training, empowering the women, improving the use of raw material, trade related services, Mahila Coir yojana aims to provide spinning equipment and training to women at subsidized rates.
- **Prime Minister's Employment Generation Programme:** This scheme is credit linked subsidy program. The aim is to generate employment opportunities by establishing micro enterprises in rural areas.
- **Pradhan Mantri Ujjwala Yojana:** The aim of this scheme is to enable the households to use the clean cooking fuel in place of unhealthy cooking fuels. This scheme attempts to safeguard the health of women.

Several other steps have been taken by government across the dimensions of animal husbandry, livestock protection, horticulture, fishery, poultry and floriculture promotion. Government is also working on providing support to reduce poverty, unemployment, illiteracy, and bringing industrialization of rural sector, building rural entrepreneurs. The institutional support for such areas is discussed in other chapters.

## **8.7 Test your knowledge**

### **8.7.1. Short answer type question**

1. Write a short note on rural economy
2. Discuss how skill building is carried out in rural economy
3. How rural economy is linked with agriculture in India?

### **8.7.2. Long answer type question**

1. Distinguish between rural economy and urban economy
2. Analyse the steps which can be taken to modernize the rural economy?
3. Briefly summarize recent development for strengthening the rural economy?

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**UNIT 9: DIVERSIFICATION OF RURAL ECONOMIC ACTIVITIES AND LIVESTOCK ECONOMIES**

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**Structure**

- 9.0 Objectives
- 9.1 Introduction
- 9.2 Characteristics
- 9.3 Types
- 9.4 Causes
- 9.5 Impact
- 9.6 Major Diversification of Activities
- 9.7 Livestock Economy
- 9.8 Features of Livestock Economy
- 9.9 Key Livestock Resources in India
- 9.10 Significance of Livestock Economy
- 9.11 Livestock Resources Population and Productivity
  - 9.11.1 Production of Milk
  - 9.11.2 Production of poultry
  - 9.11.3 Production of Wool
  - 9.11.4 Production of Meat
  - 9.11.5 Combined Output
- 9.12 Conclusion
- 9.13 Check Your Progress
- 9.14 Terminal Questions
- References

**9.0 Objectives**

After studying this unit, you should be able to:

- Explain the concept of diversification of rural economic activities.
- What are the causes of diversification?
- Outline the impacts of diversification of activities.
- Describe types of diversification of rural activities.
- Discuss the meaning and features of livestock economy.
- State the position of India in respect of livestock resources.
- Explain the importance of livestock economy.
- Write a note on livestock population in India.
- Describe the productivity of various livestock resources in India.

## 9.1 Introduction

India is primarily a rural nation. As per the 2011 Census, about 68.8 per cent of population and 72.4 per cent of workforce lives in rural areas as per the 2011 Census. India will continue to be largely rural till 2050 after which urban population is estimated to overtake rural population (United Nations 2012). There is a requirement to build rural economy stronger by creating more employment opportunities in rural areas.

Agriculture is the main occupation of rural people. Due to the higher dependence on the agriculture sector, there are trends of diversion of activities from agriculture to non-agriculture activities for revenue generation through more employment opportunities. The transition in composition of output and occupation from agriculture to more productive nonfarm sectors is considered as an important source of economic growth and transformation in rural and total economy. There is also rising trends of move of rural population towards urban areas. In other words, it refers to economic diversification of rural activities. Diversification of rural economic activities is significant for reducing the burden on agriculture as well as improving the standard of living of rural community. It has significant impact on income and consumption pattern and socio- economic development of the rural community. The improvement in economic conditions of rural population is also necessary for reducing the disparity in per capita rural and urban income.

## 9.2 Characteristics

- Shift towards more revenue generation options.
- Less dependence on agriculture activities.
- More scope for employment avenues.

## 9.3 Types

**Vertical Diversification-** It involves adoption of alternative economic activities including horticulture, livestock etc.

**Horizontal Diversification** – It involves cultivation of multiple crops instead of one crop. It enables high earnings with minimum resources.

## 9.4 Causes of Diversification

The followings are the main reasons for diversification of rural economic activities: -

- High dependence on agriculture.
- Climate change
- More employment opportunities
- Increase in Standard of living.

## 9.5 Impact

- Improvements in livelihood conditions
- Sustainable rural development
- Enhanced employment
- Socio-economic development

## 9.6 Major Diversification of Activities

- Horticulture
- Fisheries
- Livestock

## Check your Progress A

### 1. Which of the following statements are True and which are False?

- (i) India is a land of villages.
- (ii) Major occupation of rural people is agriculture.
- (iii) Diversification of rural economic activities is due to law.
- (iv) Diversification leads to better standard of living.
- (v) Diversification of activities generates more employment opportunities.
- (vi) Diversification reduces the burden of agriculture sector.
- (vii) Indian population has not adopted diversification.
- (viii) Diversification facilitates the process of rural development.

## 9.7 Livestock Economy

Livestock are vital element of the socio-economic structure of rural population. It is a major Source of livelihood and other benefits and utilities. With the increase in urban population and shift in living styles, the demand of products of livestock has increased tremendously. It is also a great source of income and employment in any economy. Developing economies are proving to be great beneficiaries of the advantages of livestock economy. It is considered as engine of economic growth of developing nations.

Indian livestock economy is one of the largest in the world. This sector is emerging as a significant contributor towards the poverty reduction and increasing the income level of the rural community. The production in these sectors is participating in value addition and exports for earning foreign exchange also. Livestock resources have assumed greater significance for the economic development of the society. The livestock resources are great source of milk, meat and eggs besides wool, hair, hides, and pelts. Livestock are considered as moving banks of rural communities. As per the 20<sup>th</sup> Livestock Census, India occupies the largest livestock resources in the world i.e. around 535.82 million. Further, India possesses largest number of cattle and

buffaloes. These developments have also contributed towards the diversification of agriculture activities i.e., from farm activities to non-farm activities. Livestock also provides security against crop failure and add to foreign exchange through exports.

### 9.8 Features of Livestock Economy

- Great Source of Livelihood
- Provides employment opportunities
- Foreign exchange earner
- Diversification of agriculture activities.

Table 9.1 presents the livestock population in India. Cattle population is 36.04% followed by buffalo population of 20.47%. This depicts huge range of livestock population in India.

**Table 9.1: Livestock Population in India**

Category	Percentage
Cattle	36.04%
Buffalo	20.47%
Sheep	13.83%
Goat	27.74%
Pig	1.69%
Others	0.23%

Source: 20<sup>th</sup> livestock Census Report.

### 9.9 Key Points of Livestock Resource in India

- India possesses largest livestock resources in the world.
- India is the leading milk producing country in the world.
- India is first in the total buffalo population in the world.
- India is second largest poultry market in the world.
- India is second in the population of cattle and goats.
- India is third in the population of sheep.
- India is fifth in the population of ducks and chicken.
- India is tenth in camel population in the world.

## 9.10 Significance of Livestock Economy

Livestock economy offers many advantages as follows: -

**Production** – The livestock is great source of food and non-food items. Food items include Milk, Meat and Eggs. India is number one milk producer in the world. Livestock also provide wool, hair, hides, and pelts. Leather is the main significant product which has a very high export potential. Moreover, animal waste material is used for manure and as fuel.

**Agriculture** - Livestock plays an imperative role in the agriculture economy. The farmers adopt both crop and livestock for resource efficiency. Livestock is used in the farming operations in multiple ways.

**Food security** - Livestock are also significant contributors towards ensuring food security. It provides nutritious food to improve the quality of life.

**Poverty reduction** - Livestock resources are capable to reduce the poverty among the rural people by increasing employment opportunities. It assists in increasing earning capacity of poor people and reducing poverty.

**Foreign exchange earnings**- The demand of production of livestock resources is very high in the developed economies. The exports of different items of production are major source of foreign exchange earnings.

Table 9.2 exhibits people engaged in various sectors in live stock economy.

**Table 9.2: Person Engagement in different Sectors in India**

Sector	2017-18
Animal Production	2.10
Mixed Farming	1.41
Fishing	0.23
Aquaculture	0.08

Source: GOI (2019-20)

Table 9.3 presents farmers land holding and animals holding in India. It is evident that small and medium farmers are large in numbers as well as possession of animals in India.

**Table 9.3: Farmer's Land holding and Animal Holding**

Category of Farmers	Percentage	Land holding	Dairy Animals
Small Farmers (Land holding less than 2 hectares)	85%	45%	75%
Medium Farmers (Land holding 2 to 10 hectares)	14%	45%	23%
Large Farmers (Land holding more than 10 hectares)	1%	10%	2%

Source: GOI (2019-20)

### 9.11 Livestock Population and Productivity in India

The value of output from livestock sector was around Rs. 1 0, 43,656 crores, which is 33.25% of the value of output from agricultural and allied sector. At constant prices the value of output from livestock was about 31.81% of total agriculture and allied sector. India has huge resource of livestock, which play a critical role in enhancing the socio-economic conditions of rural people. There are about 303.76 million bovines, 74.26 million sheep, 148.88 million goats and about 9.06 million pigs as per 20<sup>th</sup> Livestock Census in India. The species wise population of animals in Livestock and Poultry population is given in table below: -

**Table 9.4: Livestock and Poultry Population**

Species	Numbers (in millions)
Cattle	193.46
Buffalo	109.85
Yaks	0.06
Mithuns	0.39
Sheep	74.26
Goats	148.88
Pigs	9.06
Other animals	0.80
Poultry	851.81

Source: GOI (2019-20)

### 9.11.1 Production of Milk

Dairy sector in India has grown-up considerably over the years. India ranks first among the world's milk producing nations, achieving an annual output of 187.75 million tons during the year 2018-19 as compared to 176.35 million tons during 2017-18 recording a growth rate of 5.33%. It signifies a continued growth in the availability of milk and milk products for the growing population. Dairying has become an important source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for women and marginal farmers. India is the largest producer of milk in world. Numerous measures have been devised by the Government of India to augment the productivity of livestock, which has resulted in increasing the milk production significantly to 127.9 million tonnes during 2011-12. Milk production during 2018-19 is 187.7 million tons as shown in table 9.5 below: -

**Table 9.5: Milk Production in India**

<b>Year</b>	<b>Production (Million tonnes)</b>
2011-12	127.9
2012-13	132.4
2013-14	137.7
2014-15	146.3
2015-16	155.5
2016-17	165.4
2017-18	176.3
2018-19	187.7

Source: GOI (2019-20)

Small land farmers are following dairying as an occupation ancillary to agriculture. Income from crop production is seasonal, whereas dairying provides year-round income and generates gainful employment in the rural sector. Therefore, it is an important economic incentive for the landless, small & marginal farmers particularly women to take up dairying as a source of livelihood. Unlike leading milk producing countries in the world, large proportion of milk producers in the country hold 1 to 5 milch animals per household as a part of continuation farming system. The livestock contributes considerably to the rural income. Around 70% of income from farming of animals is related to income from dairying. The drivers of demand for milk in India are: -

- Population growth,
- Urbanization
- Increase in per capita income.

- Changing food habits.
- Changing lifestyle patterns.

The milk consuming population has been consistently rising in the country both in rural and urban areas. The growth in above factors indicates that the demand for milk & milk products will rise consistently in future.

Table 9.6 shows species wise milk production in India.

**Table 9.6: Species Wise Milk Contribution**

Category	Percentage
Indigenous buffalo	35%
Crossbreed cows	26%
Indigenous Cows	10%
Non-descript buffalo	14%
Non-descript cows	11%
Goat	3%
Exotic cows	1%

Source: GOI (2019-20)

Table 9.7 presents species wise average yield rate of milk in India.

**Table 9.7: Species Wise Average Yield Rate of Milk**

Category	Kg/day
Indigenous buffalo	6.34
Crossbreed cows	7.85
Indigenous Cows	3.85
Non descript buffalo	4.35
Non descript cows	2.50
Goat	0.45
Exotic cows	11.67

Source: GOI (2019-20)

### 9.11.2 Production of Poultry

Poultry production in India has increased in the last four decades due to the adoption of commercial production system with state-of-the-art technological infrastructure. Presently, the total Poultry population in India is 851.81 million and egg production is around 103.3 billion numbers during 2018-19. The per capita availability (2018- 19) is around 79 eggs per annum (20th Livestock Census). The production of eggs in India is shown in table 9.8.



**Table 9.8: Production of Eggs in India**

<b>Year</b>	<b>Production (Billion numbers)</b>
2011-12	66.5
2012-13	69.7
2013-14	74.8
2014-15	78.5
2015-16	82.9
2016-17	88.1
2017-18	95.2
2018-19	103.3

Source: GOI (2019-20)

### **9.11.3 Production of Wool**

The wool production reduced to 44.7 million kg from 45.1 million kg. Wool production was 46.1 million Kg and increased to 48.1 million Kg in 2014-15 but declined to 40.4 million Kgs in 2018-19. The wool production has shown negative growth as (-) 2.51% during 2018- 19. The production of wool is given in the table below: -

**Table 9.9: Wool Production in India**

<b>Year</b>	<b>Production (Million kilogram)</b>
2011-12	44.7
2012-13	46.1
2013-14	47.9
2014-15	48.1
2015-16	43.6
2016-17	43.5
2017-18	41.5
2018-19	40.4

Source: GOI (2019-20)

### **9.11.4 Production of Meat**

The Meat production grew from 2.3 million to 5.5 million tonnes. Meat production in the was 5.95 million tonnes which has been further increased to 8.1 million tonnes in 2018-19. The production of meat is shown below: -

**Table 9.10: Meat Production in India**

<b>Year</b>	<b>Production (million tonnes)</b>
2011-12	5.5
2012-13	5.9
2013-14	6.2
2014-15	6.7
2015-16	7.0
2016-17	7.4
2017-18	7.7
2018-19	8.1

Source: GOI (2019-20)

### 9.11.5 Combined Output

Livestock plays a vital role in the Indian economy for the socio-economic development of millions of rural households in India. Livestock provides milk, meat, eggs, wool, hides & skins, manure and fuel. It accounted for about 4.9% of total GDP of India and 28.4% of the GDP of agriculture sector. Although, the contribution of agriculture to the GDP has declined during past few decades, the contribution of the livestock has remained stable. In real terms, the contribution of agriculture & allied sector to the national GDP has been falling from a level of 23% in 1999-20 to 17% in 2017-18. However, the contribution of livestock to agriculture GDP has increased from 23.12% to 28.4% during the same period. Milk has become the single largest agricultural commodity in terms of the value of commodity produced. The value of milk output in 2017-18 was Rs. 701530 Crore – surpassing total value of output from food grains (GOI, 2019-20).

