



Rural Administration

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Abstract

For the progress of India, it is vital to take into consideration the administration of rural areas. The reason being, majority of the population of the country is residing in rural areas. When taking into account, rural administration, the main areas that have been highlighted are, history of rural administration, framework of rural administration, effective rural governance, ways to implement rural administration, and challenges of rural administration. The areas generate awareness within the mind-sets of the individuals regarding numerous strategies and approaches that are fundamental for rural administration. In terms of the level of economic development, quality of life, access to opportunities, facilities and amenities, standards of living and general viability, the gap between the rural and the urban standards of living is comprehensive. To improve rural administration, the individuals need to focus upon the enhancement of their skills and abilities. Recognize the significance of education, technology and preservation of resources.

Keywords: Rural Administration; Rural Governance; Agriculture; Programs; Strategies; Development

Introduction

India is a country of villages and its development is synonymous with the development of the people residing in rural areas. India is a vast and second most populous country of the world. According to the 1991 census, 74.28 percent of the population of India reside in the countryside. A major part of this population has been leading an undefined economic life due to non-synchronization of employment opportunities in the agricultural sector due to the fast increasing population. Rural development has been receiving increasing attention of the governments not only in India, but throughout the world. In the Indian framework, rural administration accepts special significance for two important reasons. First is about two thirds of the population still resides in villages and there cannot be any growth so long as rural areas are in a deprived state. Second, the backwardness of the rural sector would be a major impediment to the overall progress of the economy [1].

India is primarily an agricultural country and farming is the main occupation. In terms of the approaches of production, social organization and political mobilization, rural sector is in a backward and a deprived state. Additionally, technical developments in the field of agriculture have increased the gap

between the wealthy and poverty stricken, as the better off farmers utilized modern farm technology to a larger extent than the smaller ones. The all India Rural Credit Review Committee in its report warned, if the outcomes of development continued to be denied to the large sections of rural community, while prosperity accrues to some, the tensions, which are in both areas, social and economic may not only upset the process of orderly and peaceful change in the rural economy but even discourage the national efforts to set up agricultural production. It was therefore, felt essential to make arrangements for the distribution of products of development of the rural poverty stricken, deprived and socio-economically backward sections of the society [1].

History of rural administration

The history of rural administration in India can be traced back to the seventeenth century, when the voluntary efforts to provide service to the human resources were initiated. More than 70 percent of the India's population resides in rural areas, hence, rural administration has been regarded as an imperative area. A religious society of individuals known as friends or quakers had emerged as a movement in this direction for the first time in England and then in other parts of the world. It aimed at making provision of services to the human resources in terms of religion, culture and territories. It

was at the beginning of the twentieth century that a training point was recorded in the history of rural modernization work, when the Rasulia compound on the peripheries of Hoshangabad was attained and the Rasulia workshop for learning was recognized. It was in this compound that a popular Hoshangabad was later developed [1].

The trainees of the workshop manufactured furniture and supplied the same to the local market. The trading and marketing of goods was considered as crucial areas. Even in the present existence, some of the furniture available in the Collectorate office and on the Hoshangabad railway station was manufactured in that workshop in those early days. A stage then arrived in 1920, when the Rasulia workshop had to be closed down primarily on account of an exodus of the then grown up children from it. Besides, the Quakers had also carved out the two villages of Laki and Makoria from forests in nearby areas of Hoshangabad and were pre-occupied with problems of inhabitants of these settlements [1].

The first attempt for rural development in India was made in 1885, with a crucial objective of conveying immediate assistance and development of rural areas in Baroda. In 1922, the Swaraj Ashram was launched in Baroda. The Ashram aimed at preparing for non-cooperation, and the civil disobedience movement launched by the Indian National Congress under the leadership of Gandhi. The resolution for non-cooperation was passed previously in September 1920 at the Calcutta Congress under the President-ship of Lala Lajpat Rai. This resolution included mainly two things, prohibition of foreign goods and mass publicity for use of home-made Khadi clothes. It was thought that boycott of goods in particular, might not affect unfavourably the British trade. But spinning and weaving as an instruments for training in the qualities of self-sufficiency and self-confidence would certainly bring about an encouraging influence on rural administration [1].

