ABSTRACT

The role of rural development in progress of India a days is more critical than it was three to four decades ago. In recent years, the extent and scope of rural development has widened and the activities underlined in the rural development has also transformed significantly. The rural development is now not limited to undertaking infrastructural developmental projects but are now diversified and include a variety of actions like education and demonstration projects, communication, implementation, conducting developmental works in partnership with the agencies and other related activities. This diversity in the role played by rural management agencies pose a limitation and challenges for the agencies, as with increase in responsibilities criticisms are inevitable. Present study focuses on a thorough approach to understand opportunities and challenges in rural development. The study was conducted in hill dominated area of garhwal region of uttarakhand with employees of rural development programmes as respondents. The study focuses on the opportunities and challenges faced during the programme formulation and its implementation. The study found that the problems.

Keywords: Beneficiary, Collaboration, Interventions, Policy, Synergy

INTRODUCTION

Rural development is a complex and slow process of undertaking diverse range of activities for welfare of masses which are deprived of luxury and comfort of developed cities. It requires a great amount of coordination between various sectors, with the impact of external environment posing a challenge due to its tendency to change rapidly. The change comes from internal as well as external processes such as privatization and globalization, by forces appearing scattered and disparate (Bauman 1998). Over the years, the focus of the rural development programmes has shifted towards the overall economic and social upliftment of rural areas, through a sound strategy. The strategy adopted works on the aim of reaching out to the most disadvantaged sections of the society. The past five decades have witnessed a great transformation in rural development with launching of range of activities and programmes and for welfare of rural areas. The range of activities include almost all facets of rural life such as agriculture, infrastructure development, communication, employment, education and many more to improve the well being of 72.2% of total population of India (Census 2011). Therefore, it has become critically important to analyse the current position of rural development status in India and to examine the future challenges which could stand in front of rural development agencies.
REVIEW OF LITERATURE

The researchers across the globe have attempted to study the aspects related to rural development. Rietveld (1992) reviewed the issues about the urban functions in rural development approach to planning and discussed spatial against non spatial aspects of the rural development problem. Bandyopadhay (1996) reflected the importance of Himul as a contributor to the betterment of economic status of the people of dairy villages, especially in hill areas. Nayak (2000) examined the probable causes of failure in the link between poverty and environmental degradation in rural India and highlighted the need for undertaking micro level studies in the North Eastern Indian States based on primary survey for policy intervention. Jha (2000) regarded rural poverty as one of the enduring policy challenges in India and the most important objective of the reforms process to address the rural poverty. Chandrasekra (2002) examined the role of local communities and institutions in integrated rural development (IRD) and concluded that IRD is a multidisciplinary affair and it is difficult to separate the roles of different stakeholders.

Shinde & Jadhav (2005) highlighted the importance of developments in IT and networking in rural India. Derek et al (2005) reviewed the contribution of agriculture and rural development to pro-poor growth by examining the experience of 12 countries as documented in case studies for a multi-donor project on operationalizing poor people growth. Agarwal (2006) examined the extent to which communication technology has contributed towards India’s rural development. The analysis of the data found that development issues related to poor people have been ignored in favour of urban development. Sati & Bahuguna (2006) revealed that problems of central himalayan region are due to lack of institutional policy in this regard. Joachin et al. (2006) suggested main areas like: Increase investment in rural infrastructure, reorientation of safety nets, providing better irrigation facilities, improving conditions of livestock of rural people. According to study, these facilities are required to be addressed to put growth of rural India on a higher scale to address problem of hunger, malnutrition, and unemployment.

Watson et al (2006) tried to address the issue of streamlining hazard risk management into individual projects in the rural sector. The study concentrated on taking disaster risks into account during designing and implementing rural projects without changing its overall scope. Kumar (2007) found that NGOs have lost their credibility in people because they are not consistent, transparent, honest and accountable to their work being done in rural India. Sriram (2007) reviewed the state of rural management education in India and tried to address the problems being faced in managing rural development programmes. Jain (2009) found that core of rural development strategy is to provide self and wage employment, water supply, proper sanitary and health care measures and education. Kumari (2013) advocated the successful processes and methods of Social Mobilization for those involved in the promotion of SHGs and implementation of SGSY. Enefiok & Ekong (2013) emphasized on rural roads and bridges form the basis for transformation and communication of rural areas with rest of the world. Babasanya et al. (2013) found lack of infrastructure as an agent of hindrance in rural development. Reddy et al. (2013) suggested organic farming as an attractive source of income generation in rural areas and rural income generation and found it as a great prospect for growth of rural economy.

PROBLEMS IN RURAL DEVELOPMENT

India is considered as land of villages as 72.2% (Census 2011) of Indian population resides in villages. Development in the urban areas is requirement and development of rural areas is important,
as almost one third of total population cannot be neglected. There are various problems in the rural India which are required to be addressed. There are many obstacles in the rural development programmes which are explained as under:

Fig 1: Challenges of Rural Development

The challenges mentioned in the figure 1 above clearly highlights the problems the which are being faced by the rural India. The challenges described above are almost identical to every Indian village. The problem like electricity supply poses a great limitation in terms of mobilisation of resources as without electricity, it is almost impossible to channelize other sources like IT and Industrial development. Lack of employment opportunities in rural areas is also a challenge which is to be addressed. Literacy is the major problem in rural development programmes. Besides, these challenges, there are other challenges as well which are equally important for the overall development of these areas.