**Table 9.11: Value of Output in 2017-18 (billion Rs.)**

<b>Item</b>	<b>1990-91</b>	<b>2000-01</b>	<b>2010-11</b>	<b>2016-17</b>	<b>2017-18</b>
Milk	282	964	2638	6292	7015
Paddy	253	656	1523	2507	2722
Wheat	181	438	1028	1655	1740

Source: GOI (2019-20)

## Check Your Progress B

### 1. Fill in the blanks

- (i) India is the leading \_\_\_\_\_ producing country in the world.
- (ii) India is first in the \_\_\_\_\_ population in the world.
- (iii) India occupies the largest \_\_\_\_\_ resources in the world.
- (iv) Livestock are considered as moving \_\_\_\_\_ of rural communities.
- (v) India is second largest \_\_\_\_\_ market in the world.
- (vi) Dairying has become an important source of \_\_\_\_\_ for millions of rural families.
- (vii) \_\_\_\_\_ has become the single largest agricultural commodity in terms of the value of commodity produced.
- (viii) India is third in the population of \_\_\_\_\_.
- (ix) The milk consuming population has been consistently \_\_\_\_\_ in the country.
- (x) Small land farmers are adopting \_\_\_\_\_ as an occupation ancillary to agriculture.

### 9.12 Conclusion

Livestock resources are significant components of Indian economy. These resources provide multiple utilities in terms of livelihood, agriculture support, food, nutritious items etc. Livestock resources contribute significantly towards the development of economy as well as rural population. It is also projected that around 70 million rural households own livestock in whereas women constitute about 69% of workforce engaged in this sector. Thus, Sustainable development of the livestock resources is crucial for inclusive growth. Despite of the huge contribution, the productivity of the livestock resources is low due to lack of technology, financial resources and skills. There is a need of well-planned strategy to enhance the productivity of livestock resources to attain the potential outcomes. More focus should be applied towards the research and development to combat the challenges in this sector.

### 9.13 Answers to Check Your Progress

A 1

- (vii) True
- (viii) True
- (ix) False
- (x) True
- (xi) True
- (xii) True
- (xiii) False
- (xiv) True

## **B 1**

- (vi) **Milk**
- (vii) **Buffalo**
- (viii) **Livestock**
- (ix) **Bank**
- (x) **Poultry**
- (xi) **Income**
- (xii) **Milk**
- (xiii) **Sheep**
- (xiv) **Rising**
- (xv) **Dairying**

## **9.14 Terminal Questions**

- 1) What do you mean by diversification of rural economic activities?
- 2) Explain the causes and impacts of diversification of rural activities.
- 3) Describe the concept and features of livestock economy.
- 4) State the significance of livestock economy in India.
- 5) Write a note on livestock resources.
- 6) Outline livestock population in India.
- 7) Discuss about the production of milk in India
- 8) Why Dairying sector is most popular in India?
- 9) Explain the various challenges relating to the productivity of livestock resources.
- 10) How productivity of livestock can be increased?

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**UNIT X WHITE REVOLUTION -FISHERY AND POULTRY DEVELOPMENT,  
FORESTRY, HORTICULTURE AND FLORICULTURE.**

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**Structure**

**10.0. Objectives**

**10.1. White Revolution**

**10.1.1. Phases of White Revolution in India**

**10.1.2. Impact of White Revolution**

**10.1.3. Concerns faced during the White revolution**

**10.2. Fishery Development**

**10.2.1. Blue Revolution in India**

**10.2.2. Institutional support for Fishery Development in India**

**10.3. Poultry Development**

**10.3.1 Silver Revolution**

**10.3.2.Challenges faced by poultry farming in India**

**10.3.3.Forest development in India**

**10.3.4.Issues and concerns**

**10.3.5.Policy Environment**

**10.4. Horticulture**

**10.4.1 Horticulture: Features**

**10.4.2 Horticulture in India.**

**10.4.3 Golden Revolution**

**10.4.4. Mission for Integrated Development of Horticulture**

**10.4.5. Challenges in Horticulture :**

## **10.5. Floriculture**

### **10.5.1. Floriculture in India**

## **10.6. Test your knowledge**

### **10.6.1. Short answer type questions**

### **10.6.2. Long answer type questions**

## **10.7. References**

## **10.0. Objectives**

After studying this chapter, the learner should be able

- To understand the implementation process, concerns and impact of white revolution in India
- To define the concept of fishery development
- To understand the blue revolution in India
- To identify the institutional support of fishery development in India
- To capture an overview of fishery development in India
- To understand the poultry development in Indian context
- To understand the silver revolution in India
- To identify the challenges faced by poultry revolution in India
- To understand the forest development in India
- To study the issues and concerns in forest development in India
- To understand the policy environment for forest development
- To understand the concept of horticulture in India
- To identify the features of horticulture in India
- To understand golden revolution in India
- To study the challenges faced in horticulture
- To understand the concept of floriculture in India
- To identify the progress of floriculture in India

## **10.1. White revolution**

White revolution marks as one of the largest dairy development movement. With a vision of making India one of the largest milk producer in world, Indian government started this movement in 1970. White revolution was launched after the success of Green revolution. White revolution is also known as Operation Flood.

Verghese Kurien was known as the father of White Revolution. He was considered as one of the great agricultural leaders of 20<sup>th</sup> century. His birthday, 26 November, is observed as National Milk Day. In order to achieve the objective of Operation Flood, he founded Amul and ultimately Amul was made one of the largest milk producing company in India.



Dr. Verghese Kurien: Father of White Revolution

(Source: [www.amuldiary.com](http://www.amuldiary.com))

### **10.1.1. Phases of White Revolution in India**

**Phase I:** The first phase of white revolution started in July 1970. White revolution started after the establishment of National Dairy Development Board. The dairy development board

considered setting up of cooperative societies in India. The first cooperative society was set up in the state of Gujarat. The cooperative society of Anand district, Gujarat was the most famous one. The cooperative society model made the producers of milk owners as well as managers. The objective of the first phase was to set up dairy cooperatives in 18 milk sheds spread over 10 states. The main objectives of the white revolution included increasing the production of milk, improve the rural household income, bring the milk to consumers at fair prices, and eradicate poverty in rural areas.

These cooperatives were then linked with four metro markets. This phase continued till 1981, and by 1981, India had 13000 village based dairy cooperatives. A total 15000 farmers were connected through these cooperatives.

**Phase II:** This phase shifted the white revolution to the next level and continued to build on the designs obtained from phase I. The phase focused on dairy development in the states Karnataka, Rajasthan, Madhya Pradesh. This phase continued till 1985. During this phase, “Raksha” vaccination was invented by Research Institute at Hyderabad. By 1985, 136 milk sheds and 43,000 village dairy cooperatives constituted white revolution.

improvement of productivity and efficiency of dairy sectors to bring focus on long term sustainability. This phase ended in 1996. The white revolution was joined by 73000 dairy cooperatives and more than 9.4 million farmers.

<b>Features</b>	<b>Phase I</b>	<b>Phase II</b>	<b>Phase III</b>
Period	July 1970–March 1981	Till March 1985	Till April 1996
Number of milksheds covered	39	136	170
Number of members (in million)	1.8	3.6	9.3
Average Milk Procurement (Million kg per day)	2.6	5.8	10.9

(Source: www. Amuldairy.com)



### **10.1.2. Impact of White Revolution**

With white revolution, Indian economy achieved several benefits. White revolution helped Indian economy to become one of the largest milk producer in the world. Few implications of white revolution are discussed as follows

1. White revolution helped Indian economy to become independent and self-reliant for milk. The imports of milk solids stopped in India, and eventually India was exporting milk powder to other nations. India turned out as top milk producer country in the world. The milk production increased from approximately 17 million tonnes in 1950-51 rose to 176 million tonnes in 2017. Dairy industry expanded massively. This expansion, combined with modernization, improved the income of approximately 10 million farmers.
2. The domestic requirement for milk were met locally.
3. Animal husbandry gained attention and importance. The genetic improvement of animals linked in white revolution increased due to cross breeding.

### **10.1.3. Concerns faced during the White revolution**

- The process of collecting the milk from remote areas was expensive and time consuming.
- The cattle employed for milk production was generally kept under unhygienic conditions.
- The process of white revolution was time consuming.

## **10.2. Fishery Development**

India has marked itself as one of the global leaders in producing fish with 7.58% of total global production. Fishery activity contributed 1.24% to India's Global Value Added.

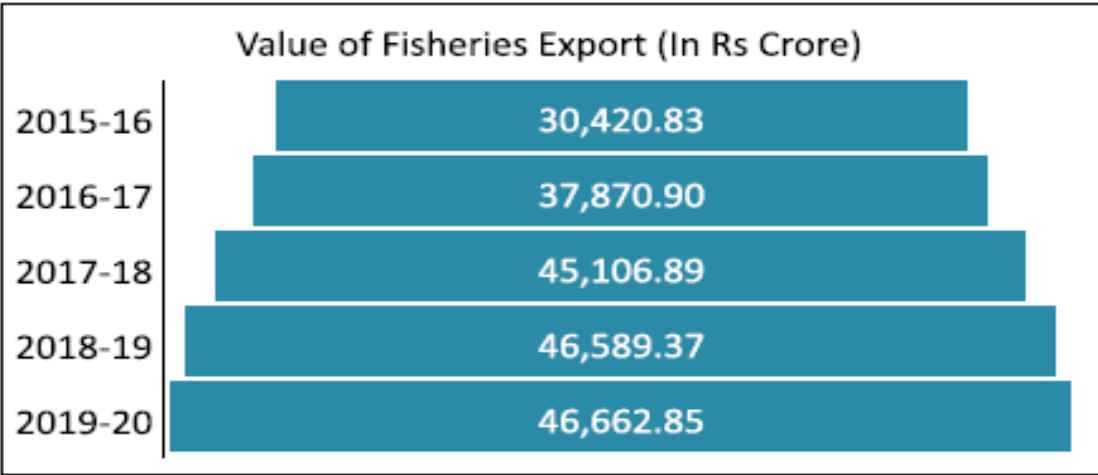
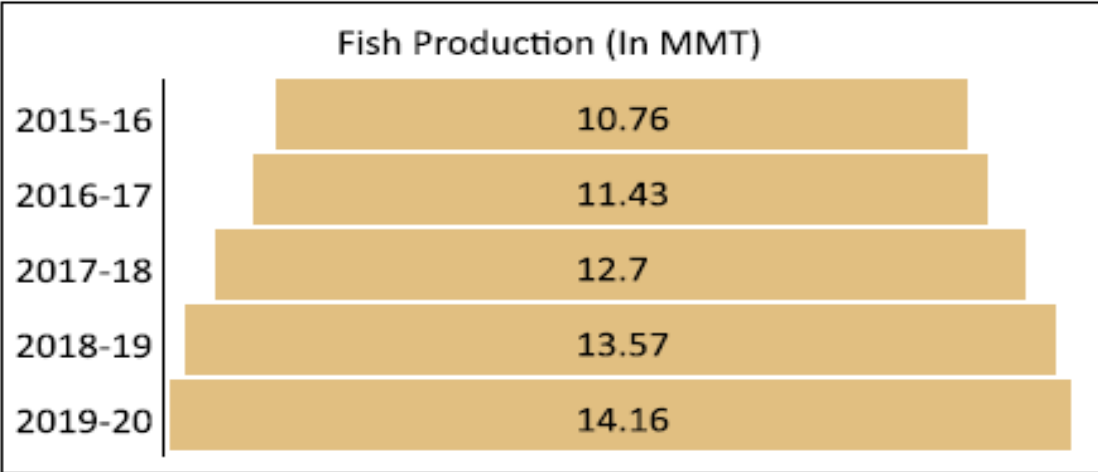
The fishery sector has grown remarkable with an average annual growth rate of 10.88% from year 2014-15 to 2018-19. The average annual growth rate in fish production has been registered as 7.53% from 2014-15 to 2018-19, with highest level of production of 137.58 lakh metric tons during 2018-19. Additionally, the export of marine products has also grown at the rate of 10% during the past few years reaching a level of Rs. 46, 589 crores.

India's marine fishery potential is expected to be 5.31 million tons whereas the annual present production amounts to 4.17 million tons (for year 2018-19). The Indian marine fishery potential includes resources in the form of rivers and canals (1.95 lakh km), floodplain lakes (8.12 lakh hectares), ponds and tanks (24.1 lakh hectares), reservoirs (31.5 lakh hectares), brackish water (12.4 lakh hectares), saline/alkaline affected areas (12 lakh hectares) etc. The fishery sector is estimated to provide livelihood to about 25 million fishers and fish farmers at primary level.

Fishery holds immense potential in handling the hunger, providing nutrition at low cost, enhance incomes, push economic status, and improve the value chain. Majority of population involved in fishery industry in India belongs to small scale and artisanal fishers. Fishery sector touches the lives of millions of Indians in terms of providing nutrition, food, employment, livelihood, business, recreation etc. There are two major modes of producing fish:

**Capture Fisheries:** It involves capturing wild fish from marine water and fresh water. The aim is to exploit the widely available aquatic resources without aiming to stock them in seed. Capture fisheries considers a wide range of wild marine animals like fish, prawns, lobsters, crabs etc. A major drawback of capture fishery is uncontrolled, unsupervised and overfishing causes destruction of the fish stock.

**Culture Fisheries:** It involves farming, growing and cultivation of selected breeds of fish. Such cultivation is carried out in confined areas, under expert management, and harvested to get maximum yield. Culture is carried out in ponds; fertilization is supervised and feed is supplemented to improve the yield. Culture fisheries help in overcoming the problems of capture fisheries.