Moreover, with the start of the Reform movement by the Adivasis during the period 1915-20, the Government experienced hefty losses in revenue. Sales of liquor by contractors declined considerably and the Adivasis also refused to perform the agricultural work on low wages. In 1935, reconstruction centres were arranged at several places, but the beginning of the Second World War in September 1939 dissatisfied the progress of achievement of these centres. 'Grow More Food' campaign was started in 1939 with a view to enlarging the level of food production through preparation and putting into practice the short term and the long-term improvement programmes in agriculture.

Besides, a good number of schemes that are aimed at community development, were introduced in different parts of the country by the Governments of states or union territories [1].

The next important step was taken by the Kisan Sabha under the leadership of the Communist party worker, Mrs. Godavari Parulekar in 1945. For the first time, Adivasis made slogans against exploitations that they have been experiencing by the landlords, money lenders, and contractors. The peasants who were poverty stricken borrowed loans from the money lenders and when they are unable to pay them back, they became bonded labourers. The prevalence of bonded labour has imposed detrimental consequences for the individuals. They were made to work long hours for very less pay or no pay at all. As a result, the Minimum Wages Act was brought under enforcement in the forties to protect the interests of the Advasis, who have been employed for forest contractors and plantation owners. Since 1947, the Government has begun to inspire formation of supportive labour contract societies for forest workers [1].

While concluding the history of rural administration, it has been noticed that since the beginning of the last decade of the nineteenth century, there has been establishment of quite a few centres within the parts of the country. These centres made efficient determinations for the development of living conditions and societal well-being of explicit rural communities and made an attempt to make complete use of the technological knowledge. Therefore, there were initiation of modern and innovative methods and techniques to bring about rural administration in an operative manner. By the end of the forties of the twentieth century, a number of such centres based on definite principles and approaches of community development were going on in various parts of the country. Some of these centres were initiated by the government of sub-national levels and some others were introduced by the great individuals and private organisations including Christian missionaries, Gandhian constructive workers and self-determining voluntary associations. The main objective of these centres was to bring about rural development and administration [1].

Framework of rural administration

The important areas that constitute the framework of rural administration have been stated as follows:

- **Agriculture:** Agriculture is stated to be the primary occupation of the individuals in rural areas. They are mostly engaged in agriculture and farming practices to sustain their living conditions. There are different categories of farmers,

some possess large land holdings, some possess small land holdings, some of them make use of modern and innovative methods, some use traditional methods and so forth. When production suffers a setback, or there are scarcity of resources, then farmers and agricultural labourers have to experience problems. The decrease in the food crops, such as, coarse cereals and pulses and increase in the commercial crops, such as fruits and vegetables, means of productivity improvement in agriculture, increase in the crop intensity, land development, use of modern and innovative agricultural techniques, irrigation methods and so forth may contribute in enhancement of agricultural practices [2].

- **Input supplies and processing in agriculture:** The seeds, fertilizers, micro-credit, and irrigation methods that are used in agriculture need to get managed and administered in an efficient manner. There are training centres, which make the farmers and the agricultural labourers aware of the methods and strategies, so that they are able to yield better productivity. There is provision of input supplies and processes that are carried out in agriculture, these should be well-organized, so that production does not suffer a setback. In the present existence, proper organization of processing techniques and availability of input supplies would enhance profitability of the farmers and agricultural labourers, so that they are able to sustain their living conditions [2].
- **Infrastructure:** Infrastructure is an imperative area in the case of rural administration. It includes, roads, means of transportation, communications, machinery, and equipment. When understanding infrastructure, three types need to be understood, these are, technical, financial and social. The improvement in the case of infrastructural facilities enables the rural masses to market their products, send their children to schools, enhance their skills and dedicate themselves leading to their fulfilment. In the present existence, there has been usage of technology in rural areas, which has made the lives of the individuals productive. They are able to enhance their communication skills, abilities, and develop connectivity [2].
- **Marketing of agricultural produce:** The agricultural produce is required to get marketed and farmers and labourers would be able to incur productivity. Determination of the support price, vegetable markets, public procurement to build up the stocks for food security, linking community skills to the larger markets and so forth. To the agricultural produce, there has been technology interventions, role of

the institutions, like the National Dairy Development Board and so forth. To improve upon marketing of the produce, the farmers and the agricultural labourers are required to establish connections with the institutions and centres. Micro-credit services are available to make provision of financial support to these individuals [2].

