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FOOD SECURITY POLICY IN INDIA: CHALLENGES AND PERFORMANCE

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FOOD SECURITY POLICY IN INDIA: CHALLENGES AND PERFORMANCE

Dr. Chandrakant P. Kamble, Asst. Professor, Department of Economics, Tuljaram Chaturchand College of Arts, Science & Commerce Baramati, Dist-Pune.

Abstract: Sustainable Development Goal (SDG) 2 aims to 'end hunger and ensure access to safe, nutritious and sufficient food all year round for all people, especially those in poor and vulnerable situations, including children'. Food security is a public health priority and integral to achieving food security. According to the World Health Organization (WHO), consumption of contaminated food kills about half a million people every year. Children under the age of five are most affected by food-borne illness, with 125,000 deaths each year. This research paper examines India's efforts to achieve food security. It finds the problem, from the inadequate production of food grains during colonial times, to the challenges of procurement, storage, and distribution of cereals in post-independence India. The establishment of the Public Distribution System (PDS) and its role in the targeted PDS and the National Food Security Act are outlined. The role of the Food Corporation of India and the efforts to improve it, are discussed. India now has the world's biggest population of malnowished people, at roughly 195 million. In India, about 47 million children, or 4 out of 10 youngsters, do not reach their full human potential due to chronic malnutrition or stunting. India's agricultural production is quite poor. India was placed 103rd out of 119 qualified nations in the 2018 Global Hunger Index. There are many causes of food insecurity in India. In this research paper discusses measures to remove food insecurity in India by the policies. Finally, the results of this study suggest some policy prescriptions for a stable food security system in the long run.

Keywords: Food security, PDS, challenges, measures.

Introduction:

The problem of food security in India has a long history. Food security has been a major goal of development policy in India since independence. Till 1970s assurance of food availability and price stability were the main agenda for development in India. Achievement of self-sufficient was a priority in policy. As a result, we got 'Green Revolution', land reform, many financial institutions for improving the conditions of agriculture in India. India has achieved self-sufficiency in food grains in 1970s and has sustained it since then. But recently food and Agriculture Organization reported that more than 20% of Indians remains chronically undernourished. So, the problem of food security persists in India. In the new millennium the issue of food security has been a global agendum. Alleviation of poverty and hunger is one of the important goals of the Millennium Development Goals. In 2009 the value of hunger index for India was 0.23 which was calculated based on three indicators - percentage of under nourished people to the total population, prevalence of underweight children under age five years and infant mortality rate. It indicates that the problem of food security in India is serious in recent time. According to the Economic Survey (2018-19), India must take major steps to enhance its food security because of supply limits, water scarcity, limited landholdings, low per capita GDP, and insufficient irrigation. Food security, according to the Food and Agricultural Organization (FAO), occurs when all people have physical and economic access to adequate, safe, and nutritious food to always suit their dietary needs and food choices for an active and healthy life. The components of food security are outlined below in order of importance and close relationship. This paper has tried to focus a glimpse of the issues of food security in India across.

ISSN: 0972 - 8945 Objective of the study:

- To understand and access the situation of food security in India.
- To study the causes and measures for food security in India.

Food Security in India:

Since independence, India has been vulnerable to various food security shocks, including initial haste to industrialize while disregarding agriculture, two consecutive droughts in the mid-1960s, and reliance on US food aid. In the late 1960s and early 1970s, the country had a Green Revolution, which enabled it to overcome productivity stagnation and greatly increase food grain output. Despite its success, the Green Revolution has been criticized for focusing on only two kinds of cereal: wheat and rice; being limited to a few resource-rich regions in the northwestern and southern parts of the country that benefited mostly wealthy farmers; and putting undue stress on the ecology of these regions, particularly soil and water. The White Revolution, which began in the 1970s and 1980s with Operation Flood, followed the Green Revolution. India has become the world's largest producer of milk because of this national project, which has transformed liquid milk production and marketing. According to all the above discussion, even though food security in India is seen to this extent, it is still largely victimized.

