

POPULATION EDUCATION & RURAL DEVELOPMENT

Paper- IV (Rural Development Planning)

Unit-II, Policies, Programmes and Approaches

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Policies and Programmes related to Rural Development

RURAL AREA

- It is a geographical area that is located outside towns and cities
- It's an area where people are engaged in primary industry in the sense that they produce directly for the first time in cooperation with nature.

RURAL DEVELOPMENT

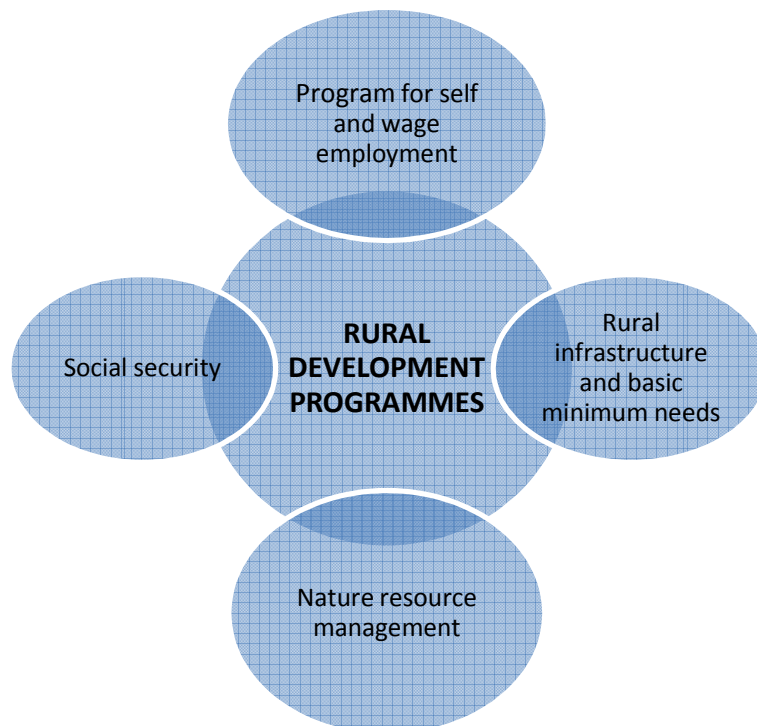
- It is a strategy designed to improve the economic and social life of rural poor
- It is all about bringing change in rural community from the traditional way of living to progressive way of living. it is also expressed as a movement for progress
- UN-it is a process of change by which the efforts of the people, themselves are united, those of government authorities to improve their economic, social, and cultural conditions of communities in to life of nation and to enable them to contribute fully to national programme.

DEVELOPMENT PERSPECTIVE

- Rural infrastructure and habitat development
- Poverty reduction
- Provision of basic minimum services
- Employment generation
- Making available basic necessities

RURAL DEVELOPMENT PROGRAMMES

- Programme for self and wage employment
- Rural infrastructure and basic minimum needs
- Nature resource management
- Social security



1. PROGRAMMES FOR SELF AND WAGE EMPLOYMENT

MGNREGA-Guaranteeing wage employment

- Employment guarantee act designed to provide job guarantee for at least 100 days in rural parts of the country. through this scheme , all

the adult members (at least 18 years of age) of the any family in rural part of the country are given non-skilled work August 25,2005

- Program provides a legal guarantee for one hundred days of occupation in every financial year to mature associates of any rural family willing to do public work-related inexperienced guide perform at the legal lowest salary of NR120 (about US\$2.17) per day last year prices.

SGSY-promoting self employment

- Swarnajayanti Gram Swarojgar Yojana (SGSY) is an initiative launched by the Government of India to provide sustainable income to poor people living in rural areas of the country launched on April 1, 1999.
- The SGSY aims at providing self-employment to villagers through the establishment of self-help groups.
- Activity clusters are established based on the aptitude and skill of the people which are nurtured to their maximum potential.
- Funds are provided by NGOs, banks and financial institutions.
- Since its inception, over 2.25 million Self-help groups have been established with an investment of ₹14403 crore (US\$2.2 billion), profiting over 6.697 million people.