- **Social development processes:** In rural areas, the individuals are mostly residing in a backward state, they are not aware of important areas, hence, the main purpose of social development processes is to integrate them into the mainstream society. The minimum basic services to the rural people include, rural roads to facilitate connectivity, education, health, children's right to education, adult education, curbing the practices of child marriage, female infanticide and female foeticide, women empowerment, preservation of natural resources, usage of technology and water management. The Individuals need to realise that men and women should be treated as equal and they should be made provision of equal opportunities regarding education and employment. Health is an important area for all the individuals, therefore, there should be made provision of health care and medical centres, so that rural masses should be made aware of how to take care of health care requirements [2].
- **Education:** In the present existence, individuals belonging to rural communities have recognized the significance of education. Education is an imperative area that not only makes provision of basic literacy skills of reading, writing and arithmetic amongst the individuals, but it also generates awareness regarding important areas that are considered vital for effective living. There have been establishment of schools and other training centres in rural areas, where children and adults can get enrolled to enhance their skills and abilities. The important areas, regarding which individuals should generate awareness is health care, child development, performance of household functions, taking care of the elderly, management of water resources, preservation of the environment, maintaining a pollution free environment, skill development, technology, usage of modern and innovative techniques and so forth.
- **Training:** Training has acquired an important position in the case of rural administration activities concerning various poverty alleviation programmes. Training in this case, is also referred to the training of the individuals regarding implementation of various tasks and operations.

It means, individuals need to be aware and informative regarding various areas that are vital for administration and progression. As training, research and development are meticulously connected, continuing education of both policy makers and programme implementers is important. Towards assisting this, National Institute of Rural Development (NIRD) has been conducting training programmes, workshops, seminars, conferences and international programmes. In addition, extensive support has been provided to a number of training and research institutions dealing with the issues and problems related to rural development [3].

- **Alleviation of Poverty:** During the ninth plan period, there have been formulation of several anti-poverty programmes with the main purpose to improve the effectiveness of the programmes for making provision of increased advantages to the rural poor. Self-Employment Programmes have been restored by merging the Integrated Rural Development Programme (IRDP), the Development of Women and Children in Rural Areas (DWCRA), the Supply of Improved Tool- Kits to Rural Artisans (SITRA), the Training of Rural Youth for Self-Employment (TRYSEM), the Ganga Kalyan Yojana (GKY) and the Million Wells Scheme (MWS) into a holistic self-employment scheme called Swarnjayanti Gram Swarozgar Yojana (SGSY) [3].
- **Housing:** Housing is one of the basic requirements for human existence. Therefore, construction of houses was included as one of the major activities under the National Rural Employment Programme which has been initiated in 1980. Rural Landless Employment Guarantee Programme (RLEGP) was initiated in 1983. Indira Awaas Yojana (IAY) was launched during 1985-1986 as a sub scheme of RLEGP and thereafter, it continued as a sub scheme of Jawahar Rozgar Yojana. From 1st January 1986, IAY was made an independent scheme. The Government of India, in 1998 announced a National Housing and Habitat policy which had the main objective of providing 'Housing for all' and assisting in the construction of 20 lakh additional housing units [3].
- **Empowerment of rural women:** The empowerment of rural women is fundamental for the development of rural India. Bringing women into the mainstream of development is a major concern for the Government of India. Therefore, the programmes for poverty alleviation have a women's constituent to make sure availability of acceptable funds to this section. The Constitutional (73rd) Amendment, Act 1992 provides for reservation of selective posts for women.