Why Food Security is Needed in India?

India now has the world's biggest population of hungry people, at roughly 195 million. In India, about 47 million children, or 4 out of 10 youngsters, do not reach their full human potential due to chronic malnutrition or stunting. India's agricultural production is quite poor. According to World Bank estimates, India's cereal production is 2,992 kg per hectare, compared to 7,318.4 kg per hectare in North America. The food basket is migrating away from grains and toward high-value agricultural commodities such as fish, eggs, milk, and meat. According to the FAO's "The State of Food Security and Nutrition in the World, 2018" report, India's population is undernourished by 14.8 percent. In addition, 51.4 percent of women between the ages of 15 and 49 are anemic. According to the research, 38.4% of children under the age of five in India are stunted (their height is too short for their age), while 21% are wasting (their weight is too low for their height). The Global Food Security Index (GFSI) ranks India 76th out of 113 nations in 2018, based on four criteria: cost, availability, quality, and safety. India was placed 103rd out of 119 qualified nations in the 2018 Global Hunger Index.

Public Distribution System:

Food obtained by the FCI is distributed among the poor sections of society in a controlled way through ration shops. This system is known as the Public Distribution System. The ration or fair price shops sell food grains and other essential commodities to the poor people at prices lower than the market price. Regulated shops which distribute the food grains procured by the government at a lower price than the market price is known as fair price shops or ration shops. It provides employment to many people and supplies food grains at subsidized rates to poor people. The Revamped Public Distribution System (RPDS) was introduced in 1992 in 1700 blocks in the country. The scheme aimed at the provision of food grains in the remote and backward areas of the country. The Targeted Public Distribution System (TPDS) was launched in 1997 with the policy of providing food grains to all the poor sections of people in different areas. Under this system, a different price policy was adopted for poor and non-poor people. The Antyodaya Anna Yojana (AAY) was introduced in 2000. About ten million of the poorest people were identified and highly subsidized food grains were provided to them at highly subsidized prices. The Annapurna Scheme (APS) was introduced in 2000 for the poorest of poor and deprived senior citizens. Through this scheme, it was decided to provide 10 kg of food grains to

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poor families per month free of cost. All the schemes are very useful for providing quality food to the poor people.

Major Challenges to Food Security: Some people face food insecurity and the effects this can have on them, and their families is the first step in helping to mitigate the damage that food insecurity can cause. Climate change: The number of hungry people in the world rose between 2015 and 2018 by nearly 40 million people, with the greatest rise coming in drought-affected countries in Sub-Saharan Africa. An increase in the frequency and severity of natural disasters has devastated some regions, destroyed crop yields, and limited the quantity and quality of food available to communities.

Dispute: dispute or Conflict stands out as the single biggest factor driving global hunger today. Over 60% of those who are food insecure are living in conflict zones. Conflict forces people to flee from their homes, often leaving behind their only means to a livelihood. Conflict also divides communities and can cause farmers to abandon any long-term agricultural strategies for fear that they will never reap the

benefits if they are forced to flee. Population Growth: According to the UN, the global population will be nearly 10 billion people by 2050. As the population continues to grow, it is necessary that food production and food accessibility grow to match it. Unfortunately, we have already seen in countries that have experienced population booms that resources needed for food production (water supply, croplands) can become scarce when divided, causing food insecurity.

Access to remote regions is limited: Tribal tribes have experienced substantial economic backwardness because of living in remote, harsh terrains and practicing subsistence farming. Growing rural-to-urban migration: as well as a significant informal sector, has resulted in the unplanned rise of slums that lack basic health and hygiene amenities, inadequate housing, and increased food insecurity.

Poverty, a lack of education, and gender inequality: All these factors have negative impact on food security, so it is not easy for a developing country like India to achieve sufficient food security.