Deen Dayal Upadhyay Grameen Kaushal Yojna:

- This is a placement linked skill development scheme for rural poor youth.

- It was launched by on 25 September 2014 by Union Ministers Nitin Gadkari and Venkaiah Naidu on the occasion of 98th birth anniversary of Pandit Deendayal Upadhyaya.
- It aims to target youth, under the age group of 15–35 years.
- A total of 52000 candidates have been skilled under this programme till 2014-15.

Roshni: Skill Development Scheme for Tribals:

- The Ministry of Rural Development on 7 June 2013 launched a new skill development scheme designed to offer employment to tribal youth in 24 Naxal -affected districts.
- The scheme, which is named Roshni is supposed to provide training and employment to an anticipated 50000 youth in the 10-35 years age group, for a period of three years.
- As per the Ministry 50 per cent of the beneficiaries of the scheme will be womenonly.
- The scheme is designed in light of the Himayat project model, which was launched in Jammu and Kashmir has been implemented in Sukma, Chhattisgarh, and West Singhbhum, Jharkand, on a pilot basis over the last 18 months.

National Rural Livelihood Mission:

- This scheme was restructured from the Swarn Jayanti Gram Swarojgar Yojna in 2011.
- National Rural Livelihoods Mission (Aajeevika) is aimed to empower the women's self-help group model across the country.

- Under this scheme govt. provides loan up to 3 lakh rupee at the rate of 7% which could be lowered to 4% on the timely repayment.

Training to Rural Youth for Self Employment (TRYSEM)

- This centrally sponsored programme was started on August 15, 1979.
- The main target of this scheme was to provide technical and business expertise to rural BPL people who are in the age group of 18-35.
- This programme has been merged with Swarn Jayanti Gram Swarajgar Yojna on April 1, 1999.

2. PROGRAMMES FOR RURAL INFRASTRUCTURE AND MINIMUM BASIC NEEDS:

SWACHH BHARAT MISSION:

- The Prime Minister launched Swachh Bharat Mission on the birth anniversary of Mahatma Gandhi on 2nd October, 2014.
- The concept of Swachh Bharat Abhiyan is to provide access for every person to sanitation facilities including toilets, solid and liquid waste disposal systems, village cleanliness and safe and adequate drinking water supply.
- The programme is to be implemented by Ministry of Drinking Water and Sanitation.
- An action plan has been drawn up for **Swachh Bharat to become a reality by 2019**, the 150th birth anniversary of Mahatma Gandhi.
- The Mission aims to triple the growth percentage of toilet from present 3% to 10% by 2019.

PRADHAN MANTRI GRAM SADAK YOJANA

- 25 DEC 2000-ADAL BIHARI VAJPAYEE
- To provide good all weather road connectivity to eligible unconnected habitations in rural areas with population of 500 persons above in plain areas.
- It is under the ministry of rural development.
- It is managed by national rural roads development agency.
- 4,22,031 km-completed length.

SWAJALDHARA

- 25 DEC 2002
- Emphasized the need for taking up community based rural water supply programmes & to open up the reform initiatives in the rural drinking water supply sector.
- Programme depends on community participation.
- Water ss ensured to the rural population by piped water ss scheme (PWSS) & Spot source water ss scheme(SSWSS)
- PWSS-to cover large population
- SSWSS-to cover small population
- 90% capital cost – Govt. of India
- 10% " -community contribution

PURA (Provision of Urban Amenities to Rural Areas)

- Concept –Dr. A. P. J. Abdulkalam

- MISSION-holistic and accelerated development of compact areas around a potential growth centre in gram panchayat through PPP framework for providing livelihood opportunities & urban amenities to improve the quality of life of life in rural areas.
- Physical connectivity by providing roads.
- Electronic " communication network.
- Knowledge " by establishing professional & technological institution.

Sansad Adarsh Gram Yojna:

- This programme was launched by the Prime Minister Narendra Modi on the birth anniversary of Lok Nayak Jai Prakash Narayan on 11 October 2014.
- Ministry of Rural Development will be the supervising authority for this programme.
- Under this programme each Member of Parliament will take the responsibility for developing physical and institutional infrastructure in three villages by 2019.