(Source: Handbook on Fisheries Statistics 2020, GOI)

Marine Fish Production:2019-20 3.72 MMT.	Inland Fish Production: 2019-20 10.43 MMT.	Total Expenditure for development of Fisheries Sector: 2019-20 ₹ 64025.86 Lakh
Contribution of Fisheries sector in Indian Economy (GVA): 2018-19 ₹ 2,12,915 Crore	Percentage Contribution of Fisheries sector in India Economy: 2018-19 1.24%	Percentage Contribution of Economy Fisheries sector in India Agriculture Sector: 2018-19 7.28%
Total value of Fisheries Export:2019-20 ₹ 46,662.85 Crore	Total Quantity of Fisheries Export:2019-20 12,89,651 Tons	Total Quantity of world Fish Production 178.5 MMT
Consumption of Fish: 2019-20 (Top Five States) Tripura Kerala Manipur Odisha Assam	Post-Harvest Infrastructure :2019-20 Total Fish landing centres - 1548 Major Fishing Harbours commissioned-7 Minor Fishing Harbours commissioned- 62	Fisheries Welfare: 2019-20 Number of houses sanctioned to Fishermen - 4504 Number of Fishermen Insured - 3,586,721 Relief provided to Fishermen under SCR - 765,194

(Source: Handbook on Fisheries Statistics 2020, GOI)

National Fisheries Policy 2020: The National Fisheries Policy 2020 merged three policies i.e.

1. National Policy on Marine Fisheries, 2017
2. Draft National Inland Fisheries and Aquaculture Policy (NIFAP)
3. Draft National Mariculture Policy (NMP)

The Sixth draft version for the policy was presented on 20 December 2020 . The vision of the Policy is “A healthy and vibrant fisheries sector that meets the needs of the present and future generations”

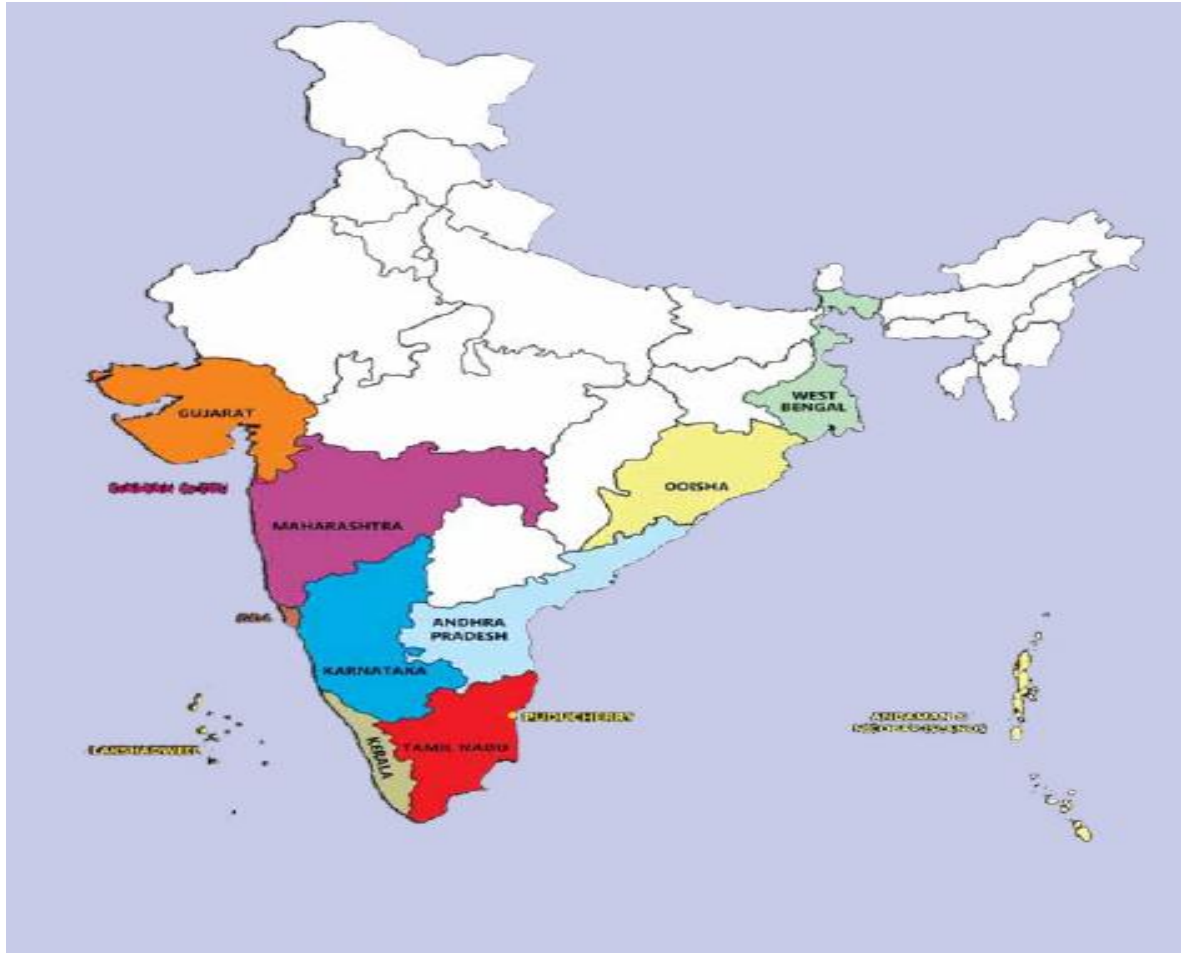


Figure: Fishery Resources in India (Source: Handbook on Fisheries Statistics 2020, GOI)

### 10.2.1. Blue Revolution in India

Blue revolution is also called as Neel or Nili Kranti Mission. Dr. Hiralal Chaudhuri and Dr. Arun Krishnsnan are known as father of Blue revolution. It was launched in 1985-1990 as part of 7<sup>th</sup> Five-year plan (1985-1990) via sponsorship of Fish Farmers Development Agency (FFDA) by the Central Government of India. Later during 1992-1997, the Intensive Fisheries Program, fishing harbours in Vishakhapatnam, Kochi, Tuticorin, Porbandar and Port Blair were established to boost the revolution.

It focuses mainly on increasing fishery production and productivity in the area of aquaculture and fishery resources.

The main objectives<sup>12</sup> of Blue revolution are

- To increase overall fish production in responsible and sustainable manner for economic prosperity
- To bring modernization in the fishery sector.
- To ensure security in terms of food/ nutrition.
- To improve employment opportunities and exports.
- To ensure inclusive development and empower fishers and aquaculture farmers

Department of Animal Husbandry, Dairying and Fisheries launched the scheme “Blue Revolution: Integrated Development and Management of Fisheries” by merging all the ongoing schemes in fisheries sector. This scheme is governed by the National Fisheries Development Board (NFDB). The scheme will be implemented through the combined efforts of Central government/institutes/agencies, NFDB, State government/ union territories, Fishers Cooperatives, Individual beneficiaries, Entrepreneurs, Self Help Groups, miscellaneous Fishermen Bodies etc.



### 10.2.3. Institutional support for Fishery Development in India

Government of India has taken a number of steps to contribute in fishery development in India. Few major steps taken are discussed as follows:

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<sup>12</sup> <http://dof.gov.in/blue-revolution>

1. Proposal to raise the fishery exports to INR 1 lakh crores by financial year 2025. This will involve youth in fishery extension through 3477 Sagar Mitras and 500 Fish Farmer producer organisations.
2. Constitution of Independent Ministry for Fisheries with the objective to raise seafood output and exports. The aim is to promote and sustain aquaculture.
3. PMMSY: Pradhan Mantri Matsya Sampada Yojana is a key scheme to bring sustainable Blue revolution. PMMSY aims to address critical gaps in fish production and productivity, quality, technology, post-harvest infrastructure and management, modernization and strengthening of value chain, traceability, establishing a robust fisheries management. PMMSY will be implemented in all States and Union Territories for a period of 5 years from FY 2020-21 to FY 2024-25.
4. CIFNET: Central Institute of Fisheries Nautical & Engineering Training aims to develop skilled manpower for deep sea fishing. The institute aims to build capacity by training, conducting studies on fishing craft, gears, equipments, and to accelerate advancement in fishing under blue revolution.
5. NIFPHATT: National Institute of Fisheries Post Harvest Technology and Training aims to develop all round technologies for best post-harvest fish utilization and consumption. Also, NIFPHATT strives to reduce the post-harvest losses and strengthens the supply chain to supply best quality fish and fish products.
6. CICEF: Central Institute of Coastal Engineering for Fishery is a premier institution of India which covers the entire coastline of India. It was established in 1968 and conducts engineering and socio-economic studies, prepares feasibility studies for fishery harbor projects. The institute plays a pivotal role in providing requisite technical support to the State/Union territories.
7. CAA: Coastal Aquaculture Authority is the authority responsible for regulating the coastal aquaculture in coastal areas and related matters
8. NFDB: National Fisheries Development Board is an autonomous organization which aims to improve the fish productivity in country and play an instrumental role in fishery development.

### 10.3. Poultry Development

Poultry refers to the domesticated birds that are kept by humans for their eggs, meat, feathers and other benefits. The word ‘poultry’ comes from Latin word ‘pullus’ which means small animal.

Poultry includes several domestic fowls like chickens, turkeys, geese, ducks, guinea fowl, pigeon, etc. Poultry farming is carried out for two purposes i.e., meat and eggs. Poultry farming has become very famous in rural and urban areas.

#### Segments of poultry farming

1. Layers: Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Maharashtra and West Bengal are the states which contribute more than 60% of the total eggs produced in India.
2. Broilers: Small sized producers also engage in ‘contract farming’
3. Backyard/ family production: Approximately 30% of the eggs produced in India come from the backyards or family production
4. Poultry Industry in India was in primitive stage a few decades ago. But today poultry farming has been transformed into professional and commercialized business for producing eggs and meat. Poultry is one of the fastest growing segment of Indian agriculture sector. India is 3<sup>rd</sup> largest egg producer in the world and 4<sup>th</sup> largest chicken producer in the world.

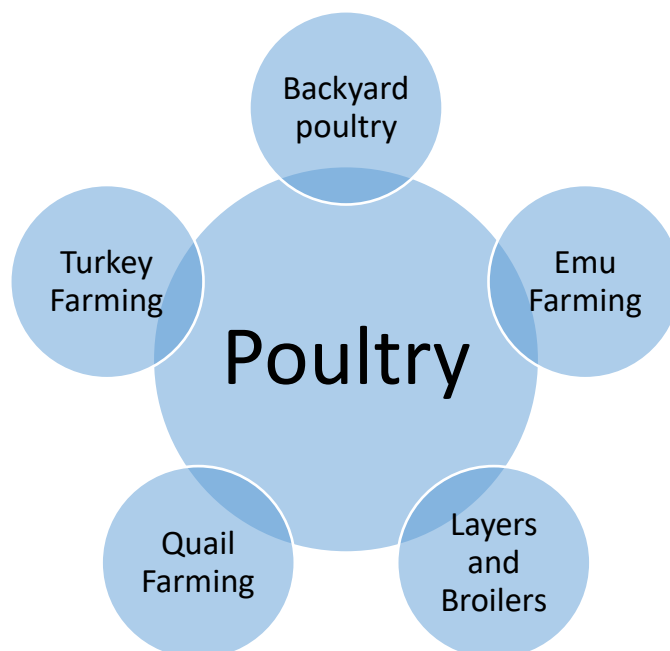




Figure: Dimensions of poultry farming

Government support is extended by allowing foreign direct investment for establishing the food processing sector and cold chain in Indian poultry sector. Further, support from the number of agencies like Poultry Federation of India (PFI), the Compound Livestock Feed Manufacturers Association, the National Egg Coordination Committee, the Indian National Federation of Animal Health and Broiler Coordination Committee assist and guide farmers to promote the farming and market for the poultry.

### **10.3.1 Silver Revolution**

Silver Revolution is among the agrarian revolutions Indian economy has witnessed. Silver revolution started in 1969-78. Indira Gandhi is considered as father of the silver revolution and Dr Banda Vasudev Rao was the visionary behind this poultry industry revolution. Dr Banda Vasudev Rao is known as father of poultry farming in India. He was awarded with Padma Shri in 1990. It took nine years for India to place itself at third position (globally) in term of egg production. The combined efforts of Indian government policies, private companies, scientists and veterinarians boosted the egg production in India.

Silver Revolution aimed at intense growth in egg production in India by combining the best methods and technology to improve development in poultry cultivation. Silver revolution aimed at

- Adoption of high technology and biosafety protocols to provide safe and hygiene poultry produce.
- Use of applied science to obtain chickens.
- Maximize the consumption demand
- Improving the package to indicate nutritional value and expiration date.
- Improve long distance supply and export facilities.

### 10.3.2. Challenges faced by poultry farming in India

1. **Low productivity:** The production facilities and methodologies followed by the poultry farmers in India are obsolete and traditional. Comparing with the global standards, the technology in India for poultry farming lags and thus the productivity lags. Majority of poultry farms in India rear the birds in open environment without any climate control which makes the birds vulnerable to disease and other climatic hazards. India has witnessed a number of outbreaks of bird-flu in India, and thus register huge losses due to culling of birds as preventive measure.

2. **Lack of storage facilities and supply chain links:** Indian poultry suffers from another crippling limitation of less storage facilities, cold chains and weak supply chain links. This makes it difficult to safely and hygienically transfer the broiler and layers from states with higher level of production to other states within India. Most of the poultry birds are transferred alive under unsafe conditions and reduce the productivity for the farmers. Also, refrigerated trucks or specialized transport facilities are also not so much in vogue.

3. **Low quality feed:** Indian poultry farmers generally use the local feed like soya bean and maize as main feed for the birds. Such feed only ensures the minimum nutritional value and does not ensure the high quality healthy birds. Lack of knowledge, awareness and access to the quality feed limits the capacity of farmers to raise quality birds and thus limits the quality in the growth of the poultry farming. This problem gets compounded with the economics of raising the birds and non-availability of high protein diet for birds.