Non-ownership of a below-poverty line: (BPL) status excludes deserving beneficiaries of the subsidy, as the threshold for determining a household's BPL status is arbitrary and varies from state to state.

Biofuels: As the bio-fuel industry has grown, the amount of land utilized to grow food crops has decreased. Food may be used as a weapon in conflict, with foes cutting off the food supply to gain ground. Crops might be damaged as well during a fight.

Measures to food security:

Education and literacy: Role of education in improving farm efficiency and technology adoption has been well established. As agriculture transformed from subsistence to commercial level, farmers seek information on a wide range of issues to acquire knowledge or upgrade their skills and entrepreneurial ability.

Crop diversification: Food availability is a necessary condition for food security. India is self-sufficient in cereals but has deficit in pulses and oilseeds. Due to changes in consumption patterns, demand for fruits, vegetables, dairy, meat, poultry, and fishery products has been increasing. Tackling climate change: Food security in India can be achieved by paying higher attention to issues such as climate change, limiting global warming, including the promotion of climate-smart agricultural production systems and land use policies at a scale to help adapt and mitigate ill effects of climate change.

Integrated water management: India needs to produce more crop per unit of land and water resources. Improved management of irrigation water is essential in enhancing production and productivity, food security and poverty alleviation. Agriculture is the biggest user of water accounting for over 80 percent of the water withdrawals. There are pressures for diverting water from agriculture to other sectors. It has been projected that availability of water for agriculture use in India may be reduced by 21 percent by

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2020, resulting in drop of yields, especially rice, leading to price rise and threat to food security of the

poor.

Integrated nutrient management: Attention needs to be given to balanced use of nutrients. Phosphorus deficiency is the most widespread soil fertility problem in both irrigated and non-irrigated rainfed areas. To improve the efficiency of fertilizer-use, what really needed is enhanced location-specific research on efficient fertilizer practices, improvement in soil testing services, development of improved fertilizer supply and distribution systems and development of physical and institutional infrastructure.

Improved varieties: In several regions, farmers are not able to get information about the availability of new and improved varieties and some are not having access to quality seeds of these varieties, resulting in lesser yields. This situation must be corrected by developing a national-level network to monitor and coordinate the activities with the various State government functionaries working around crop

production.

Improved technology adoption: Adoption of technologies like integrated nutrient management, integrated pest management and integrated weed management need to be made available for adoption to

ensure higher production and sustainability of production base.

Awareness on population growth: The awareness of the pressures of increasing population growth and consumption patterns on ecosystem functioning should be created to sensitize farmers on adoption of

sustainable crop cultivation and management practices.

Focus on small farmers: Increase in food production in the country does not necessarily ensure food security, if the poor do not have the buying power. Therefore, participation of small farmers in food production is essential to achieve food security. Most of them being illiterate and having failed earlier either in adopting new technologies or repaying the loan provided under various development schemes.

Agricultural research education: The agricultural education in India is facing one of the biggest challenges. It must identify its role in equipping the human resources for enhanced agricultural productivity and sustainable use of natural resources. Agricultural colleges and universities were initially assigned to disseminate scientific knowledge and skills to the farming community and to train them to use such skills for better output.

Conclusion:

In conclusion, food security is a multi-dimensional topic. The food security for all citizens of the nation should be one of the essential rights. The development of the nation can be assessed based on the quantity and quality food available to every individual citizen at every time periods. Food must not only meet our macro- and micronutrient needs, but it also must not cause disease in those who consume it. The measures to food security also further increasing the quality of life of farmers and helps generally in the reduction of farmers suicides across the globe and Indian especially.