Heritage Development and Augmentation Yojna (HRIDAY):

- This scheme was launched on the 21 January 2015 under the care of The Union Ministry of Urban Development.
- Its aim is to preserve and rejuvenate the rich cultural heritage of the country.
- In the initial phase of HRIDAY, 12 heritage cities have been identified which will be rejuvenated and developed. Union Government will provide 500 crore rupees to these 12 cities.

SAMAGRA AWAAS YOJANA

- Started in 1998
- To improve the quality of life of people and overall habitat in the rural areas
- Aims to provide convergence to activities till now separately undertaken such as construction of houses, sanitation facilities and drinking water schemes and ensure their effective implementation by suitable and sustainable induction of technology

INDIRA AWAAS YOJANA

- Started at 1985
- Housing for rural poor
- Financial assistance-Rs.70,000 (in plain areas)
-Rs.75,000 (high land area)
- Houses are allotted in the name of woman or jointly between husband and wife

PRADAN MANTRI GRAMODAYA YOJANA

- Started at 1-1-2007
- AIM-reducing the shortage of houses for BPL families in rural areas and also assist in the healthy development of habitat in these years

CREDIT CUM SUBSIDY SCHEME

- This scheme makes it easier for all rural families with an income of less than Rs.32,000 in a year to construct their home.

- Objective-to enable construction of houses for all rural households who have some repayment capacity.

RAJIV GANDHI GRAMEEN VIDHYUKTHIKARAN YOJANA

- Programme for creation of rural electricity, infrastructure & household electrification for providing access to electricity to rural households.
- April 2005
- As on 2012-1.05 lakhs –electrified
- 1.95-free electricity connections has been released

Sarva Siksha Abhiyan:

- SSA has been operational since 2000-2001.
- Its main aim is to make free and compulsory education to children between the ages of 6 to 14, a fundamental right.
- This programme was pioneered by former Indian Prime Minister Atal Bihari Vajpayee.
- Right to education is related to the 86th Amendment to the Constitution of India.
- Currently its expenditure is shared by the centre and state into 50:50 ratios.

3. PROGRAMMES FOR NATURAL RESOURCE MANAGEMENT

Integrated Watershed Management Programme

- Started at 2008-10

- To restore the ecological balance by harnessing ,conserving, &developing degraded natural resources such as soil, vegetation and water.
- Outcome-prevention of soil erosion, regeneration of natural vegetation, rain water harvesting and recharging of ground water table.

LAND REFORMS

Aims at redistribution of surplus land:

A) land consolidation -farms in India

- Small in size &also scattered
- Leads to suboptimal use of resources
- So land consolidation is essential
 - **2 types**
 - #voluntary
 - #compulsory (various laws- 1923,1936,197,1984)
- 2004-1500l/h –consolidated

B) National Land Records Modernization Programme

- 2008 -strengthening of revenue administration &updating land records.
- Computerization of land records

4. PROGRAMMES FOR SOCIAL SECURITY

National Social Assistance Programme

- Centrally sponsored scheme-financial assistance to elderly ,widows and persons with disability in the form of social pensions
- Indira Gandhi old pension(60-79=rs.200p/m)
(80<=500p/m)
 - widow pension(40-79=300p/m)
(80<=500p/m)

NATIONAL FAMILY BENEFIT SCHEME

- In the event of death of bread winner of a household the family will receive lump sum assistance of rs.20,000.
- Bread winner should have been between 1860

ANNAPOORNA

- Provide food security
- 10 kg of free rice is provided every month to beneficiaries

ANTYODAYA ANNA YOJANA

- 25dec2000
- Food security
- 35 kg of rice and wheat @rs.3 and rs.2 respectively

INTEGRATED CHILD DEVELOPMENT SCHEME

- 20 Oct. 1975
- India govt welfare programme which provides food, professional education & primary healthcare to children under 6 yrs. of age & their mothers
- These services are provided through anganwadi units in the rural areas

NATIONAL RURAL HEALTH MISSION:

- The National Rural Health Mission (NRHM), now under National Health Mission is initiated on 12 April, 2005.
- Main aim of this plan is to provide accessible, affordable and accountable quality health services even to the poorest households in the remotest rural regions.
- Accredited social health activists (ASHA) scheme is also operational under this scheme.
- It is run by the ministry of health and family welfare.