4. **Low inspection and standard enforcement:** In India, the enforcement levels for ensuring high quality birds are low as far as domestic consumption is concerned. Whereas, for export purposes Indian government has imposed strict quality standards and implemented regular audits to ensure quality standards.

5. **Lack of dry processing facilities:** Indian consumers prefer to have freshly culled birds which are generally not processed in clean and hygienic conditions. Such machineries are greater cause of health concerns to the consumers. Also, Indian domestic poultry market lacks from the availability of dry processing capabilities.

6. **Poor waste disposal system:** There is poor management of the waste disposal of the poultry farm which causes loss in quality and hygienic conditions.

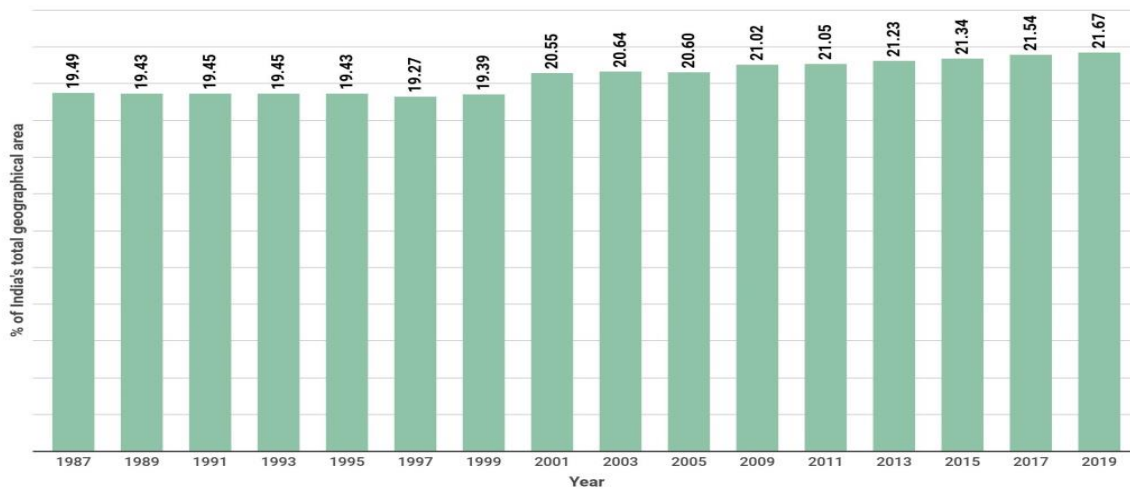
### 10.3.3. Forest development in India

Forestry in India is significant rural industry and a major environmental resource. India is one of the ten most forest rich countries of the world. Together, India and these other 9 countries account for 67 percent of total forest area of the world.

India's forest cover grew at 0.20% annually over 1990-2000 and has grown at the rate of 0.7% per year over 2000-2010, after decades where forest degradation was a matter of serious concern. The total covered forest area of 640,819 sq km (19.49%) in 1987 has increased to 712249 sq km (21.67%) in 2019 despite urbanization, population growth, and pressure on forests for resources. The total tree cover is estimated to be 95,027 sq km (2.89% of the geographical area). The top five states which have reported increase in forest cover in 2019 are Karnataka, Andhra Pradesh, Kerala, Jammu & Kashmir, and Himachal Pradesh.

Class	Area (sq km)	Percentage of Geographical Area
<b>Forest Cover</b>		
Very Dense Forest	99,278	3.02
Moderately Dense Forest	3,08,472	9.38
Open Forest	3,04,499	9.26
<b>Total Forest Cover*</b>	<b>7,12,249</b>	<b>21.67</b>
Tree Cover	95,027	2.89
<b>Total Forest and Tree Cover</b>	<b>8,07,276</b>	<b>24.56</b>
Scrub	46,297	1.41
Non-Forest#	25,28,923	76.92
<b>Total Geographic Area</b>	<b>32,87,469</b>	<b>100.00</b>

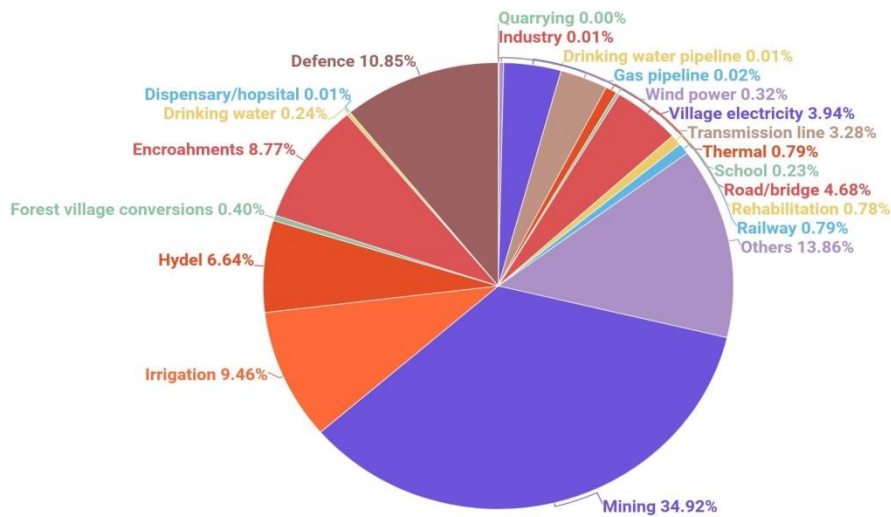
According to India's State of Forest Report India's forest in north-eastern region (Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, Tripura and Sikkim), and tribal districts are constantly under pressure.



India's total geographical area is 3287469 square kilometres.

Figure: India's Forest cover since 1987 (Source: Forest Survey of India)

Over the past 70 years, Indian government has diverted about 57,300 sq km of forest area to non-forestry use.



About 1.52 million hectares of forest area diverted for non-forestry use since 1980.

Figure: Forest area diversion since 1980. (Source: Ministry of Environment, Forest and Climate Change)

India is one of the countries with huge bio-diversity. The land regions vary from high rainfall areas to dry desserts, mountains to coastal lines. The forest vegetation is diverse. Indian forests include tropical evergreens, tropical deciduous, swamps, mangroves, sub-tropical, montane, scrub, sub-alpine and alpine forests.

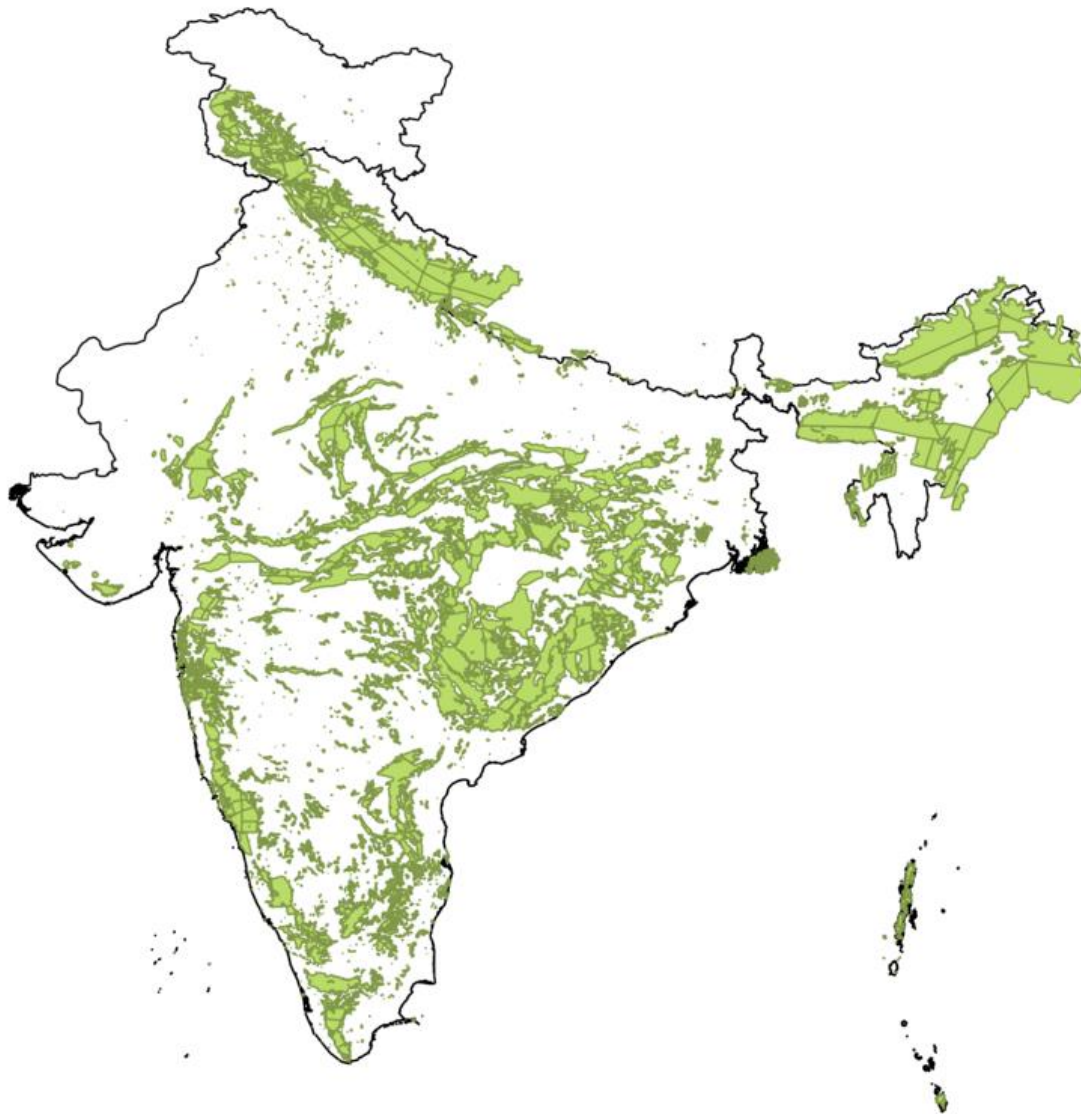


Figure: Forest cover map of India

### **10.3.4. Issues and concerns related to Forest development in India**

#### **Chipko movement**

Chipko Andolan is one of the most influential forest conservation movement in India. It started in 1973 in Uttarakhand. It was a silent non-violent protest carried out with an aim to inspire the slowdown of rapid deforestation, exposed hidden interests, raise the levels of social awareness and demonstrated the people's power. The movement was started with Sunderlal Bahuguna and he gave the slogan "Ecology is the permanent economy". The movement practiced the Gandhian strategies like Satyagraha. During the movement, the rural people, prominently women, went to the protect the trees from being cut by holding them.



#### **Timber mafia**

Forests in India- most likely in Jammu and Kashmir, Himachal Pradesh, Karnataka and Jharkhand- face the vulnerability and consequences of illegal cutting of trees and deforestation by timber mafia. Such mafia illegal deforests the forest of trees, sand and transfer the assets to industrial use. In 1994, a total of INR 10 billion of timber was stolen from state of Karnataka. Also, similar incidents of smuggling and stealing chir wood from Jammu and Kashmir state, and high-quality wood form Punjab have been reported. Recently, in 2020, Timber mafia looted Purulia forests in Jharkhand.

#### **Forest Fires**

Forest fires are one of the major drivers which causes damage to the forests. Forest fires damage the forest ecosystem and lead to huge socio- economic losses. Forest fires not only cause the loss of trees and vegetation but also lead to loss of weeds, soil erosion, loss of regeneration,

landslides, damage of habitat, etc. Government of India is developing effective forest fire system in order to control fire in time.

### **Climate change**

Climate changes and global warming has adverse impact on the forests of the country. Approximately 45 % of the forests are vulnerable to the climate change. Forests in upper Himalayas, central India, northwestern Ghats and Eastern Ghats are most vulnerable to climate change. Moreover, climate change has led to increased number of forest fire and pest attacks.

### **Forest encroachments**

It is a tricky issue which has economic, social and legal implications. Government regularly makes estimates on the encroachment of forest area in the country. State governments are trying to act and prevent the forest encroachment as per the guidelines issued by Central government and Supreme Court.

#### **10.3.5. Policy Environment**

- **Indian Forest Act, 1927:** It was the first comprehensive act which governs the forest sector. The act details about forest management, forest administration, forest offences, forest categories, rights and concessions related to forests.
- **Forest (Conservation) Act, 1980:** The act controls the deforestation and prevents the diversion of forest land towards non-forestry land.
- **National Forest Policy, 1988:** This act brought the shift in forest management. The forest was initially managed as revenue-oriented forests. This act brought in the participatory paradigm and placed stress on needs of local communities, environment stability, restoration of environmental balance.
- **National Environment Policy, 2006:** This act gave relevance and recognition to traditional rights of communities in relation to use of forests.
- **Forest Rights Act, 2006:** This act was enacted in 2006 but implemented in 2008. This act brought in the individual and communal rights on forest resources including ownership and management of forest land.

- **Green India Mission:** Green India Mission is one of the eight missions launched under the National Action Plan on Climate Change (NAPCC). It was launched in February 2014. The aim of the mission is to protect, restore and improve the forest cover and respond to the climate change at the same time by adopting a combination of adaptation and mitigation measures. Also, the mission aims to increase the forest-based livelihood of the communities connected with forest. Along with, the mission wants to establish forest as the carbon sink for India. A total budget of Rs 250 crore has been allocated for GIM during the Union Budget 2021.

#### **10.4. Horticulture**

Horticulture is the branch of plant agriculture which focuses on intensively cultured plants so as to use them for food, medicine or aesthetic gratification. It includes cultivation, production and trade of plants. The word horticulture is derived from Latin word 'hortus' i.e. garden and 'colere' i.e. to cultivate. It includes all forms of garden management.

Horticulture takes the following forms

**Pomology:** It deals with scientific study and cultivation of plants for fruit and nuts.

**Olericulture:** It includes cultivation of herbs and vegetable crops for kitchen. Eg. Carrots, tomatoes, peas, asparagus etc.

**Floriculture:** It deals with production of flowers and ornamental plants.

**Landscape horticulture:** It has wide scope and includes cultivation of flowers and ornamental plants for landscaping the lawns, open areas.

**Post-harvest technology:** It is the branch of horticulture which deals with techniques, principles and practices of handling the supply chain issues like processing, packing and transporting of harvested crops to improve the storage and shelf life of output.