The Constitution has placed massive responsibility on the Panchayats to frame and implement various programmes of economic development and social justice, and a number of centrally sponsored schemes are being put into operation through the Panchayats. Thus, women members and chairpersons of Panchayats, who are primarily new entrants within the Panchayats, have to obtain the required skills and be given suitable orientation to assume their rightful roles as leaders and decision makers. To impart training for elected representatives of PRIs is primarily the responsibility of the State Governments or Union Territory Administrations. Ministry of Rural Development also extends some financial assistance to the states and Union Territories with a view to progress the quality of training programmes and to catalyse the capacity building initiatives for the PRI elected members and functionaries [3].

Effective rural governance

Governance is stated as the process of carrying out and making of decisions. It also comprises of formulation of policies, procedures and rules that would be imperative towards the sustenance of individuals. The principles of effective governance have been stated as follows.

Community based collaboration is the process by which citizens, agencies, organizations and businesses make recognized, sustained assurances to work together to accomplish a shared vision. In the language of associating provisions, collaboration is the highest and the most difficult level of working with others, more formal than networking, co-operation and co-ordination. But in many rural regions, even networking across sectors can be hard. In some communities, the depth between the rural elected officials and community builders is particularly wide-ranging. The term 'community builder' refers to any non-governmental individual and or group, formal or informal, working to reinforce the community or region [4].

Ironically, the existence of single-minded attitude is expected to be nurturing the fires of state campaigns for consolidation amongst cities and counties. Voluntary co-operation may well be a small community's best defence against pressured consolidation, especially in the efficient use of limited resources. There are authentic reasons why towns, cities or counties act unilaterally. Yet, in a period of delegating public responsibilities, government cut-backs and limited benevolent resources, neighbouring communities need to work together. This reality is particularly true for inaccessible rural communities. For services that are

capital intensive, such as public works, equipment sharing across communities can save monetary resources. Economies of scale also exist in most of the back office services such as transmitting and work-force [4].

In the case of rural governance within the country, there are many individuals who need to possess adequate knowledge and awareness regarding how to provide solutions to problems in rural areas. For instance, in schools, there are not any provision of proper equipment and facilities, which may adequately contribute in facilitating education amongst the students. Therefore, it needs to be ensured that there is provision of proper civic amenities and other facilities in schools. There are many areas that need to be taken into consideration in rural areas, to make provision of law and order. Individuals within the rural communities are mostly residing in the conditions of poverty and backwardness, hence, it is vital to generate awareness amongst them.

The initiation of work, which may relate to the development of the community has generated awareness within the mind-sets of the individuals that successful community renewal invariably springs from within. The individuals who are engaged in social work and aim towards the up-gradation of the community, need to collaborate and work with each other. The reason being, rural governance and development of rural communities is a comprehensive area, for the achievement of the desired objectives, individuals need to co-operate and create mutual understanding with each other. Individuals, when working together will be able to overcome all the barriers and problems within the course of progression.

Every rural area is distinct. Certainly, most of the rural areas share common social and economic challenges. The problems that are prevalent in one rural area may exist in other rural areas. There have to be formulation of number of strategies and approaches that lead to the development and administration of rural communities. Primary emphasis has been laid upon elimination of the conditions of poverty and backwardness, empowerment of women, development of infrastructure, schools and medical and health care facilities and generation of employment opportunities for the rural individuals. The policies and the strategies are implemented in accordance to the requirements of the regions and community members.

Most of the rural areas are largely dependent on particular sectors such as manufacturing, textiles, wood products, natural resources, industries, health care, government and agriculture

[4]. Agriculture is a primary occupation, in which most of the individuals are employed. In rural areas, it is a source of generation of income. The individuals who are involved in the governance of rural areas, need to focus upon the usage of modern and innovative production methods and techniques. There have been enrolment of farmers and agricultural labourers in training centres, where they are able to generate professional knowledge regarding enhancement of production and making use of modern methods to generate better outcome.