AAM AADMI BIMA YOJNA:

- It was launched on october2, 2007.
- It's a social security scheme for rural households.
- Under this scheme one member of the family is covered.
- The premium of Rs. 200 per person per annum is shared by the state and central government.
- The insured person needs not to pay any premium if his/her **age is between the 18 years to 59** years.

KUTIR JYOTI PROGRAMME:

- This programme was launched in 1988-89.
- Its main motive was to improve the standard of living of schedule castes and schedule tribes including the rural families who live below the poverty line.
- Under this programme, a government assistance of Rs. 400 is provided to the families who are living below the poverty line for single point electricity connections in their houses.
- **Atal Pension Yojana (APY):** The scheme looks to provide monthly pension to subscribers from 60 years of age. The scheme mainly focusses on workers in the unorganised sector and is open to Indian citizens who are between 18-40 years of age.
- **Deen Dayal Upadhyaya Gram Jyoti Yojana:** This scheme launched by the NDA government is an Indian program which aims to provide 24*7 power supply to all homes in rural India.

Implementation, Monitoring and Evaluation of Rural Development Programmes:

Implementation:

Implementation may be regarded as a process which is a set of predetermined activities in a planned manner. It views to achieve certain established objectives. The term implementation refers another two names like administration and management. Strictly speaking implementation is only a sub-set of a broader set of activities that constitute administration, programme is usually implemented through a series of well defined projects. This means, the programme usually consist a number of projects in implementation.

The scope of plan still broader in the sense that it usually comprises a number of programmes. Thus, for its implementation, a plan has to be broken down into a number of programmes, each of which is in turn broken down into a number of projects. As project treat the questions, what, who, when and how more specifically than does a programme. There must be efficient administrative set up with commitment to programme objective at various levels is essential for implementation of any programme for rural poor. Besides, the coordination between various department and institutions is equally imported for effective implementation. Number

The responsibility of implementing rural development program's at grass-root level lies with the Block Development Officer, assisted by team

of specialists and village Development co-ordinators in co-ordination with financing institutions.

The under mentioned steps are important in the implementation process:

- Precise identification of poor on the basis of assets, income, caste, etc.
- Investigation of their practical economic problems, and to suggest suitable schemes to raise their income and employment.
- To provide special extension facilities to inform them about the programme and motivate or guide to participate in programmes.
- To help them in getting credit from financial institutions on easy terms and without problems.
- To provide complete package of infrastructural facilities like adequate supply, marketing of output, technical help, insurance facilities to cover the risk of failure. It enables the beneficiaries to run scheme successfully.
- To help the beneficiaries in purchasing the right kind of assets from suitable places at reasonable prices.
- To provide and help the beneficiaries in getting additional help to ensure continuity of incremental income.
- To evaluate the effective monitoring of programmes.