##### **10.4.1 Horticulture: Features**

Horticulture contributes significantly in the growth of an economy. The benefits of horticulture extend across a number of dimensions like generation of employment, reduction of poverty,



provision of raw material to numerous food-based industries, raises income levels, improves exports and earns foreign exchange.

- Horticulture enables the nation to attain self-sufficiency for several basic and required farm produce and diets.
- With horticulture, a wide variety of agriculture produce can be produced in an economy.
- Horticulture helps in improving the nutritional content of the agricultural produce.
- Horticulture supports the nation to efficiently produce specific crops related to the geographic locations like turmeric, basmati rice, Assam tea, tulsi etc.
- The crops cultivated through horticulture have monitored aesthetic value.
- Horticulture considers other aspects of the environment and protects the environment.
- It helps in understanding the nature of land, soil quality and provides scientific solutions to cultivate crops depending on the environmental factors.
- With horticulture, the requirement of raw materials for various industries like processing, pharmaceutical, cosmetics, chemical, confectionery, oils etc.
- Horticulture can also support a nation to earn foreign exchange by exporting produce and meet international demand.

#### **10.4.2 Horticulture in India.**

India recognized the need to diversify its agriculture produce and focus on horticulture sector in mid-eighties. As result, horticulture has expanded from rural areas to commercial sector. In India, horticulture contributes more than 30 percent towards the agriculture GDP. Horticulture production has improved from 146 million tonnes in 2001-02 to 314 million tonnes in 2018-19<sup>13</sup>. India has achieved self-sufficiency in foodgrain production with a level rise from 213 million tonnes to 285 million tonnes from 2001-02 to 2018-19. India is second largest producer of several horticulture products, especially fruit and vegetables. Fruits and vegetables contribute approximately 90% of total horticulture production. India is leader in horticulture produce of Mango, Banana, Papaya, Cashewnut, Arecanut, Potato and Okra. UttarPradesh, West Bengal, Madhya Pradesh, Maharashtra, Andhra Pradesh, Gujarat, Karnataka, Bihar, Tamil Nadu, Odhisha are the major horticulture producing states.

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<sup>13</sup> <https://www.financialexpress.com/opinion/bearing-fruit-indias-growing-horticulture-edge/2079259/>

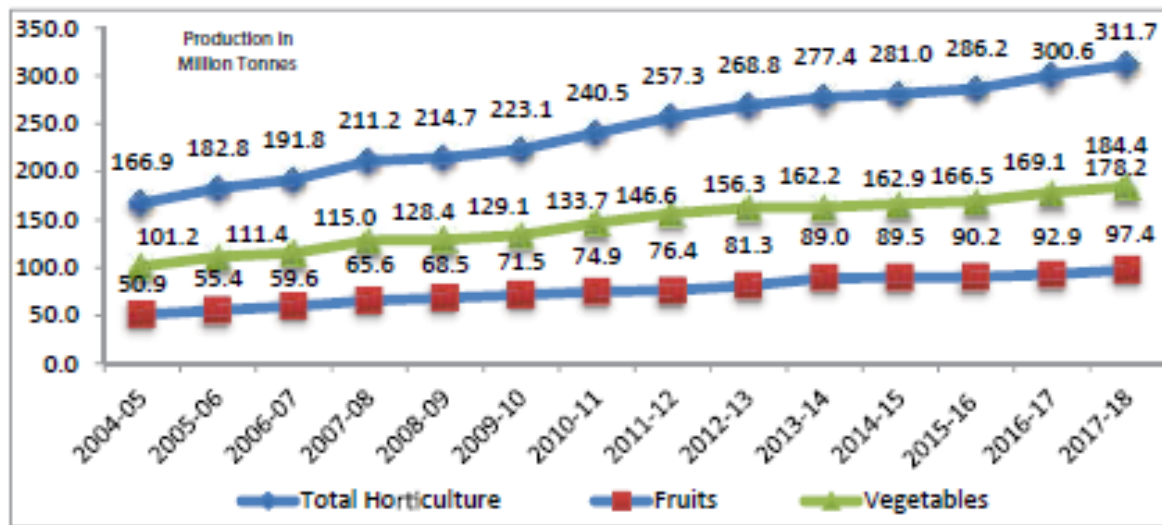


Figure: Production of Horticulture in India

(Source: Handbook of Horticulture Statistics, 2018)

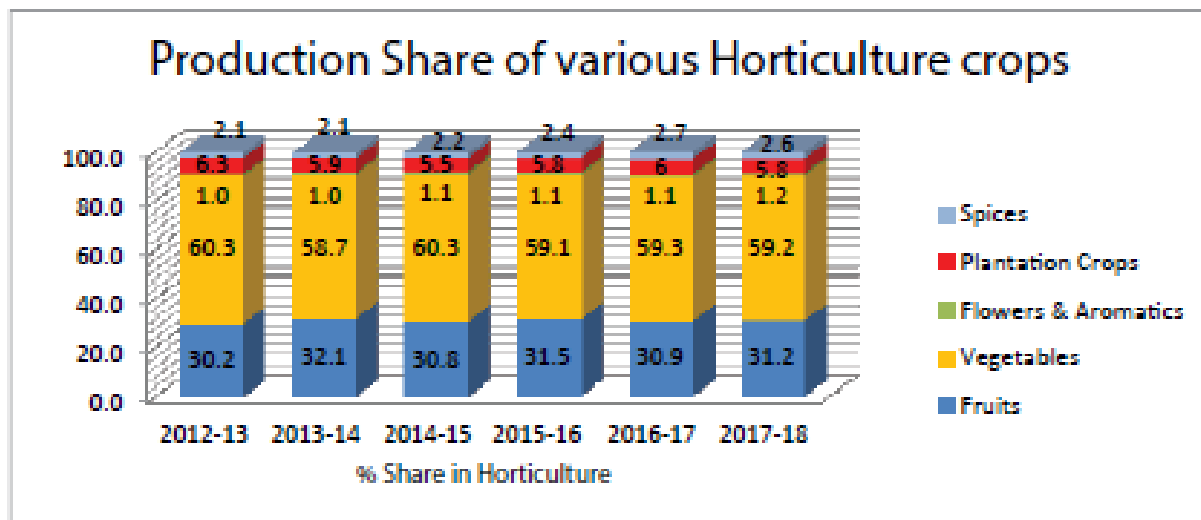


Figure: Production share of various horticulture crops

(source: Handbook of Horticulture Statistics at a Glance)

### 10.4.3 Golden Revolution

India marked the increased production in horticulture, honey and fruits during the period of 1991-2003. Golden revolution refers to the revolution in the production of honey and horticulture

produce through increased investment and institutional support from the government of India. Nirpakh Tutej is known as father of Golden revolution. Indian government pushed the production of foodgrains, horticulture and honey through

- Bringing shifts in the patterns of cropping fields with an objective to increase yield and returns
- Bringing in improvement and technology in the cultivation techniques
- Increasing the harvesting area.

Golden revolution brought India on the global platform of leaders in production of vegetables and fruits.

India has also witnessed a similar revolution i.e., 'Green Revolution' during 1960s which aimed at increasing the food grains i.e., wheat and rice output for India. Green revolution helped India to become self-sufficient in rice and wheat; whereas Golden revolution helped India to become leading producer of fruits and vegetables in the world.

#### **10.4.4. Mission for Integrated Development of Horticulture**

MIDH is scheme launched by government of India. The aim of the scheme is to provide holistic growth and development of Indian horticulture sector. The scheme is funded by central government. Government of India supports with 85% of total output and rest of the 15% is supported by state government, Government of India extends 100% support for horticulture in North East and Himalayan states.

The main features of MIDH are as follows:

- It is a centrally sponsored mission
- It covers crops like vegetables, fruits, root, spices, bamboo, coconut, cashew.
- The mission facilitates technical support and consultancy.
- It is supervised by Ministry of Agriculture and Farmer's Welfare.
- The mission aims to focus on technology, research, harvesting technology, marketing and processing of produce

- The scheme aims to compliment production, enhance nutritional value, improve income of farmer, bring in economies of scale, improve productivity, support skill development etc.

MIDH	National Horticulture Mission
	National Horticulture Board
	Horticulture Mission for North East & Himalayan States
	Coconut Development Board
	Central Institute for Horticulture
	National Bamboo Mission

**Figure: Sub-schemes of MIDH**

Few activities supported by MIDH for the purpose of financial support are

- Creating nurseries
- Culture of tissue units
- Expansion of areas
- Cultivation care and protection
- Organic farming
- Bee-Keeping
- Support for post-harvest produce and marketing infrastructure.

#### **National Horticulture Board**

It is the board set up on the recommendation of “Group on Perishable Agricultural Commodities” in 1984. The board has its headquarters in Gurugram. The objective of NHB is to improve integrated development of Horticulture industry. The NHB aims to coordinate, sustain, improve production and processing of fruits and vegetables.

#### **10.4.5. Challenges in Horticulture:**

**Lack of facilities for cold storage:** There is lack of cold chain facilities to preserve the horticulture produce and extend the shelf life of perishable horticulture produce.

**Low productivity:** The productivity of horticulture farm produce is low and limits in bringing economies of scale.

**Obsolete technology of cultivation and harvesting:** Indian horticulturists still depend on obsolete technology for cultivation and harvesting.

**Unorganized cultivation:** Farming in fruits and vegetables is still fragmented and unorganized.

**Low level of awareness and education of farmers:** The information set to the farmers regarding the awareness of market prices, institutional support and have limited availability of market intelligence to the farmers.

**Hidden unemployment:** Hidden unemployment reduces the productivity of land from horticulture. Owing to poverty and unemployment, hidden unemployment is quite a prevalent phenomenon in India.

## **10.5. Floriculture**

Floriculture is also known as flower farming. It refers to the study and research of growing, marketing and delivering flowers and related plants. It includes each step involved in the process of raising a crop of flowers i.e., cultivation, sowing, irrigation, cutting, drafting, budding, grafting, protecting from weather, of flowers, ornamental and related plants. The flowers are raised for employing them in cosmetic, perfumes or medicines. In other words, floriculture involves art and science of raising flowers perfectly. The persons who possess such skills are known as floriculturists.

Floriculture is famous across globe with more than 140 countries involved in. Netherlands, Germany, France, Italy, Japan are famous importers of flowers, whereas Colombia, Israel, Spain, Kenya are exporters of flowers.

### **10.5.1. Floriculture in India**

Floriculture holds great potential in employing the small and marginal farmers. Floriculture picked up pace when the agri-business started showing profits and improved the standards of living and improved the consciousness of customers. The shift in the business environment raised the demand for flowers and thus, floriculture picked up as business. Floriculture has been exhibiting rising trends from the past ten years. It includes trading of flowers, production of

nursery plants, potted plants, bulbs, seeds, and extraction of flower oils. Considering the international market of around INR 90,000 crore and growth rate of higher than 25%, India's participation in international market is negligible. Liberalization brought floriculture as a sunrise industry with a status of 100 percent export oriented. Floriculture is considered as high growth and promising industry. In India, Agricultural and Processed Food Products Export Development Authority (APEDA) is responsible for export promotion and development of floriculture.

Varieties	Rose, Carnation, Chrysanthemum, Gargera, Gladiolus, Liastris, Nerine, Orchids, Archilea, Anthuriu, Tulip, Lilies.
Areas of Cultivation	Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan, West Bengal
Major Export Destinations 2019-20	USA, Netherland, Germany, UK, UAE.

The export value of floriculture has increased from 16949 million tonnes and INR 542 crores in 2019-20 to 15842 million tonnes and INR 576 crores in 2020-21 recording a growth rate of 6.35%.<sup>14</sup>

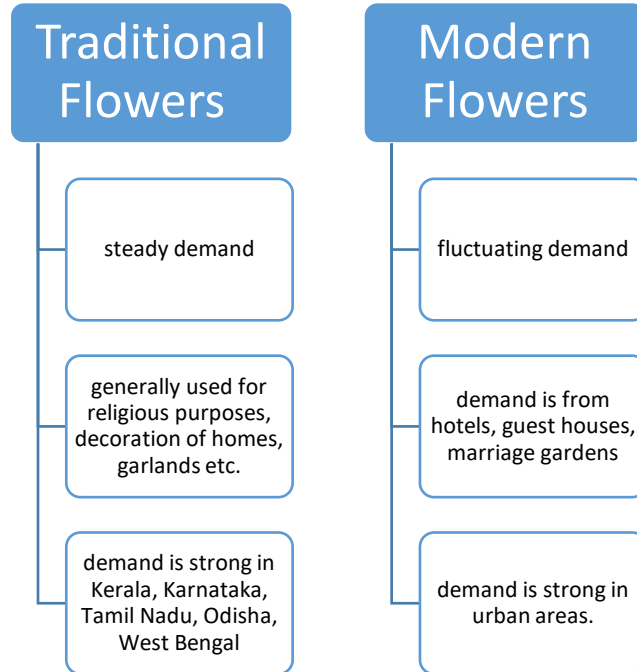
Government of India has taken a number of initiatives to boost this sector. Giving a status of 100% export-oriented unit allows the industry to import capital goods without any import duty. Also, walk-in cold storage facilities have been established at international airports to store the export-oriented produce. Further, a subsidy to an extent of 50% has been provided at cold storage units.

Subsidy on packaging materials is provided by APEDA. National Bank for Agriculture and Rural Development (NABARD) also extends financial assistance to set up hi-tech units. Government has set up "Integrated Development of Commercial Floriculture" to promote development of floriculture sector.

In India, the demand is for two types of flowers: Traditional flowers and Modern flowers. The demand for flowers is related to steady component and seasonal component.

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<sup>14</sup> Source: Comparative statement for Export of Agri and Processed Food Products, 2020-21.



## 10.6. Test your knowledge:

### 10.6.1. Short answer type questions

1. What do you mean by White Revolution?
2. What are the different types of flowers under floriculture?
3. Write a short note on MIDH.
4. List the different forms horticulture can take.
5. What is Chipko moment.
6. Explain blue revolution.