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Technology in Indian Agriculture: A Scenario

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Abstract:

India is known as an agricultural country. The agriculture sector contributes 12 to 14 percent to the gross national income of our country and the service sector contributes 52 to 54 percent. There are no employment opportunities, as agriculture is no longer profitable, poor laboring small farmers have migrated from villages to cities, because of which 70 percent of the population dependent on agriculture has reduced to 58%, yet India is self-sufficient in food grains. There is surplus production of wheat so the government distributes food grains on very low-rate rationing through various schemes because of which fuel like ethanol can be produced from foodgrains. Technology has a major role in farming and agriculture practices with the advent of digital technology. Innovation in agriculture is leading an evolution in agricultural practices, thereby reducing losses, and increasing efficiency. Use of digital and new technology tools is driving continuous improvement in the agriculture sector and resulting in improving crop yields and helping to increase the income of the farming community. Agriculture in India is largely dependent on nature. Climate and global warming make farming unpredictable in agriculture productivity. The need of the hour is to educate farmers in the use of modern technology and innovative approaches to increase productivity and raise profitability. This research paper examines the role of new technology in Indian agriculture.

Keywords: Technology, Factors of Modern Technology, Indian Agriculture

Introduction:

Agriculture sector is a primary source of livelihood in India. Majority of the people depend on the agriculture sector. Though its contribution to GDP is just around 14 per cent, over half of our country's population depends on agriculture for their livelihoods. The rising food prices have pressed people into poverty. The growing global population, expected to hit 9 billion by 2050, has heightened the demand for food and placed pressure by now weak resources. Feeding that population will require a 70 per cent increase in mod production. Agriculture faces a range of modern and serious challenges, particularly developing countries. Agriculture productivity should be sustained with available equilation. The most famous way to develop farmers' income is the adoption of better expicultural technologies. Agriculture faces a range of modern and serious challenges, anticularly in developing countries exposed to price shocks, climate change, and antinued deficiencies in infrastructure in rural areas. Modern technology is a boon to the griculture sector. Agriculture will be developed by using new technology, but rural areas setill not using new technology sufficiently. Since the rural farmers are still farming in

the traditional way, they are not aware of how to use modern technology, so it is equal necessary to create public awareness on how to use modern technology in agriculture.

The research paper talks of how modern technology has been very helpful in agriculture sector, and it is helping to produce more and better quality of food, which in turn, helping to sustain human life.

Objectives of the Study: The present study is undertaken with the following specific objectives:

- 1. To identify various technological aspects of Indian agriculture.
- 2. To analyze the importance of modern technology in agriculture

Sources of Data: For collecting information for the stated research, secondary source have been used, in which books, reports, magazines, newspapers and online information etc. have been used.

Factors of modern technology in the agriculture industry: Modern technology has been playing a unique role in Indian agriculture. It has various aspects as follows.

- 1. Drones: Drones are being broadly used for drawing, inspecting, and crop examining. They help in collecting data that can be used for the planning and finishing of farminactivities.
- 2. GPS Equipment: GPS technology is usually applied in accuracy farming. It helps a locating the field boundaries and applying fertilizers, pesticides, and weed killers perfect. This reduces wastage of inputs and increases efficiency.
- 3. Satellite Descriptions: Satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating, combined by the satellite imagery is used for weather conditions estimating.
- 4. Automation: Automation has been commonly implemented in agricultural processible planting, transplantation, collecting, etc. This has reduced the dependence on manual labor or human capital and increased farm efficiency.
- 5. Soil devices: Soil sensors are used to measure soil humidity levels, temperature, other factors that affect crop growth. The data collected by the sensors is conveniently to the farmer.
- 6. Weather examining: Farmers can now get into real-time weather data that can be them make decisions about when to plant, how to irrigate, and what type of crop to grow This information can be accessed via weather apps or websites, or through dedicate weather stations on the farm.
- 7. Agricultural machines: Agricultural machines like robots are being developed to carout various tasks on farms, such as milking cows, picking fruits and vegetables, and even mowing grass. These robots can work long hours without tiring and can often do a beaution than human workers.

Importance of modern technology in agriculture: Modern technology is a boon agriculture and its importance is as follows:

Technology improves agricultural productivity.