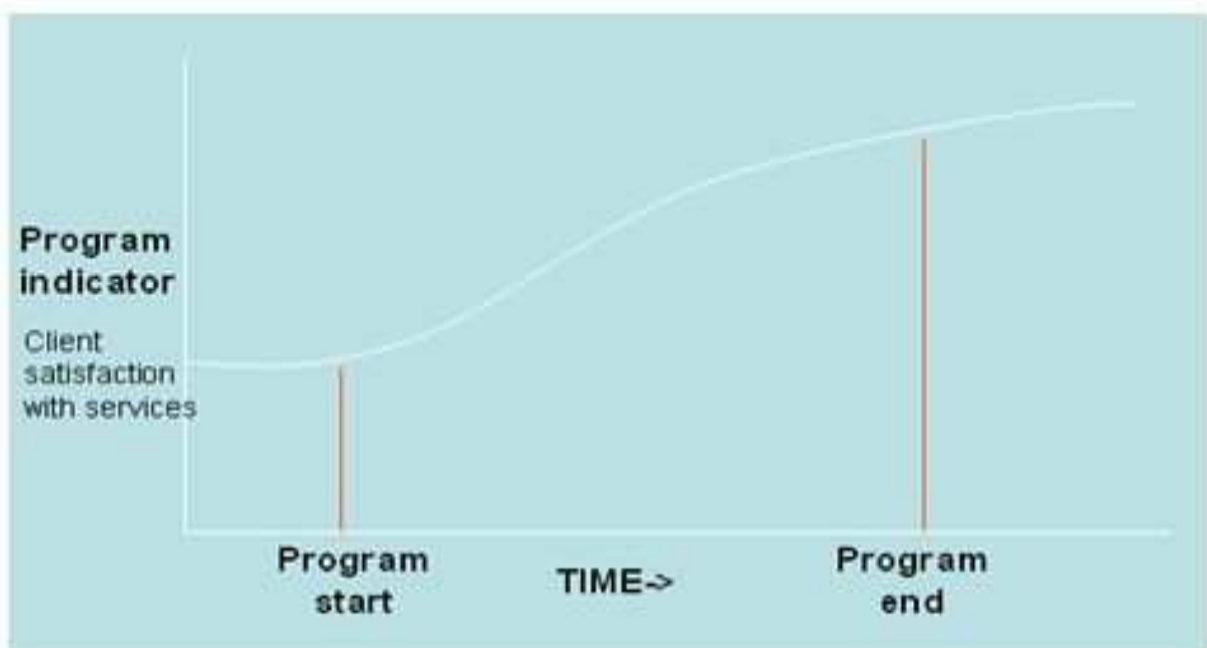
Monitoring:

Monitoring is the systematic process of collecting, analyzing and using information to track a programme's progress toward reaching its

objectives and to guide management decisions. Monitoring usually focuses on processes, such as when and where activities occur, who delivers them and how many people or entities they reach.

Monitoring is conducted after a programme has begun and continues throughout the programme implementation period. Monitoring is sometimes referred to as process, performance or formative evaluation.

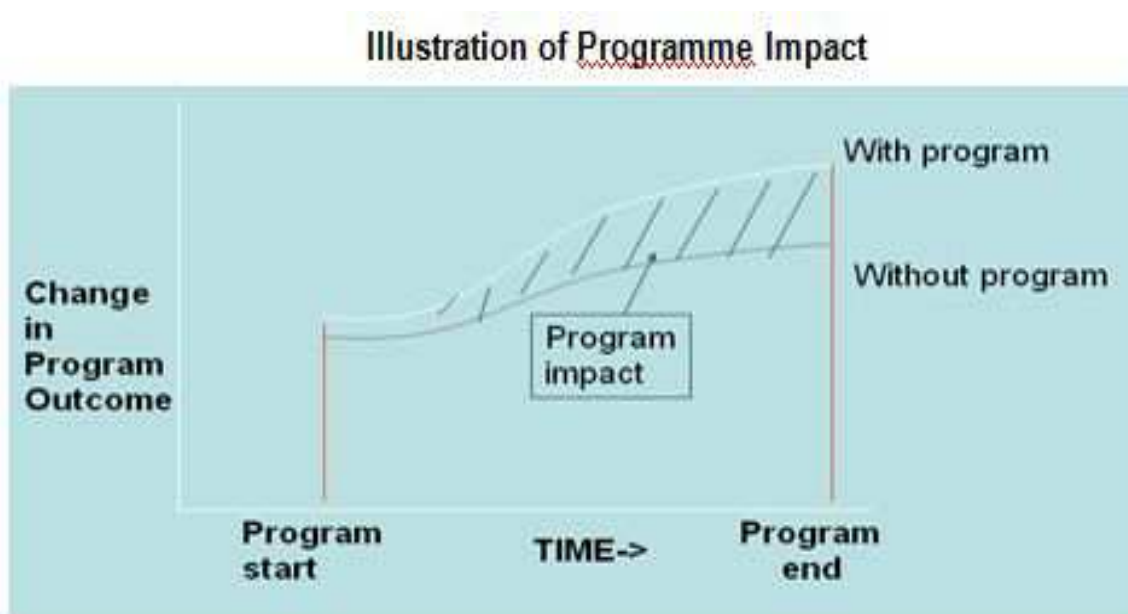
Illustration of Programme Monitoring



Evaluation:

Evaluation is the systematic assessment of an activity, project, programme, strategy, policy, topic, theme, sector, operational area or institution's performance. Evaluation focuses on expected and achieved accomplishments, examining the results chain (inputs, activities, outputs, outcomes and impacts), processes, contextual factors and causality, in order to understand achievements or the lack of achievements. Evaluation aims at determining the relevance, impact, effectiveness, efficiency and sustainability of interventions and the contributions of the intervention to the results achieved.