### 10.6.2. Long answer type questions

1. What is the policy environment related to forests in India?
2. Discuss the challenges in horticulture in India?
3. Elaborate the fishery development in India.

4. What are the challenges faced by poultry farming in India?
5. Provide an overview of floriculture in India.

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**UNIT XI RURAL INDUSTRIALIZATION**

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## **11.0. Objectives**

After studying this chapter, you will be able

- To understand the concept of rural industrialization
- To identify the factors causing rural industrialization
- To analyze the challenges related to rural industrialization
- To analyze the impact of industrialization on India
- To discuss the critical issues involved in rural industrialization
- To appraise the current scenario prevailing in India

## **11.1. Introduction**

Rural economy depends a lot on rural and cottage industries. Such micro, small and medium enterprises play a significant role in Indian economy as Indian rural sector struggles with the limitations in terms of scarcity of physical capital, unemployment, illiteracy, regional imbalances, under-utilized resources. Such industries can provide a pool of employment opportunities and reduce the regional developmental imbalances. Employment is viewed as a handle to deal with a number of rural economy's problems, bring in economic growth and social justice. Also, rural industries contribute in redistribution of resources, wealth and income.

Additionally, improving the quality of life has been a big challenge for rural economy. Promoting rural industries is a viable and sustainable solution to this challenge and can bring self-sufficiency among the rural people. In essence, generation of employment, income, utilization of resources, diversifying manpower, supporting agriculture ensure the socio-economic growth of economy and, rural industries can play an instrumental role in executing this objective. At present, a considerable percentage of rural population is not directly involved in agriculture. This brings attention to evolve the policies that can strengthen the growth of industries. Growing micro and small business in rural areas seem to be a viable and achievable remedy. At present, rural small scale and cottage industries comprise of handicrafts and artisan

enterprises. Such enterprises are labour intensive, produce high value-added products, preserve the culture and traditional value.

## **11.2. Industrialization**

Industrialization refers to the process of transforming an economy from an agriculture based economy to production and manufacturing based economy. Labour intensive processes are substituted with mechanical and automated production processes, assembly lines are established and production is carried out at large scale. Industrialization causes an increase in income and living standard of society at large. Industrialization involves division of labour, extensive use of technology, innovative solutions to problems, employment of high capital, better management and governance of organizations.

## **11.3. Industrialization in India: Background**

India entered industrialization through the industrial revolution in 1854 with Bombay having its first steam powered cotton mill in Asia. The growth was staggering initially, but soon the revolution expanded and modernized cotton mills came into existence by the 1870s. In independent India, industrialization was considered as key to alleviate poverty. Jawaharlal Nehru trusted the powerful process of industrialisation. The Industries (Development and Regulation) Act (IDRA), 1951 was laid down to implement administrative control and monitor the industrial controls. But in India the licensing requirements and red tapism made opening an industry a tiresome job. Moreover, the imports were subject to quantitative restrictions via import license. To boost the industrial growth, the Indian government intervened and controlled few state industries like chemicals, electric power, steel, transportation, life insurance, portions of the coal and textile industries, banking.

History of under-developed economies indicate that the progress focused on industrialization of urban centers and the nation focused less on solving the social problems of rural areas. Placing agriculture important, it cannot be ignored that industrialization cannot be separated from other elements determining the economic development. Rural industrialization becomes essential to contribute in harmonious economic development of society. Having an industrial activity in rural area is determined by a number of factors which are related to access to raw material, exogenous

variables, characteristics of industries. Rural industrialization also gives boost to entrepreneurial development.

There is a debate on the establishing objective of rural industrialization. Rural industrialization tends to establish a tradeoff for solution to the problem of unemployment and the problem of low standards of living.

#### **11.4. Factors contributing Rural Industrialization**

Rural industrialization is deeply connected with growth and industrial development of small scale sector. Major factors which contribute in rural industrialization are discussed as follows

- **Employment opportunities:** Rural industries create employment for the local people. The capital invested in the rural industries makes provision for creation of more employment opportunities for the people in proximity or residing in rural communities. Rural people feel more comfortable, fortunate to work in small scale industries.
- **Acquisition of skills and abilities:** Rural industries enable the rural people operating in rural industries to acquire the required skills and abilities to become more productive. The experience gained, while working in a rural industry, makes rural people more confident and give boost to extend their skills. Such confidence also seeds ambition to raise the standard of living and act as responsible citizen of society.
- **Generation of supplementary income:** Many rural communities engage in farming practices which might not engage them full time. Rural industries help them to raise the income level and secure livelihood by working with such industries. Individuals, who lack literacy skills or are not educated, can also work and earn decent income to support their families.
- **Capital Formation:** Capital formation refers to creation of more capital in terms of addition of capital assets and goods like equipment, tools, infrastructure facilities etc. Scarcity of resources and demand for resources calls for need of capital formation. The problem of low access to resources and scarcity of resources can be solved by established rural industries. When rural people engage in rural industries, then they develop skills over the period of employment. Such skills are augmented with other managerial skills like planning, organizing, directing, leading, coordinating and

controlling. The skills become significant in completing the job duties and manufacturing of more products.

- **Regional Development:** Rural industries cause significant contribution in the growth of the nation. Channelizing the resources towards the rural areas and bringing the progress to remote areas reduce the inequality in the development of regions. Industrializing the rural industries is an impressive and fundamental way of promoting the traditional products and regional economic development. Also, this helps rural areas to become more self-sufficient and reach better levels of development.
- **Protection of regional art/ handicraft:** Rural enterprises also bring in the culture and heritage of rural background in its products. Such products are heavily demanded in international markets and are praised for their rural and primitive origin. Rural industrialization would help in protecting the rural enterprises and survive through the technological changes happening in the external environment.
- **Mobilization of capital:** Rural industrialization helps in mobilizing capital from blocked assets of rural economy. With mobilization of capital, rural people try to make best use of their skills and abilities. Eg. In case of handicraft industry, rural population attain proficiency and skills in production of goods with rural touch. They attain the status of artisans and craftsmen and try to generate income. The savings invested by the rural people in rural industry gets mobilized in the economy and leads to generation of more capital through returns and sales revenue.
- **Reaches Break Even early:** Rural industries reach break-even early as the investment is low in cottage industries and low level of sales can help such cottage industries to reach the level of no profit, no loss. Along with, the rural cottage industries do not have the burden of rent, additional accommodation facilities etc.
- **Lower levels of dependence on the capital-intensive infrastructure:** Rural industries are generally small scale and micro industries which try to employ the indigenous materials, local equipment, traditional methods and low-cost machinery. Technology leads to contribution in increasing productivity. Lower dependence on capital intensive equipment does not make such industries competitive and such

circumstances call for industrialization as necessary step in bringing the competitiveness to the state of rural industries.

- **Use of natural resources:** Rural enterprise make use of natural resources to produce the goods and output. Having easy access to the natural resources, along with the understanding of the process of replenishing these resources, rural enterprise tends to lean towards the optimum utilization of natural resources, and rural industrialization helps in achieving this target.
- **Meeting demand requirements:** Rural industries tend to produce the goods that are in demand in the nearby regions. So, industrialisation of rural industry helps in meeting the local demand on one hand, and to supplement the requirement of mature industries on the other hand. Rural industries have achieved a lot of growth in production of consumer goods, leather goods, eco-friendly goods, handicrafts etc.
- **Augmenting existing large-scale industries:** Several times rural industries supply input to the grown mature large-scale industries for further processing. For example, rural industries carry out initial processing of the agricultural produce so that the produce can be used for processing food or used as input in other large-scale industries. This way, the small-scale industries try to augment the existing large scale industries and assist in the growth of industrial sector of the economy. Industrialization of rural enterprises improves the capacity of such enterprises in contributing the economic growth of nation.

## **11.5. Challenges related to Rural Industrialization**

Rural people struggle and face several challenges during the process of rural industrialization. The challenges and problems faced by rural people due to rural industrialization are discussed as follows:

### **11.5.1. Family Challenges:**

Rural population generally lives as joint family system. With joint family system, the number of people living under a single roof is generally large. Therefore, the family members have to search for opportunities to bring in the affordability of basic needs and requirement of the members of the family. While searching for employment, rural people consider family role and

responsibilities. They need to look for the job which can allow them to complete their family responsibilities while being employed. Women face more restrictions and constraints while searching for employment opportunities which can enable them to serve the home and job in a manageable manner.

### **11.5.2. Social Challenges:**

Rural people live in a more rigid social set up where the traditions, customs, social rules of the society limit the activities and freedom of the people based on social status of individual. Gender disparity is also observed more prominently among rural population. In rural communities, the traditional viewpoints differentiate between different members of community. Such discrimination defines the access and freedom of individual in the community. For example, girls are considered as liability, discouraged to get education and work. Their roles are more confined towards the daily household work. Hence, the neglect of the society challenges the development of the rural community. Such perspectives, traditions also limit the penetration of industrialization in rural areas. Many a times the industries face rebel from rural people.

### **11.5.3. Technological related challenges**

Rural enterprises face several technologies related challenges. A number of times the technology imported by the rural industries is either obsolete or second hand. Also, another challenge that rural enterprises face is appropriate use of technology. Though, during the current times it has been observed that the rural people are making use of computers, laptops, internet, latest technologies in Agri businesses etc. Still, putting the technology to its prime use and using it adequately and appropriately remains challenge with several rural people.

An efficient experience, knowledge and understanding of technology is an area of struggle as rural people do not have adequate education and training related to such technologies. Government has been considering this point and establishing training centers in rural areas to equip rural people with enough technological background so that they do not get marginalized in the hi-tech world. Many training centers are being run in collaboration with the entrepreneurial cell to promote business skills as well.

Additionally, keeping an update with the technology, upgrading it to the latest version calls for not only devotion of time, collaboration but also money. This limits the adoption of latest

technology by rural entrepreneurs and thus lags the technological acumen of rural industries over the period.

#### **11.5.4. Financial Challenges**

Rural industrialization process is generally limited by the financial resources that are put to churn the assets. Rural communities generally do not have huge capital at their disposal and live-in conditions of poverty. In some case the poverty extends to such an extent that the vision of rural people for life gets narrowed for survival only. They aim to raise enough to feed the family with adequate nutrition. In such circumstances, the industrialization at rural level becomes limited. Industrialization demands for resources, assets, training of employees, technology, equipment, infrastructure etc. When individuals experience shortage of finances, they withdraw themselves from the process of industrialization and fail to contribute in the economic growth. With financial assistance and planning this challenge can be defeated.

#### **11.5.5. Policy Challenges**

The industrialization processes need to be carried out according to the policies and programs. Over the period, rural industrialization has gone through several changes and has improved a lot. Majority of policy challenges are related to accessing the capital, dealing with the formal financial sector, availing raw material, implementing modern techniques, policy directives related to pollution, training etc.

#### **11.5.6. Inter Industry Linkage Related Challenges**

For effective rural industrialization, rural enterprises must fit into the bigger picture of global industrialization. This calls for identification of existing linkages with other segments of economy and interact – operate along with these linkages. Agriculture sector of rural economy cannot sustain without the support of logistics sector. Similarly, rural enterprise cannot achieve the benefits of industrialization if they are not operative along the forward and backward linkages in different sectors. Such linkages create a push and pull forces in the economy and then streamline the production process. Also, the linkages help identify the demand and supply side of industry output. For example, food processing industry is linked backward with the agriculture output and has a forward linkage with supply chain industry.



## 11.6. Impact Of Rural Industrialization

### 11.6.1. Positive impact of rural industrialization

- **Low cost of production:** With industrialization, processes get automated, and production is carried out at large scale. This brings in the economies of scale and thus the total cost of production reduces. Also, the time and labour is saved due to automation of process. Industrial goods also have the advantage of being competitive at the market with low cost of production.
- **Self-sufficient:** With rural industrialization, rural segments become self-sufficient by raising the level of income and affording the products at affordable prices. This way imports also get reduced.
- **Generation of employment:** Rural industrialization reduces the level of unemployment, by employing the local rural people at the industries and giving them an opportunity to have regular employment.
- **Improved social status:** With more income, the standard of living improves in general. Though, exploitation of labor is observed in few cases, yet the social status of overall society improves as the economy enters in the phase of generating income and consumption.

### 11.6.2. Negative impact of rural industrialization

- **Decline of traditional cottage and micro rural enterprises:** Indian traditional rural enterprises declined due to several reasons like trapping of craftsman in debt cycle, lack of infrastructure support, lack of use of modern machinery, inability to compete with machine made products. These reasons indicate towards the lagging of traditional cottage industries in joining the industrialization process and facing the negative consequences. For example, the traditional process of silk weaving by rural people of India was appreciated globally. But the industry suffered due to competition from machine-made low-cost silk.
- **Exploitation of natural resources:** With industrialization, natural resources come under constant pressure to serve as inputs. Many natural resources have been exploited in India as a result of industrialization. Cutting of trees, acquisition of

agricultural land to set up factories is another way through which the natural resources have been depleted. Exploitation of coal reserves, timber reserves for input in rural industries is also another example of exploitation of natural resources.

- **Environmental pollution:** Another negative consequence is emission of gases, wastage into the environment which leads to environmental pollution. This leads to depletion of environment quality. Another environmental pollution caused by rural industrialization includes noise pollution, light pollution, air pollution.
- **Human Rights violation:** In desire of earning more profits, human rights are generally ignored for the factory workers. Factory workers from rural background are not paid well, made to work in less favorable conditions. Many times, workers are made to work in hazardous environment. Sometimes, industries indulge in child labor as well.
- **Social disadvantages:** Rural industrialization has led to few negative social disadvantages. Factory workers tend to feel the loss of individuality, lower levels of job satisfaction, monotonous work, health issues related to working conditions, consumption of low-quality foods etc.
- **Income disparity:** It has been observed that industrialization has resulted in widening of gap between the rich and poor. This creates income disparity among the population.