In the case of rural governance, one of the imperative areas that need to be taken into consideration is the prevalence of law and order within the community. Within the rural communities, in most cases, individuals are illiterate and do not possess awareness. Men are considered superior as compared to women and they possess all the power and authority regarding making of decisions and in providing solutions to other issues and concerns. Therefore, measures are required to get implemented to initiate empowerment of women. Women are meant only to perform the household chores and look after the family members. They were not permitted to have a say in any matters. Hence, empowerment of women is a fundamental area when implementing rural governance.

The main objective of every individual is to sustain his living conditions. Whether a person is educated or not, he desires for a job to sustain the living of himself and his family. In rural areas, in most cases, individuals have largely families and their primary objective is to look for opportunities to meet the needs of their family members. It has been stated above, agriculture is the main occupation of the individuals in rural areas, there are some individuals who are employed in small scale industries, get engaged in the production of handicrafts, set up tea stalls or grocery shops or migrate to urban areas in search for job opportunities. In order to find employment opportunities and perform well in their job functions, skill development of the individuals is considered an important aspect of rural governance.

Ways to implement rural administration

There are more than six lakh villages in rural India. The effective administration of rural areas will lead to progress of the country. Implementing the functions of rural administration, taking care of the roads, infrastructure, water management, natural resources, electricity, other civic amenities, management of livestock, production, marketing of goods, governance, education, health care and medical facilities, skills development and so forth are not easy tasks, which can be simply managed by the individuals within the rural communities. In the management and administration of the

tasks mainly relating to land, land records have to be maintained and conflicts and disputes also need to be dealt with adequately [5]. The appropriate ways to implement rural administration have been stated as follows:

- **Knowledge and awareness:** It is vital to generate knowledge and awareness amongst the rural individuals regarding all the imperative areas that are fundamental to live an efficient life. Most of the rural individuals are not educated and do not even possess the basic literacy skills of reading, writing and arithmetic. Individuals belonging to all categories and backgrounds need to realize the significance of education. Education is not only necessary for the individuals to generate a source of income through getting engaged in employment opportunities, but also to gain self-sufficiency. Knowledge and awareness regarding various areas can be generated amongst individuals belonging to rural communities through education. In rural areas, even adults who have either dropped out of school at an early age or have never been to school before attend educational institutions. The primary area is education, there should be development of schools and training centres within the rural communities to make provision of knowledge and understanding amongst them regarding how to sustain their living conditions. The training centres make provision of knowledge and information to the farmers and agricultural labourers regarding utilizing modern and innovative strategies and methods in the agricultural sector.
- **Transformation:** Rural development involves both the economic advancement of people as well as larger social transformation. In order to provide the rural people with better visions for economic development, increased participation of people in the rural development programmes, decentralization of planning, better enforcement of land reforms and greater access to credit are envisaged. Initially, main thrust for development was laid on agriculture industry, communication, education, health and allied sectors but later on, it was realized that enhanced development can be provided, only if governmental efforts are sufficiently accompanied by direct and indirect involvement of people at the grass-roots level [3].
- **Management of land resources:** It is essential to guide and facilitate the states to modernize land record management and create a land information system. Facilitation of state efforts to participate in the conclusive tilting system. Administration of the Land Acquisition Act, 1894 and the concerns that are relating to the acquisition of land for purposes of the union. To assist in the adoption of policy for rehabilitation and resettlement of displaced individuals, land reforms, land tenure, land records, consolidation of holdings and other related matters need to be taken into account. Implementation of watershed programs for the development of rain-fed and degraded areas. Promotion of rural livelihood through watershed programs. Evaluation of the existing bio-fuel cultivation within the country and initiation of demonstration phase of bio-fuel mission based on the evaluation results [3].
- **Technology development, extension and training (TDET) schemes:** TDET scheme was initiated during 1993-94 to develop suitable technologies for the recovery of wastelands for sustained production of food, fuel wood, fodder and so forth. The objectives of the scheme are, (i) improvement of data base for planning sustainable development of wastelands, (ii) operationalization of cost operative and proven technologies for development of various categories of wastelands, particularly problem lands affected by soil erosion, land degradation, salinity, alkalinity, water logging and so forth, (iii) implementation of location specific pilot projects, demonstration models including pisci-culture, duckery, bee keeping, domesticated animals and birds etc. (iv) distribution of research findings and suitable technologies for stimulating wastelands development, (v) assessment of influence, and reproduction of these models in larger areas, (vi) organizing of publicity, awareness campaigns, seminars, conferences, and circulation of hand-outs or extension materials [3].
- **Information, education and communication (IEC):** It plays a fundamental role in generating responsiveness, organizing people and making the development participatory through advocacy and by transferring knowledge, skills, and techniques to the people. To meet the communication needs of the various programmes of the Ministry holistically, an incorporated IEC strategy envisioning optimal use of the available modes of communication, conventional and non-conventional has been evolved to effectually meet the communications needs of the programmes of the Ministry [3]. The rural masses need to recognize the significance of technology and make an attempt to put it into practice to meet their needs and requirements. In the present existence, information, education and communication has contributed in enhancing the lives of the individuals.