An evaluation should provide evidence-based information that is credible, reliable and useful. The findings, recommendations and lessons of an evaluation should be used to inform the future decision-making processes regarding the programme.



Project Approach to Rural Development and Project Cycle Management

Project Definition

“A group of activities that have to be performed in a logical sequence to meet preset objectives outlined by the client”

Project Management

Project Management is the application of knowledge, skills, tools and techniques to project activities in order to meet or exceed stakeholder needs and expectations from the project.

Purpose of Project Management

The purpose of Project Management is to identify, establish, coordinate and monitor activities, tasks and resources necessary for a project to produce a product and/or service meeting the agreed requirements.

Key Dimensions of Projects

- Cost
- Time
- Quality

Project Cycle Management

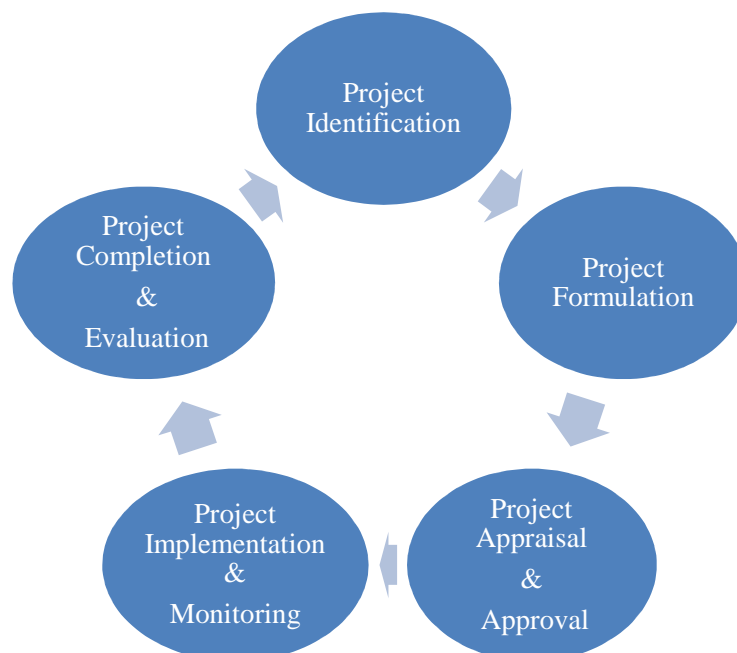
- A logical sequence in which the projects are identified, prepared, approved and implemented is called project cycle.

- It is an approach in project management used to guide management activities and decision-making procedures during the life-cycle of a project, from the first idea until the last ex-post evaluation.

Stages in PCM

There are eight broad stages of project cycle:

- Project Identification
- Project Preparation
- Project Appraisal
- Project Approval
- Project Implementation
- Project Monitoring
- Project Completion
- Project Evaluation



Benefits of PCM

PCM is an important function of project management and can assist local organizations to learn from past experiences, improve decision making, streamline communication between various stakeholders and above all how far the objectives of the project have been achieved.