### **11.7. Discussion Issues for Rural Industrialization**

Rural industrialization can contribute a lot in the development of Indian economy. As a large proportion of Indian population resides in the rural areas, so it becomes very important for the our economy to focus on the overall growth of villages. As the agriculture sector gets saturated, Indian economy needs more sources to accommodate rising population, generate income and avoid the problems of unemployment, poverty etc. Therefore, industrialization serves a good way of diverting the resources to more productive use. Rapid urban industrialization can be helpful, but this will not serve the complete population of India, so India should focus on rural industrialization. Rural industrialization attempts to put locally available resources into best suited use and generate manifold returns. Few issues which must be discussed and addressed in context of rural industrialization are as follows

- **Formulation of Rural Industrial Policy:** Rural Industrialization deals with micro, small and medium enterprises set up in rural areas. Such enterprises are away from the urban and planned areas. States promoting rural industrialization should bring in rural industrial policy keeping the socio-economic and cultural background of the rural areas in consideration. A comprehensive policy, which considers all types of rural areas in a state, should be evolved to consider the requirements of the state and all-round development of the rural areas.
- **Technology and reservation of rural industries:** Plurality of hi-tech techniques to produce can be threatening to few rural industries. For example, from hand spinning to power spinning, traditional way of food processing to artificial/mechanical food processing, large units can employ state of the art technology and can carry out production on large scale. This makes it difficult for the rural enterprise to match the growing demand at low and competitive price. State must keep few industries reserved for rural industrialization to keep traditional essence of the products and bring in balanced growth of the economy.
- **Nature of Employment:** Rural industrialization process cannot reap the benefits of industrialization if the nature of employment is not considered at the initial stages. People at rural areas are not equipped with high level of skills and not ready to be absorbed for managerial or other skilled jobs. Thus, the skills should be induced, people should be trained and the pattern for employment must be decided based on relevant factors dominant in the rural areas. So, the process of rural industrialization must put enough stress on the nature of employment, rural industries would generate.
- **Institutional challenges:** Rural sector is generally scattered, operates at low scale, unorganized in nature. Indian economy has indicated that co-operative society help a lot in achieving the industrialization of rural sector. Getting the rural sector into organized form is challenging.
- **Technology Deficit:** Rural areas in India still lack the technology upgradation. Many of rural artisans still carry their trade in the primitive ways. There is dire need for research and development in traditional trades. Another challenge is to make this research and development available to the rural segment. This discourages new persons to start a new enterprise. Therefore, in order to have successful rural

industrialization, suitable engineering and mechanical talents must be developed among rural population.

- **Managerial and governance inadequacies among the rural enterprises:** Rural industrialization cannot be sustained if the village-based institutions are not equipped with adequate managerial and governance skills. Inadequacy on the front of governance and management, makes rural enterprise insufficient to go through the tough times or let them into inefficient decisions. Higher education institutions and state governments must spread entrepreneurial awareness among the rural entrepreneurs. Also, the rural enterprises must be provided with guidance and support from higher education institutes.
- **Lack of financial credit:** Many times, rural enterprises starve of financial credit and resources. Availability of adequate credit at appropriate time can save and sustain rural enterprises.
- **Supporting Infrastructure:** Rural industrialization turns out to be unfruitful without adequate infrastructure supporting it. Rural products need marketing and logistic infrastructure support till rural enterprises achieve enough size to compete in the market. State governments can adopt several measures to support rural enterprises like buying the products and free the rural enterprises from the hassles of promoting the products.

### **11.8. Rural Revitalization: Current Perspectives on Rural Industrialization In India**

Indian economy aims to become a \$5 trillion economy by 2024-25. Reaching this goal requires India to grow at an average rate of 9% per year. To achieve the vision of Atmanirbhar Bharat, Indian economy needs to reboot and revitalize the rural economy. Rural economy contributes approximately 25-30% to the GDP. This contribution can be enhanced by rigorous processing towards rural industrialization. Rural industrialization needs a transformative approach in order to make rural areas as hub for industrial growth. Few areas which can promise the revitalization of rural areas are as follows:

- Enabling rural enterprises to contribute in achieve food security by focusing on agro-based industrialization. This requires investment in post-harvest related activities like packaging, cold storage, logistics and Agro-processing.

- Rural industrialization must be supported and guarded by favorable regulatory environment that can stimulate private sector investment. Favorable regulatory environment for specific commodities can help in development of supply chains
- Linkages among the farm and non-farm sectors can be explored in greater detail for creating employment opportunities and enhancing the income in rural areas. Extension of farm sector-based industrialization can boost the processing and marketing of farm-based products. Exploitation of this linkage can help rural sector to achieve greater returns on farm product, minimize farm waste, fill market with more market driven commodities.
- Micro, Small and Medium Enterprises play a very critical role in development of rural industrialization. MSME are generally based in rural sector. MSME based products contributed nearly 48% of exports in 2018-19 and created employment for 111 million workers. Supporting such enterprises with technology, finance, vocational education, skill development, business planning can fasten the process of industrialization at rural level.
- Rural-urban linkages hold the potential to drive the rural transformation. Making these linkages strong can help and support the rural areas to follow the growth trajectory of urban areas in terms of production, distribution, markets, services etc. This would help not only in fast rural industrialization but also strengthen the local value chains.
- Developing the rural areas with urban infrastructure in terms of roads, education, health, sanitation, power, social security etc can help in creating economic opportunities in rural areas. Former President APJ Abdul Kalam's concept of 'Provision of Urban Amenities in Rural Areas' also traces back to the same.
- Business environment provides requisite ecosystem for industries to grow. Simplifying regulatory conditions, reforming labour laws, reducing regulatory requirement to set up a business in rural areas can in making the process of rural industrialization conducive. Few initiatives by government of India have been taken in this direction like Make in India, Startup India, Skill India etc. State governments should come forward, cooperate and identify the rural hubs for markets, products and infrastructure building.

- Participation of private sector can play very critical role in the process of rural industrialization. Government should focus on providing infrastructure for rural enterprises and partner with private sector for promising projects. Public private participate mode can help in incentivizing the growth of rural industries.
- Tax holidays to rural industrialization especially in underdeveloped, marginal and tribal areas can also support the rural industrialization.
- Government should provide incentives to use Information communications and Technologies (ICT) to improve, speed up and modernize the industrialization process. This will also help in closing the digital gap between the rural and urban areas.
- Governments should set up decentralized governance centers to plug the inefficiencies creeping in the industrialization process due to weak and poor implementation of various schemes

India has been hit badly by the pandemic COVID-19 during the year 2020-21. This has caused the economy to shrink and has given sudden halts to economic engine. The repercussions of lockdowns, and national health emergency has impacted the rural enterprises profoundly. The lockdown has provided evidence of resilience and growth potential of agricultural sector. Bringing the synergy of farm based products with non-farm based products in rural areas can help India to revitalize the rural industrialization process and put the economy back on the growth trajectory.

## **11.9 Test Your Knowledge**

### **11.9.1. Short Answer Questions**

1. What is industrialization?
2. List the factors that cause rural industrialization
3. What are technological related challenges that limit the rural industrialization?

### **11.9.2. Long Answer Questions**

1. Discuss the challenges in the process of rural industrialization
2. Critically analyze the process of rural industrialization.

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**UNIT XII: RURAL ENTREPRENEURSHIP**

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**Structure**

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**12.3. Rural Entrepreneurship**

**12.4. Rural Enterprise**

**12.5. Nature of Rural Entrepreneurship**

**12.6. Types of Rural Entrepreneurship**

**12.7. Benefits of Rural Entrepreneurship**

**12.8. Challenges Faced by Rural Entrepreneurs in India**

**12.9. Institutional Support for rural entrepreneurs**

**12.10. Successful Rural Entrepreneurs in India**

**12.11. Test your knowledge**

**12.11.1. Short answer type questions**

**12.11.2. Long answer type questions**

**12.12. References**

**12.0. Objectives**

After studying this unit, you should be able

- To explain the concept of rural entrepreneurship and rural enterprise
- To describe the nature and characteristics of rural entrepreneurship



- To outline the different types of rural entrepreneurship
- To enumerate the factors influencing rural entrepreneurship
- To understand the benefits of rural entrepreneurship
- To identify the different types of challenges faced by rural entrepreneurs
- To understand the institutional support for rural entrepreneurs
- To appraise the success of rural entrepreneurs in India

## **12.1 Introduction**

Setting up a new business varies not only from person to person, but from context to context as well. The task of setting up foundation of a strong business requires exercise of managerial skills and is a complex procedure. However, it is the business that provides fuel to the economy and makes the economic engine of the economy run. New businesses set the ground work for the regional and national economic development. In order to develop any region, entrepreneurship is one of the fundamental characteristic. Government attempts to establish an institutional environment for boosting the entrepreneurship in rural areas to expand the economic growth.

In this unit, we will discuss the meaning of rural entrepreneurship, its features, factors and types of rural enterprises. we shall also state the challenges faced by rural entrepreneurs, benefits of rural entrepreneurship, institutional support provided by the government for boosting rural entrepreneurship.

## **12.2. Entrepreneurship**

Entrepreneurship word has been derived from the French word 'entreprendre' i.e., to undertake. Joseph Schumpeter highlighted entrepreneurship as primary engine of economic development which has innovation as its central element. He suggests entrepreneur as an individual who has the capacity and willingness to transform a new product or innovation into the market and become a key agent for change in the market. Entrepreneurs act in multiple dimensions such developing new products, markets, new platforms for trade, new sources for supply and production etc. Entrepreneurs are the innovative individuals who contribute in the growth by identifying opportunities so as to satisfy needs and accumulate resources to provide solutions to the needs. Thus, entrepreneurs create economic opportunities, introduce innovative solutions,

overcome the obstacles in linking the institutions and resources. Entrepreneurs bring in creativity, innovativeness, achievement-orientation, risk-tolerance, openness, self-confidence, stabilization of market forces.

### **12.3. Rural Entrepreneurship**

Rural entrepreneurship is critical element of local economic development, which in turn contributes in the national economic development.

Traditionally, Rural entrepreneurship has been defined as “the creation of new organization that introduces a new product, serves or creates a new market, or utilizes a new technology in a rural environment” (Wortman, 1990, p. 330)

Extending the concept of rural entrepreneurship, it is considered as practice or act of creating a firm in rural area, developing a small firm, employment of rural/local people to provide services and generate income by employing rural resources. Rural entrepreneurship is deeply rooted in rural setting, where the rural entrepreneur is assumed to be connected in rural environment and is greatly influenced by the rural social network and traits of rural locality. Rural entrepreneurs are also expected to provide the solutions to the local problems in an innovative manner by extracting new value derivation form traditional resources and linking the characteristics of local products with unique value proposition.

Rural areas are not equally developed as urban areas. Considering the socio-economic performance, of the rural areas in comparison to urban areas, rural areas are disadvantaged to urban areas in few ways. For example, lack of resources, assets, restricted mobilization of human, lack of skilled labour, lack of financial resources etc. make it comparatively difficult to take risk, create management and explore opportunities and indulge into big projects. Many a times, rural entrepreneurship emerges as response to ‘place’ not ‘profit’, as the entrepreneur wish to bring in more meaningful social life to the location. Rural entrepreneurship has been conceptualized as an entrepreneurial activity that engages resources with spatial context to create value for both entrepreneur as well as rural place.

### **12.4. Rural Enterprise**

Rural enterprises add value to the local economies. Rural enterprise refers to group of people who work to achieve common economic interest and formed a structure to conduct business. Rural enterprise includes a village shop, self-employed person, tour guides, craft makers etc. Rural enterprise can operate in any area like agriculture, horticulture, aquaculture, apiculture etc. Rural enterprises is a venture that has following characteristics

- The primary location for a rural enterprise is rural setting
- The rural enterprise employs local and rural people
- The rural enterprise contributes in raising gross-value-added.

Rural enterprises can be small scale household enterprise, micro enterprises or small enterprises. Small scale household based rural enterprise include single person, family members working to earn livelihood, part time or for seasonal employment. Such enterprises have low level of skills, capital and other resources. Micro enterprises are the enterprises with comparatively higher level of skill and have more capital. Small rural enterprises are formal, structured, growth-oriented businesses which have been set up to serve larger markets, use more capital and skills.

### **12.5. Nature of Rural Entrepreneurship**

For being a rural entrepreneur, characteristics, skills and entrepreneurial orientations are required that can be achieved through the way of education, hard work, planning, market exposure. The characteristics of rural entrepreneurs may be outlined as follows:

**Location:** Rural entrepreneur belongs to rural areas. This refers to distance from dense and populated centers and in the rural background.

**Access to natural resources and rural landscape:** Rural entrepreneurs have access to rural natural resources and operate in a rural landscape. Richness of rural resources enable entrepreneurs to explore new business opportunities and provide solution to problems. Even though the rural entrepreneur may not be in favorable position from the economic point of view

**Social Capital:** Rural entrepreneurs have advantage of social capital as relationships in rural areas are built on trust among people. Such social capital can facilitate the business to bring in the benefits of business cooperation and networking.

**Local Culture:** Rural entrepreneurs are aware of the local culture and can identify the unique points or characteristics for differentiating their products or services. Such knowledge can help rural entrepreneurs to create or innovate new products which are specifically tailor made for the rural regions.

**Business networks:** Rural entrepreneurs have access to the local business network. Because of social capital and local culture, it becomes easier and efficient for the rural entrepreneurs to build business networks. Such networks help the rural entrepreneur to become more resilient and responsive.

**Burning desire to achieve:** A rural entrepreneur must have burning desire to achieve and succeed in the venture he is putting his efforts. Achieving one goals must not satisfy him, rather he should be constantly working to achieve the vision of his enterprise.

**Vision:** A rural entrepreneur is also a ray of hope for other villagers or rural people. For being a successful entrepreneur, he must have a vision for his enterprise, which would act as guiding light for his future action. The vision would also direct the rural entrepreneur to make realistic assessment of the market demands, social environment, technological environment and competition in the market.

**Technical Knowledge:** Rural entrepreneurs must have the required technical knowledge in order to understand the nitty gritty of the core function of the business.

**Initiative:** Rural entrepreneur like any other entrepreneur wants to be his own boss. He has the courage to take initiative at all stages of the enterprise management and governance. He must keep himself alert regarding the current situation as well as future circumstances.

**Self-confidence:** A successful rural entrepreneur must have strong belief in himself. He must have confidence to take on any task with commitment and confidence. Self-confidence gives way to conviction and hard work required to achieve the milestones in business development.