Technology has played a crucial role in increasing agricultural productivity, if a use of automation has reduced the need for labor force, thus increasing farm efficiency a output. The beginning of irrigation systems has also helped to increase production

making it possible to grow crops in otherwise dry areas. It means modern technology has made it possible to develop high-producing crop varieties. The use of modern technology in agriculture has also had a positive impact on food security. Increasing production has helped to make sure that more people have gained access to healthy and inexpensive food. Agricultural technology can create new jobs.

Technology can also help to create new jobs in the agricultural sector with different skills. For example, the use of mobile phones or auto switches and other digital technologies is providing new opportunities for farmers to connect with markets and sell their products directly to consumers. In addition, the development of value-added services such as agro-tourism, fresh vegetables is creating new employment opportunities in rural areas. There is increasing demand for skilled labor for using technology in agriculture.

Impact of Agricultural Technology on Farmers

There has been a significant impact of agricultural technology on farmers across the globe. With the help of technology, farmers are now able to increase their yields and produce more crops than ever before, and they can also reduce their costs by using less labor and inputs. But, there are also some disadvantages to using technology in agriculture. The main problems are that it can lead to over-dependence on systems and chemicals, which can be costly to maintain. Furthermore, if not used appropriately, it can also damage the environment system.

Impact of Agricultural Technology on Consumers

Agricultural technology also impacts consumers in different ways. The use of modern technology has helped farmers to increase the production of crops and livestock. It has also helped to improve the quality of the farm products. The use of new technology has also reduced the cost of crops. The adoption of new technology has also led to the improvement of new ways of advertising systems and distribution of agricultural products. This has helped the farmers to reach a wider market for their products.

Improving farm yields and supply chain management:

The use of new technologies increases the overall productivity of agriculture as well as helps in supply chain management. The supply chain is important for transporting agricultural produce all the way to the market. New technologies are used to manage the supply chain, such as mobile messaging, videosetc. The supply chain plays an important role in bringing the finished product from the farm to the wholesaler to the retailer and getting the right price to the farmers.

Livestock monitoring

Chips and body sensors measure important parameters and indicators that can detect diseases early and prevent herd infection. Similarly, ultrasound is a useful tool for judging meat quality. It helps control and improve meat quality. The use of chips and body sensors can help prevent disease outbreaks and is important in large scale livestock management.

Conclusion:

Agricultural technology investment makes a practice game changer in terms of yield improvements and national and global food security. Technology has some positive and some negative impact on agriculture. But if we consider the positive results, modern

technology is beneficial for agriculture. Farmers should be given training on how to modern agricultural technology. As a result, modern technology will spread to all farmand agricultural production will increase to a large extent productivity. New technology agriculture sector is important for the development of agriculture sector as the proport of population based on agriculture is decreasing, it is more appropriate to use mode technology in agriculture. Using modern technology will improve the agricultural productivity of the agricultural sector and the quality of the product, if modern technology is used without any degradation of the environment, then it would be fair to say that limits an agricultural country.

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Worldwide International Inter Disciplinary Research Journal (A Peer Reviewed Referred) RURAL DEVELOPMENT-AN OVERVIEW rldwide In

Dr. Rahul N. Dhumal

Department of Economics, Tuljaram Chaturchand College, Baramati, Dist. Pure

ABSTRACT

More and more countries have started realizing that managing the rural entire improve More and more countries flave strong way to help them to grow their economy in a better way. The rural sector is improve strong way to help them to growth and development of the civilizations to street proving the strong way to help them to grow their establishment of the civilizations to sustain proving the society because it generates the growth and development of the civilizations to sustain proving the society because it generates the growth and rural society is connected. society because it generates the growth and rural society is connected because like in human goals for better existence. Economic growth and rural societies. The basic societies is the basic of the basic societies. human goals for better existence. Economic from the rural societies. The basic aim of leady in to analyze the various aspects of rural development. cordingly

KEY WORDS -Rural Development

OBJECTIVES OF THE STUDY .-

- 1) To Study the Concept and need of rural development
- 2) To Study the importance of rural development
- 3) To Study the perspectives and problems of rural development

Methodology of the Study: The data for the purpose of the study has been college secondary sources, which mainly include websites and books.