- **The ministry of drinking water and sanitation:** Government of India, previously under the Ministry of Rural Development as Department of Drinking Water and Sanitation, is presently headed by the Minister for Rural Development. The Accelerated Rural Water Supply Programme (ARWSP) was the first major involvement in the water sector that started in 1972-1973. To quicken coverage, a Technology Mission on Drinking Water was initiated in 1986. In 1991-92, this mission was renamed Rajiv Gandhi National Drinking Water Mission, and in 1999, the Department of Drinking Water Supply (DDWS) was formed under Ministry of Rural Development, for concentrated consideration on drinking water and sanitation. The first major sector reform project (SRP) was started in the same year. Later was renamed as Department of Drinking Water and Sanitation in 2010 and in 2011, it was conferred the Ministry status, taking into consideration the significance given to the sector by the ruling government. The Ministry of Drinking Water and Sanitation is the nodal department for the complete policy, planning, funding and co-ordination of the programmes of drinking water and sanitation within the country [3].

Challenges of rural administration

In the implementation of administration of rural areas, there are number of challenges that need to be identified [6].

The issue of funding, in order words, financial problems is a major challenge. Some of the programs, strategies and policies do not have clearly defined sources of funding. The schemes of the Housing for All, Universal Basic Education (UBE) and so on are valid examples. In the present existence, there are number of people who are illiterate, do not have employment opportunities and are residing in the conditions of poverty and backwardness in rural areas. These challenges are often instigated before sourcing for funds from philanthropists and international donors, which may never come. Another challenge is the armed conflicts ranging from ethnic, religious and communal issues, which do not make provision of an enabling environment for putting into practice the sustainable development programmes in such areas.

The prevalence of criminal and violent acts is a threat as well as an impediment within the course of rural administration. The individuals, who are not educated and are unaware, normally get involved into criminal and violent acts, such as, theft, murder, verbal abuse, physical abuse, sexual harassment, rape and so forth.

They possess traditional values and viewpoints, on the basis of which they carry out their living. Corruption is also regarded as a major threat to rural administration. There is lack of integrity, accountability and transparency on the part of the individuals, who are supposed to implement development projects in rural areas.

In the case of agriculture and farming practices, farmers who possess small land holdings are usually not aware of the usage of modern and innovative agricultural methods and techniques. They make use of traditional methods, when they have to yield production. In some cases, when a farmer is not aware or does not have access to modern irrigation methods, they depend upon the rainfall and the natural environmental conditions. Areas, where the rainfall is scanty, there are effects on production. In agricultural techniques, the use of fertilizers and insecticides are common. There have been instances, when farmers are not able to access the requirement materials due to financial problems or other issues. Hence, farmers and agricultural labourers experience challenges relating to production.