**Pro-active, Assertive and systematic:** Rural entrepreneur must be proactive in reading the environmental changes. He must be assertive to put his ideas with good self-respect and communication. Along with, he must be systematic in designing, planning and following a strategy.

## **12.6. Types of Rural Entrepreneurship**

Rural entrepreneurship can be broadly classified into following types

1. Individual Entrepreneurship: A single individual owns the enterprise. The enterprise is generally small sized enterprise, with limited resources and limited market to serve. Generally, such entrepreneurship aims to satisfy the immediate and local need of the people.
2. Group Entrepreneurship: Business grows, and more people join in to formalize it in the form of partnership, private limited company and finally formalized public limited company. With each step up, the enterprise enhances its reach to the market, formalize the governance structure of the business, and has better access to the resources. Also, the legal regulations vary with the type of enterprise.
3. Cluster Formation Entrepreneurship: This is the form of entrepreneurship where many people in local proximity join hands and handle a specific problem in the rural environment. Such enterprises are generally in the form of NGOs, VOs, CBOs, SHGs.
4. Co-operative Entrepreneurship: Co-operative entrepreneurship combines business organisations with social organisations and seek to cultivate creativity, innovation and management in the cooperatives. The governance structures are dynamic, management is handled by qualified competent human resources and mobilization of financial and non-financial resources is promoted to satisfy the aspirations of members of co-operatives.

## **12.7. Benefits Of Rural Entrepreneurship**

Rural entrepreneurship is viewed as key to the rural development strategy. Rural entrepreneurship can eliminate the gap between rural and urban development. The economic and social backdrop of rural India calls for skill development, education and development which cannot be supported by agricultural work but with economic agents that can generate additional and complementary resources.

**Generation of employment:** Rural enterprises are more labour intensive and thus, will create more employment.

**Reduction of poverty:** The revenue thus earned by the rural enterprises will ultimately help the rural employees working in the enterprise and development of the local region, which will lead to reduction of poverty.

**Lower rural migration:** With generation of more employment opportunities and better sources of income in local proximity, rural enterprises motivate rural people to work for such enterprises. This in turn reduces the migration of rural people from rural areas to urban areas.

**Reduces development of slums:** Several rural people with lower level of skills migrate to developed and urban areas to work as semi-skilled labour in urban developed factories. Such rural people fail to cover the heavy cost of living in urban and developed cities. So, in order to survive they tend to live in underdeveloped areas and in slums. Rural enterprises motivate people to stay in rural areas and live an affordable life with a dignified standard of living. Thus, rural entrepreneurs help in development of slums in urban areas.

**Development of infrastructure:** With set of rural enterprises, the basic infrastructure facilities like roads, power, bridges, etc. also reach the remote areas of country. Thus, rural entrepreneurship helps identifying the lacuna of development and fill the gap of development in rural and urban areas.

**Boosts the rural and cultural heritage:** Many times, rural entrepreneurs strive to safeguard the age-old rich heritage of rural India and set up enterprises which support and commercialize the artistic and culture-based products/services e.g., Handicrafts, rural tourism, traditional sarees and other clothes.

**Decentralized industrial development:** Rural entrepreneurship brings in the industries in rural areas making rural areas as economic agents of change and industrial development.

**Helps in capital formation:** Rural entrepreneurs will help in creation of further assets and would place the money in profitable business. The business would generate revenues and further assets would be created. This creation of assets through assets gives a multiplier effect and assist the process of capital formation in an economy.

**Transfer of technology:** Rural entrepreneurs while striving for best use of resources bring in technology to rural areas.

**Balanced regional development:** Rural entrepreneurs try to solve the immediate problems in the rural areas. They capitalize on the subsidies, facilities and support provided by government to set up enterprises. This way rural entrepreneurship tries to bring balance in regional development by diverting the resources from urban areas to rural areas.

**Prevents crime in rural areas:** With engagement in productive activities, better awareness levels, more focus towards life, better income and standard of living, rural population becomes more cautious towards the crime in rural areas.

**Reduces unemployment:** Employment is natural consequence of setting up of an enterprise. with setting up of enterprises in rural areas, more job opportunities are created. Thus, entrepreneurs become a source of employment generation and contribute in reduction of unemployment levels.

**Improves standard of living:** Rural entrepreneurship initiatives by entrepreneurs generate employment and thus income for the local population. This improves their purchasing power and consumption levels. The boost in demand ultimately creates demand for industrial activity. This in turn improves the quality of industry output as well as standard of living of associated people.

**Increases productivity of rural resources:** Rural entrepreneurs strive to achieve returns and thus, with planned production and as best judge of factors of production they try to bring in the synergistic effects in the production. The optimum combination of factors of production once achieved leads to increased productivity levels and reduced wastage of rural resources.

**Increases the foreign exchange:** Traditional rural products when exported help the economy to earn foreign exchange.

## **12.8. Challenges Faced by Rural Entrepreneurs in India**

1. **Lack of Funds:** Rural entrepreneurs lack easy access to funds and credit from external sources. As they lack tangible asset security, they often fail to avail loans from the banks. Also, availing loan from banks becomes very time consuming and disappointing. Additionally, lack of financial awareness and knowledge also demotivates the entrepreneurial zeal among the many rural entrepreneurs who focus on the products/services the business would like to offer. Low level of purchasing power of rural

consumer, lower level of sales, stress on the cost recovery etc. create stress on the working capital available with the rural entrepreneur.

2. **Financial records and reporting:** Rural entrepreneurs are not well versed with the financial accounts, records, reports etc. Preparing financial statements and set of records as per different acts, and tax laws etc. hinder the way to manage the finances of the rural enterprise.
3. **High cost of credit:** Rural entrepreneurs face the challenge of having access to adequate and timely credit at reasonable cost. Indian rural enterprises face constraint of poor credit availability.
4. **Raw material procurement:** Procuring raw materials at competitive prices is very much essential for the development of any business. Rural entrepreneurs face challenge of acquiring raw material at competitive prices to put their ideas into reality, and to be survive successfully and competitively during tough and unfavorable times.
5. **Inadequate infrastructure facilities:** In order to ensure competitiveness of final output of rural enterprise, rural entrepreneur must have support and access of adequate infrastructure like power, water, roads etc. Also, it is required that entrepreneur gets access to technology and skilled manpower at reasonable prices and the level of resources is in tune with the global standards and trends.
6. **Competition:** Rural entrepreneurs must face fierce competition from several fronts, like
  - Competition with large scale production
  - Competition with standardized low-cost products
  - Competition with brand names
  - Competition with promotion and advertising cost
  - Competition due to at size of the organization/ capacity to serve limited market
7. **Supply chain and logistics issue:** Rural enterprise suffer from the limitation of poor supply chain and logistics like, terms of Storage issues (open space, earthen vessels, outdated bags), Lack of hi-tech transportation support, grading of products is not carried out properly etc.
8. **Management and governance problems:** Weak governance of small firms coupled with poor management skills makes rural enterprises vulnerable and curbs the entrepreneurial skills of



entrepreneur. Better management and governance help the enterprise to grow and attract investment.

9. Ignorance and low literacy regarding legal matters: Rural enterprise's growth face the limit to the extent of awareness and literacy regarding the legal matters related to legal formality like availing licenses, bank transactions, property rights etc.

10. Lack of training facilities for employees/ lower development of human resources: Rural entrepreneurs face the challenge of employing semi-skilled and unskilled human resources and training them accordingly. The workers take time to learn skills and bring the advantage to the enterprise.

11. Family structures/traditions interfering with business: Another hurdle that rural enterprise face are the traditional family structures interfering the organizational hierarchy. This creates a situation where many times capable and meritorious person is not given opportunity to get promoted or hold a managerial position. Also, majority of times the rural enterprise has been observed to grow as family business rather than as professional corporations.

## **12.9. Institutional Support for rural entrepreneurs**

### **12.9.1 Financial Institutional Support**

Government of India tries to support the rural entrepreneurs through different schemes and offers made by financial institutions. Major institutions supporting the rural entrepreneurship are as follows

Industrial Development Bank of India: IDBI was set up by Government of India in July 1964. IDBI provides financial assistance in a number of ways like

- Direct project finance for project costing more than INR 3 crore
- Indirect assistance in the form of refinance of industrial loan, rediscounting of bills, seed capital.
- Special assistance for special industrial concerns.
- Assistance in underwriting of shares, discounting, rediscounting of bills, guarantee deferred payments etc.
- Provision of soft loans to few selected industries.

- Assistance for technical development for promoting capacity utilization, technology upgradation, export development.

**Industrial Finance Corporation of India (IFCI):** IFCI provides assistance to industrial projects for expansion, diversification, renovation, modernization etc.

**Small Industries Development Bank of India (SIDBI):** SIDBI, a wholly owned subsidiary of IDBI, provides assistance for development and promotion of industries in small scale sector.

**National Small Industries Corporate Limited (NSIC):** NSIC provides assistance, counselling, finance, and promotion services to small scale industries. It helps in supply of machinery on easy terms, marketing and export of products of small-scale units. Also, NSIC provides training in several industrial trades.

**State Finance Corporations (SFC):** SFC are the state level financial institutions that help small and medium enterprises to grow and bring in regional economic growth.

**State Industrial Development Corporations (SIDCs):** SIDCs are wholly owned undertaking of state governments. They provide assistance in areas of provision of land, financial requirement, infrastructure facilities, and other facilities.

Along with these institutions regional rural banks (RRBs), Cooperative banks and Gramin banks also provide support to entrepreneurs under various schemes offered by government of India.

### **12.9.2. Skill Development Institutional Support**

**Entrepreneurship Development Institute of India (EDII):** EDII, a premier institute for development of entrepreneurship in India. It has twelve state level centers and institutes.

**Small Industries Service Institute (SISI):** SISI are state level institutes aim to provide consultancy and training to all prospective entrepreneurs.

**National Institute of Entrepreneurship and Small Business Development (NIESBUD):** NIESBUD provide selection, training, consultancy, experience exchange for governance and management of small enterprises.

**National Institute of Micro, Small and Medium Enterprises (ni-msme):** ni-msme provides support to small and medium industries through an array of services like research, consultancy, training, technology, management, information.

### **12.9.3. Other government schemes**

**Prime Minister's Employment Generation Programme (PMEGP):** The program aims to provide credit linked subsidy to promote entrepreneurship at micro enterprise level in non-farm and artisan segment. The scheme is implemented via State Khadi and Village Industries Boards, District Industries Centers, and banks.

**A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE):** The scheme was launched in 2019 to provide incubation, commercialization support to businesses in agro based industry.

**Scheme of Fund for Regeneration of Traditional Industries (SFURTI):** SFURTI aims to provide assistance to khadi, village industries and coir clusters.

**Credit Guarantee Scheme for Micro and Small Enterprises (CGTMSE):** CGTMSE aims to provide loan and working capital to micro and small enterprises.

**Credit Linked Capital Subsidy Scheme (CLCSS):** CLCSS aims to assist small scale industries. It provides assistance in up-gradation of technology, plant and machinery and setting up facilities.

There is plethora of schemes offered by entrepreneurs like Rajiv Gandhi Udyami Mitra Yojana, Performance and Credit Rating Scheme (implemented through National Small Industries Corporation), Product Development, Design Intervention and Packaging (PRODIP), Khadi Karigar Janashree Bima Yojana for Khadi Artisans, Marketing Assistance Scheme etc. which can be availed by an entrepreneur in rural ecosystem.

### **12.10. Successful Rural Entrepreneurs in India**

**Mansukhbhai Jagani:** He is a successful rural entrepreneur from Amreli district, Gujarat. With a low education background, Mansukhbhai's positive attitude towards life made him to create a motorcycle-based tractor for India's poor farmers. The tractor is very cost effective and fuel effective solution to several farming activities. He called it Bullet Santi. This creativity led to

increased productivity of farmers and helped many farmers in India. Bullet Santi has received patent in India and US.



**Mansukhbhai Prajapati:** Mansukhbhai Prajapati is a rural entrepreneur from Rajkot, India. He belonged to the family of clay makers. With a loan of Rs 30,000 he started a factory to manufacture earthen plate. He, then, developed a machine to make roof tile and started producing 700 earthen pans a day. After the earthquake of 2001 in Gujarat, he got sparked with the idea of ‘Mitticool’ fridge. Mitticool is now a successful social entrepreneurial project. It makes and exports thermal water bottles, non-stick tawa, low-cost water filters etc.



**Chintakindi Mallesham:** He was born in a poor family in Sharjipet village of Andhra Pradesh. He could not complete his school due to family conditions. He used to assist him family in weaving. In order to make the weaving process of traditional silk sarees, Mallesham invented a device

which made the process mechanized and reduced the human labour required to make sarees. This invention raised the production process and received a patent as well.



Shri Mahila Griha Udyog Lijjat Papad: Also known as Lijjat, it is a success story of women's worker cooperative that is involved in the manufacturing of papad. It started with a group of seven Gujarati women in 1959. These women were Jaswantiben Jamnadas Popat, Parvatiben Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N. Tanna, Laguben Amritlal Gokani, Jayaben V. Vithalani, and Diwaliben Lukka. They invested a seed capital of Rs. 80 which grew to more than 16000 crores in 2019. Additionally, the group provides employment to approximately 45,000 women across the country.



Jaswantiben Jamnadas Potap, founder of Lijjat Papad (Source: <https://www.shethepeople.tv/top-stories/inspiration/jaswantiben-jamnadas-popat-lijjat-papad/>)

Navalben Dalsangbhai Chaudhary: She is an entrepreneur from Gujarat. She started a milk company at her home. She is owner of 80 buffaloes and 45 cows. In year 2020, she sold milk worth Rs. 1 crore 10 lakh.



### 12.11. Test Your Knowledge

#### 12.11.1. Short answer type questions

1. What is meant by rural entrepreneurship?
2. What are the different types of rural entrepreneurship?
3. Define the concept of rural enterprise.

#### 12.11.2. Long answer type questions

1. Discuss the challenges faced by rural entrepreneurs in India.
2. Discuss the institutional support provided to rural entrepreneurship.

### 12.12. References

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