Definitions of Rural Development:

1)According to Agarwal (1989) Rural Development is a strategy to improve his and social life of a specific group of people- the rural poor, including small and margin . Indian tenants and landless.

2) According to World Bank rural development is a strategy designed to me govern economic and social life of a specific group of people by extending the benefits of doth compe the poorest among those who seek livelihood in the rural areas.

3)According to National Commission on Agriculture rural development of development of an area and the people through optimum development and utilized 1) Hun resources by bringing about necessary institutions, structures and attitudinal charge delivering package of services to improve all fields of the rural poor and rural weak

Need of Rural Development in India

The rural economy is an example of an agrarian economy. Although farming and up one of the most important primary activities, the problem lies in the fact that the agriculture sector is on a constant decline. At the same time, about two-thirds of Inda depends on agriculture. depends on agriculture. As a result, the productivity is not up to the mark, with condition 3) worse,

Moreover, public investment declined since 1991 coupled with lack of adequate itransport, employment are 11 credit, transport, employment etc. Henceforth the agricultural output has grown at only 4) 2007-2011. All these factors have been denting the process of development. Therefore box focus on rural development and not just urban development.

The primary area to improve should be providing employment in rural areas and intivity of the agricultural sector. On productivity of the agricultural sector. Often villages in our countries are not in sync and

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areas because of bad connectivity. Eventually, this leads to segregation and a social divide between urban and rural areas. In essence, the infrastructure of rural areas should drastically improve.

Even after so many years of Independence, stigmas like caste system still have a grip on rural people. Quality education can help in achieving the goal of eradication of such social evils. The dwindling literacy rates in rural India, especially for females, are a major matter of concern. There is a need for land and technical reforms. Modern technologies like organic farming should be incorporated nto improve outputs and profits. Lastly, people should be given access to easy credit and loans by improving the banking system in rural areas. It can be easily concluded, that for the development of an economy in both rural and urban areas need to be focused upon. Rural areas need drastic changes in areas like infrastructure, credit availability. literacy, poverty eradication etc. The schemes that are dready in place with the aim of rural development need a new outlook and proper updating. Accordingly, the government needs to act for the upliftment of rural India.

The Importance of Rural Development in India.-

- 1. Improving agriculture is a must for industrialization. Agriculture is carried on in villages, so rural development is needed to improve agriculture.
- 2. Industry needs a literate labor force. But most of the people live in villages (70% in India). So rural development is needed to increase the education level of the majority of the population.
- 3. Finally, rural development is needed to reduce the migration of people from villages to cities. The current rate of rural-to-urban migration in India is unsustainable. It is much more than the rate at which industrial jobs and urban infrastructure are growing. So rural development is a must to slow down the rural-to-urban migration.

The Perspectives of the Rural Economic Development

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he Indian rural economic development is an important part of the Indian economy where the povernment has to foster growth by providing employment and business opportunities to the People. The government is in pressure to provide high quality services in the global Environment of igh competition. The service providers on the part of government can design the package to form ne value chain which generally governs the economies of the scale. The basic objectives of the rural conomic development are as follows:

- 1) Human Perspective: The economic development of the rural sector has to look after the Individual needs of the farmers because if he is given attention he will give better products and enhance the productivity and efficiency of the rural economy.
- 2) Social Perspective: For every sector of development, the social issues are important Because we are existing in this society which is the web of human emotions and feelings. The rural people have to be respected, their social and cultural values are important and the government development policies have to incorporate the values of the rural society.
- 3) Economic Perspective: The society or any economy can only be successful if the design, implementation and feedback are according to the specific needs of a particular section of the society. Every policy related to the economic development requires a unique profit oriented strategy for growth and sustainability.
- 4) National Perspective- The government has the national objective for enhancing the gross Domestic product of the country so asto increase the national income of the country through The rural and urban development.