Another challenge is the lack of political will and commitment, policy instability, and insufficient involvement of the intended beneficiaries of the programs. The programs that have been initiated towards rural administration are not put into practice in an adequate manner. In the present existence, individuals are still residing in the conditions of poverty and backwardness, in spite of the implementation of poverty alleviation programs. Indira Awaas Yojana (IAY) was a scheme that was put into operation to make provision for housing, but there are individuals who are still homeless. There have been numerous programs that have not benefitted the rural communities. The reason being, individuals, have not been able to access the benefits of various programs and schemes.

The rural areas are not developed in an efficient manner as compared to urban areas. There are numerous differences within the rural and the urban communities with regards to education, employment opportunities, industrial development, infrastructural development, technology, health care, medical facilities, and living standards. In rural areas, individuals make use of traditional methods to prepare their meals, they are involved in the rearing of livestock and lead simple lives. Individuals are dependent upon the natural environmental conditions, forests and water bodies. They obtain water from the water bodies to carry out the household chores, as water is used for multiple purposes. The use of traditional methods and practices are regarded to be challenges within the course of rural administration.

Rural administration is faced with the paradox that the production oriented rural economy relies on the non-productive people, who are well equipped with outdated tools and instruments, technical information, scientific and cultural training and whose traditional roles and access to resources create problems for their operative combination into modern economic systems, whereas the consumption oriented urban economy is inundated with individuals, most of who are either unemployed or unemployable or marginally employed or underemployed in the urban centres, where they choose to reside. As a result of this mass migration, the rural areas have been qualitatively depopulated and are increasingly less attractive for social and economic investments, while the urban areas are becoming physically congested, socially unnatural and normally inefficient to preserve.

Rural administration is faced with the challenges, which have been made the effect of government's efforts at different levels. Non-government organizations, private initiatives, and international involvement is not felt or recognized by the intended beneficiaries. This means, the individuals are not able to identify the areas that are required to get improved. There has been lack of awareness amongst the individuals, regarding the implementation of measures that may contribute in alleviation of the conditions of poverty, improving the deprived quality of infrastructure, curbing high population density, leading to a decline in the levels of illiteracy, and elimination of problems like, low social interaction, local politics and migration of the rural individuals to urban areas. The individuals who are educated and aware, normally move to urban areas in search for employment opportunities to sustain their living conditions. They make use of their skills and abilities towards other areas, rather than towards enhancement of rural communities and providing solutions to the prevalent problems.

Another major challenge is with the problem of implementation. Rural communities may speak their own languages, form their own viewpoints and notions, generate ideas, have their own beliefs and adopt a lifestyle, in accordance to their own norms and cultures. The individuals and the communities who are dependent upon the natural environmental conditions, may obtain medicinal herbs and plants to cure their wounds or treat their illnesses. The modern and innovative techniques that are available in the medical and health care centres may be not be of interest to the rural communities as they are not aware of these aspects. Enhancing awareness and putting into practice the programs and the schemes may not be manageable amongst the rural communities. This is a challenge that has an effect upon the progression of these individuals.

Conclusion

The main emphasis put upon rural development is due to many restraints experienced by the rural areas, which normally experience insufficient infrastructural facilities and technological progressions. The rural areas are not well placed in terms of even minimum needs like safe drinking water, primary health and road transport. Besides this, the rural population experiences from deprivation, unawareness and illiteracy. Their traditional viewpoint towards development has been averting them from taking complete benefit of the motivations offered by the Government. The ownership of land and other assets has been heavily concentrated in the hands of a few. It is specifically for this reason that the benefits of rural development programmes were unsuccessful to reach the rural population directed for the benefits to the amount anticipated.

Rural administration requires a vast infrastructure. Provision of this is not an easy job, the reason being, it has to be undertaken by the Government. Private investment in this area is insufficient and continues to be so. But the trend of insufficient investment in the rural sector is gradually changing in terms of economic sustenance. However, developing a proper technology for rural development is not an easy task. Such a technology has to instantaneously achieve the objectives of increasing growth rates and stepping up opportunities for employment. The setting up of suitable institutions and co-ordinating their activities are vital to any rural administration strategy.

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