When PCM is applied effectively, the following benefits can be realized;

- **Goal/Objective Oriented:** Implementation of projects will be in accordance with predetermined objectives and not on the whims of individuals
- **Coordinated Project Management:** Project execution will be coordinated and overseen by appointed project managers, and not by those randomly picked without proper consideration.
- **Sound & Objective Appraisal:** The project will be designed and appraised based on sound research and feasibility criteria, and not on voting and consensus which does not capture the viability issues.
- **Long Term Planning:** PCM improves long-term planning because the policy setting' stage includes planning strategic review of long term goals and objectives;
- **Increased Accountability:** There will be increased accountability for results because individuals and teams will be assigned specific results that they must deliver;
- **Standard Methods and Procedures:** As opposed to a mixed up process of managing a project, the PCM approach introduces a standard method and procedures for running projects stage by stage,

which provides stakeholders with a road map of expected results, at each stage of the process;

- **Increased Efficiency in Planning and Use of Resources:** Through the PCM method, project resources are planned for before the project is executed, and adjustments are made during project implementation;
- **Stakeholder Ownership:** This is enhanced because PCM is a participatory process; **Formal Documentation:** PCM requires documentation of procedures, processes and results. This ensures that there is an accurate record of information for every project step;
- **Enhanced Monitoring and Evaluation:** PCM sets in place a process of monitoring based on agreed milestones. Without PCM, it is hard to create an effective monitoring framework and results are hard to establish.

Socio-Cultural barriers of Rural Development

Socio –cultural factors Socio-cultural factors are things that can affect our lifestyles as a society. They can have an influence on individual behaviors depending on one's' social values. Some of them could be religion, economic status, education, family, politics, cultural values etc. They are the facts and experiences that influence an individuals' personality, attitudes and lifestyle. Socio- cultural factors involve both social and cultural elements of the society

CASTE SYSTEM:

The caste system in India has its roots in ancient India. Birth of the person decided their caste. Hence the varna system that developed during that time was the outcome of the social and economic development. But as time passed, it led to the division of society into high-caste and low-caste people who could not mix with each other. Inter-caste dining or marriage was forbidden. People belonging to the so called lower castes were exploited and slowly down the ages, their condition became miserable. They were poor and did not enjoy equality in society. Thus caste system hampered the healthy growth of different professions as entry into a particular profession was based on birth and not on ability.

ISSUES RELATED TO WOMEN:

Gender Discrimination:

In India females are discriminated in various fields like health, education and jobs. The girls carry the liability of dowry on their head, and they have to leave their parents home after marriage. Besides, in order to safeguard their old age parents prefer to have male offspring. Many female

babies are aborted, abandoned, deliberately neglected and underfed simply as they are girls.

In most Indian families, a girl child is least welcome although in India women were respected from the early ages. Even though there are growing instances of girls excelling in education, tradition, custom, and social practices place greater value on sons than on daughters, who are often viewed as an economic burden. This attitude of the society also stands in the way of the girl child being able to achieve her full potential. A recent report on the girl child makes the following observations: ***"Girls are the world's most squandered gift. They are precious human beings with enormous potential, but across the world, they are generally the last to have their basic needs met and first to have their basic rights denied."***

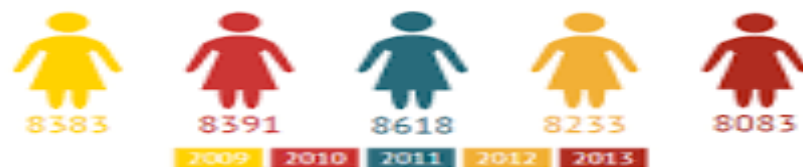


Dowry System:

The practice of dowry is one of the worst social practices that has affected our culture. One of the legislations is the passing of the Dowry Prohibition Act in 1961 by the Government of India. Despite the fact that the practice of both giving as well as accepting dowry is banned by law and such acts are punishable offences, the system is so thoroughly imbedded in our culture that it continues unabated. Whether it is rural or urban India, the blatant violation of this law is rampant. Not only dowry deaths, even most

of the acts of domestic violence against women including psychological as well as physical torture are related to matters of dowry. Some of the very basic human rights of women are violated almost every day. But there is an urgent need to strengthen such hands by taking some concrete as well as comprehensive social, economic, political and administrative measures in order to free Indian society of this disease.

Dowry Deaths In India



Source: NCRB

SUBSTANCE ABUSE/ADDICTION:

The habitual use of or dependence on harmful substances like liquor/alcoholic drinks, tobacco, bidis/cigarettes, drugs (for other than prescribed medical treatment) called substance abuse or addiction. As the range of addictive substances continues to expand, more and more persons particularly, in the younger age groups get addicted. There are many factors that are responsible for pushing the young as well as adults into the trap of substance abuse. These factors include peer-pressure, non-conducive family environment and stress.