- The poor extension linkages.
- Untrained, unskilled, inexperienced employees in extension linkages.
- The manpower, managerial and financial resources reserved for the effective implementation development programmes are not adequate.
- Non Implementation of Policies and lack of political will in the country.
- Lack of information about recent programmes and schemes in the rural masses
- Conflict of objectives within development programmes.
- Improper selection of instruments for programme implementation.
MATERIALS AND METHODS

Rationale of the Study

It is accepted worldwide that planning process of India has been one of the most consistent amongst the efforts undertaken in the developing countries. Researchers from different regions of the world have acclaimed that the efforts have contributed significantly in many fields, most notably in the development of rural economies. However, still a number of problems remain in the distribution of incomes and low productivity continues to be major problem. Present research is an effort to study the various factors of management of the rural development programmes and rural intervention operating in Uttarakhand. This study is an attempt towards the management of various rural development programs run by government in Uttarakhand state and also examines the future prospects and challenges which stand in front of organizations in the state.

Objectives of the Study

1. To understand the problems of rural development programmes in Uttarakhand
2. To explore the opportunities for proper implementation of rural development programmes in Uttarakhand.

Research Methodology

The total respondents of the study were 200 units, with 25 respondents each working in selected rural development programmes were taken as respondents. The extent of universe in this study was especially rural and hilly areas of the state. The sampling method adopted was non probabilistic, that is, purposive sampling method. Four rural development programmes run by government in Pauri, Rudraprayag, Chamoli, Almora, Nainital, Bageshwar, Haridwar & Udham Singh Nagar districts of Uttarakhand were taken under consideration for the study. The rural development programmes undertaken for the study were as follows:
2. Indira Awas Yojana.

Data Collection and Analysis

The primary data were collected through questionnaires & personal interview. A structured questionnaire was designed to find out responses for management of rural development programmes in Uttarakhand. The sources of secondary data included Internet, magazines, journals and books from various concerning libraries and registrar office of NGOs in Uttarakhand. The classification of the data was done according to the attributes of the sample. Appropriate Statistical tools were used with the help of Statistical software.

Research Hypothesis

Following hypothesis were formulated to analyse the opportunities for rural development programmes in the coverage areas.
H0: There is no significant relationship between coverage areas of intervention programme and development opportunities.
H0: There is no significant relationship between selection criteria for beneficiaries and role of rural development programmes in reducing poverty.
H0: There is no significant relationship involvement of local people in planning and execution and design/ modules of programmes.
Table No 01:
Testing of Hypothesis to analyse opportunities in rural development of Garhwal region

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Chi Square Value</th>
<th>df</th>
<th>p-value</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is no significant relationship between coverage areas of intervention programme and development opportunities</td>
<td>124.770</td>
<td>16</td>
<td>.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>There is no significant relationship between selection criteria of beneficiaries and role of rural development programmes in reducing poverty</td>
<td>63.594</td>
<td>16</td>
<td>.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>There is no significant relationship involvement of local people in planning and execution and effective design/ modules of development programmes</td>
<td>85.559</td>
<td>16</td>
<td>.000</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

(Source: Survey Data)

DISCUSSION
Table 1 depicts the chi square tests for assumptions to explore opportunities for development and to serve effectively the rural masses. The data was collected from the employees working rural development programmes to analyse the opportunities for effective development of rural areas. The value of chi square was found to be 124.770 and the significance level for the said relationship is 0.05(p=0.05) with degree of freedom= 16. Therefore hypothesis is rejected since the relationship is significant (p<0.05). This implies that there is a significant relationship between coverage areas of intervention programme and development opportunities provided by rural intervention. Hence it is confirmed that the more the area covered by rural development programme, the more will be the development.

Further, the value of chi square was found to be 63.594 and the significance level for the said relationship is 0.05(p=0.05) with degree of freedom=16.Therefore hypothesis stating that selection criteria for beneficiaries and role of rural development programmes in reducing poverty are not related is rejected since the relationship is significant (p<0.05). Rejection of hypothesis implies that effective selection criteria of beneficiaries will lead to reduction of poverty in the rural areas. The third hypothesis is also rejected as the relationship is significant (p<0.05) implies that involvement of local people in planning and execution of development programmes will lead to the framing of effective policies and design of rural development procedures.

CONCLUSION
The study results found that the employees working in rural development programmes agree that coverage areas of programmes have succeeded in creating better opportunities for the development. The study also revealed that selection criteria for beneficiaries act as a source of reducing poverty in the rural areas. The employees were of view that a better selection criteria and an effective selection procedure to choose beneficiaries for a programme ensures reduction of poverty in the area selected. The results of study also confirm that participation of local people in execution of level results in the formation of effective programme designs and effective execution of programmes. It is therefore confirmed that there stands better opportunities to the development of rural areas by effectively implementing programmes in the coverage areas and selecting right beneficiaries for the programmes. The participation of local communities also ensures the success of development of rural areas by being an active stakeholder in the journey of development.
SUGGESTIONS

The rural development programmes under study revealed that they had defined objectives for rural areas in mind before starting the process. Their objectives for development were to create equalities among the various communities, to promote standard of living, economical improvement, to strengthen the unity among the rural masses. Therefore to improve the management of rural development in rural areas of Uttarakhand, following points are suggested:

- For better implementation of the organizational objectives, it is necessary to have smooth and impartial decision making. The programme implementation without proper planning act as a hindrance to decision making and it is suggested that the autonomy of planning the programme should be more with the lower level of the structure. This will help to take the better decisions considering the specific context and requirements.
- The coverage area of the rural intervention programmes is satisfactory but it is required to review it with the advent of time and context.
- The management of rural development programmes can be achieved only if it is able to identify the right people as beneficiaries. The right audiences to these programmes are still a challenge in the country, so there is need to identify, cater and sustain with objectives of these organizations.

REFERENCES


