

# **Rural Development (RD)**

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## **Class outline:**

1. Concept
2. Objectives
3. Significance/Importance
4. Rural Development Programmes
5. CDP
6. Concept of need
7. Types of need

# Rural Development (RD)

- It is overall development of rural areas with a view to improve the quality of life of rural people.
- It encompasses the development of agriculture and allied activities, village and cottage industries and crafts, socio-economic infrastructure, community services and facilities and above all the human resources in rural areas.
- The essence of rural development should be poverty alleviation and distributive justice oriented economic transformation.

➤ The **primary objectives** of rural development:

1. To improve the living standards by providing food, shelter, clothing, employment and education.
2. To increase productivity in rural areas and reduce poverty.
3. To involve people in planning and development through their participation in decision making and through decentralization of administration.
4. To ensure distributive justice and equalization of opportunities in the society.

## ➤ Why rural development?

- The predominantly **rural character** of India's national economy is reflected in the very high proportion of its population living in rural areas.
- With more than **700 million** of its people living in rural area and with the rural sector contributing a **significant share in its GDP**, no strategy of socio-economic development for India that neglects rural people and rural area can be successful.
- Rural development is an **absolute and urgent necessity** in India.

## ➤ Stage 1: Community development

<b>S. No.</b>	<b>Year</b>	<b>Name</b>	<b>Abbreviation</b>
1	1952	Community Development Programme	CDP
2	1953	National Extension Service	NES
3	1954	Community Development Block	CDB
4	1957	Panchayati Raj	PR

## ➤ Stage 2: Technological development

<b>S. No.</b>	<b>Year</b>	<b>Name</b>	<b>Abbreviation</b>
1	1960	Intensive Agricultural District Programme	IADP
2	1964	Intensive Agricultural Area Programme	IAAP
3	1964-65	Intensive Cattle Development Project	ICDP
4	1966	High Yielding Variety Programme	HYVP
5	1979	Lab to Land Programme	LLP
6	1983	National Agriculture Extension Project	NAEP
7	1999	National Agriculture Technology Programme	NATP
8	2000	Agriculture Technology Information Centre	NTIC
9	2006	National Agriculture Innovation Project	NAIP

## ➤ Stage 3: Development with Social Justice

<b>S. No.</b>	<b>Year</b>	<b>Name</b>	<b>Abbreviation</b>
1	1970-71	Small Farmers' Development Agency	SFDA
2	1970-71	Marginal Farmers' and Agricultural Labourers Programme	MFAL
3	1970-71	Drought Prone Area Programme	DPAP
4	1974	Training and Visit Programme	T&V
5	1978-79	Integrated Rural Development Programme	IRDP
6	1979	Training of Rural Youth for Self Employment	TRYSEM
7	1980	National Rural Employment Programme	NREP
8	1982	Development of Women and Children in Rural Areas	DWCRA
9	1989	Jawahar Rojgar Yojna	JRY

# Community Development Programme (CDP)

- The CDP was the first major rural development programme launched after independence on October 2, 1952 with the following main objectives:
  1. To secure total development of the material and the human resources in the rural areas.
  2. To develop local leadership and self governing institutions.
  3. To raise the living standards of the rural people by means of rapid increase in food and agriculture produce.
  4. To ensure a change in the mind-set of people instilling in them a mission for higher standards.

- The CDP was conceived as an instrument to transform the social and economic life of the village community as a whole cutting across caste, religious and economic differences.
- Initially, it covered 55 projects with a wide range of programmes for developing agriculture, animal husbandry, rural industries, education, housing rural communication etc.
- It was however, soon realized that covering the entire country under CDP was not possible due to shortage of funds and personnel.
- The National Extension Service (NES) was launched in October, 1953 with a reduced number of personnel and more financial provisions.

# Need and its types

- **Need:** It is a psychological feature that arouses an organism to action toward a goal, giving purpose and direction to behaviour.
- According to **Abraham Maslow**, human needs are of five kinds:
  1. Physiological needs
  2. Safety needs
  3. Social needs
  4. Esteem needs
  5. Self actualization needs

**1. Physiological needs:** These refer to those needs which are so essential.

- The survival of human beings would be in danger if these needs are not satisfied.

e.g. Food, shelter, clothing, water, air etc.

**2. Safety needs:** After the physiological needs are satisfied to a reasonable degree, the safety needs take the place .

e.g. Security of job, insurance plan etc.

**3. Social needs:** It include need for love, affection, friendship etc.

- A man is a social being and he has a need “to love” and “to be loved”.

**4. Esteem needs:** These needs are concerned with one's self esteem such as self respect, self confidence, status, recognition etc.

➤ The satisfaction of these needs produces a feeling of self confidence among the people.

**5. Self actualization needs:** These needs include need for self development, self actualization, self advancement, desire to take an increased responsibilities etc.

➤ **Felt needs:** A felt need is one that is easily recognizable. It usually demands immediate attention.

e.g. Hunger.

➤ **Unfelt needs:** An unfelt need is deeper and harder to identify.

e.g. When you feel hungry.