Worldwide International Inter Disciplinary Research Journal (A Peer Reviewed Referred) Global Perspective: The government policy has to focus on the global issues orldwide in Global Perspective: The government the technological up gradation happe lages; its We are connected to the gradation has world. The economy is liberalized where global influence cannot be ignored ly helps as we know the 60-70% of rural population in India lives in primitive conditions Justrializa Problems in Rural Development As we know the 60-70% of talk programmer. So that Rural Development programmers and state exists even after 60 years of independence. So that Rural Development programmers and state exists even after ou years of the rural obstacles in the rural programmes which are as under In 21st Century, there is no electricity supply in many villages. employm In 21st Century, there is a surface of cooking. It is a surface of cooking. It is and a surface of cooking.
 Now also many rural peoples using primitive methods of cooking. It is and a surface of cooking. momic d Jerdevelo they have trust on these methods. they have trust on these mound 300,000 death / year takes plan due to pollule re are m.

3. By using primitive cook stoves, around 300,000 death / year takes plan due to pollule nension a re are m. By using primitive con.
 54% of India's population is below 25 years and most of them live in rural area sides this. little employment opportunities. olementat 5. Literacy is the major problem in rural development programme. 6. The poor extension linkage causes slow growth of rural development. FEREN 7. Untrained, unskilled, inexperienced staff in extension linkage cannot provide Das (10 57 help to rural peoples. 2) Devi 8. Every one wants to go to the cities, so that rural people's remains as ignores; 413-4 Ali (1 policy makers also. 4) Pande 9. Privatization concept is useful for rural development but, government not pureBSITES attention to this aspect. http:// 10. Policy makes prepared policies, programmes for betterment of rural people 12 3) http:/ programmes are not implemented very well then have no used. http:// The Issues of the Indian rural economic Environment http:/ The basic issues of the rural economy are related to the economic environment $\stackrel{6}{=}$ $\stackrel{6}{=}$ $\stackrel{7}{=}$ http:/ Economic environment. The economies are impacted by the national and the #8) environment. The non-economic environment consists of the socio-cultural (#19) natural, demographic, physical and the political environment. The economic elements 10) http:// environment directly put an impact on the Indian business market. The business has had been the controlled the

the needs of the rural environment and change according to the rural markets so enhance the society. The rural economic environment is a complicated process because it encountries to the society of the rural economic environment is a complicated process because it encountries to the society. rural values, ethics and culture. The adaptation of government's values into the rural of includes the following elements:

- I. Rural environment as a complex and dynamic strategy 2. It involves rural people's satisfaction and loyalty
- 3. Changing attitude of the rural society
- 4. Focusing on continuous people service
- 5. Maintain constant updating technological changes 6. High technological purgation and modernization
- 7. Implement of the people friendly policies.

8. Assimilation of rural growth and development CONCLUSION

The earlier economic policy has affected the growth of the rural industrial of a greater opportunity in India. there is a greater opportunity in India to development of rural economy. India is Vol. I - ISSUE - LXIX

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villages; its major population lives in rural areas. Promoting the development of rural industries not only helps in the economic development but also in improving the livelihood of rural people, alleviating poverty, etc. However, the government has realized the importance of rural industrialization and trying to developments such objective by implementing various development schemes and plans. The government should give more attention on the machinery of implementation of such schemes. Providing adequate funds for such programmes are not the only solution, the development generation and income creation in rural area, thus, in the current scenario all round sconomic development of rural economy and industries can be an effective tool to overcome the major memory dimensions for the development of rural areas through industrialization, yet these limits limension and opportunities could be chalk out only with the help of more government assistant, as a desides this, there are already a lot of schemes for the growth of SSIs, but main hindrance is not well implementation of the policies and schemes in a proper way. This is the fact that, we achieved a lot ill

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