Substance abuse is a condition which needs medical and psychological help. The parents have to be considerate to children, particularly during their transition from childhood to adolescence and adulthood, when many changes occur in their physique. Adolescents are naturally curious, they are exploring new worlds, ideas, behaviors and

relationships. In the process, some are exposed to drugs. Unless their environment, families, schools and friends educate them about the ill effects of using drugs, they are likely to be trapped. Drinking and smoking are the most common as well as harmful addictive actions.



COMMUNALISM:

India is a country of different religious faiths. Persons belonging to different communities such as Hindus, Sikhs, Muslims, Christians, Parsees, etc. live in India. The aggressive attitude of one community towards the other creates tension and clashes between two religious communities. Hundreds of people die in communal riots. It breeds hatred and mutual suspicion. Communalism is an issue that needs to be tackled and eradicated. It poses a great challenge to democracy and unity of our country. It is therefore, a major obstacle in the path of our progress. Education is one very important means through which we can hope to bring peace and harmony in society. We must remember that we are all human beings first, before we belong to a religious community. We must respect all religions. Our country is secular, which means that all religions are treated equally and everyone is free to follow their own religion.

ISSUES RELATED TO THE ELDERLY:

Providing social, economic, and psychological support to the aged is emerging as a fundamental concern of social development. With the joint family breaking down, especially in the urban areas, where nuclear families

are the trend, the aged are increasingly becoming unwelcome members in their own families. Community support base to the aged is assuming greater importance. Our culture to respect elders should be again imbibed in young generation so that the aged can maintain their self respect. Remember, the elderly people should be respected. They have looked after you when they were younger and now it is your turn to pay back. You must look after and serve your old grandparents.

ISSUES OF POVERTY AND UNEMPLOYMENT:

India is a large populated country. A significant number of people living below the poverty line, its impact on socioeconomically marginal families in the form of poor quality of life, disease, low literacy, malnutrition, and child labour becomes a serious concern. Nearly a quarter of the population that belongs to the scheduled category is almost entirely below poverty line. Poverty is a fundamental problem, hindering development objectives.

Unemployment is a situation where an able bodied person, willing to work fails to find a job to earn a living. Chronic unemployment and the consequent poverty are responsible for the erosion of human values. Under the compulsion of poverty, parents do not hesitate even to send their children to the labour market. Millions of children miss their childhood because of this phenomenon. They remain uneducated, and ignorant – which results in their unemployment or under-employment and consequent poverty.



BEGGARY:

It is a painful experience to come across beggars wherever we go. At the market place, railway station, hospital, temple, even at road crossings, you will notice some people approaching you with open palms. They ask for money or food. We also see many children begging in the streets. Beggary is a major social problem in India. The major causes of beggary in our country are poverty and unemployment. These days many gangs are operating in our society as well, that thrives on begging in an organized manner. However beggary is a social curse which must be eradicated.

Cause of Begging

- Physically challenged
- Religious sanction
- Family background
- Organization trained
- Criminals
- Job less and Poverty
- Social inequality



PROBLEMS RELATED TO CHILDREN:

A large number of children, because of poverty, do not go to school or are withdrawn from schools before they complete their elementary education and are forced to start working at a young and tender age in

factories, brick-kilns, restaurants, hotels, shops etc. This hampers their growth physically, mentally, and emotionally. They grow with hatred and agony and fail to become worthy citizens of the nation.

A child in the age group of 6-14 years is supposed to be in the school. But unfortunately, of the 200 million Indian children in this age group, about 11.3 million are labourers. The estimate by NGOs puts it at 60 million, of which 2,00,000 work as domestic help and almost an equal number as bonded labourers. These children become vulnerable to physical and mental exploitation, they are starved, beaten and even sexually exploited. This is a serious problem and is generally known as 'child abuse'.

Right to Education Act, 2009 provides for education of all children between the age of 6- 14 years of age. Once this cherished goal of education for all is achieved, the state of our children will be much better.