



Employment Opportunities in Rural Areas

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Abstract

The primary aim of rural individuals is to obtain good and well-paid employment opportunities. They possess the viewpoint that obtaining employment opportunities would enable them to sustain their living conditions in an appropriate manner. The rural individuals are engaged in number of employment opportunities. These include, blue-collar as well as white collar jobs. They are acquiring higher educational qualifications and are engaged in reputed employment opportunities. In order to obtain a good job, it is vital for the individuals to enhance their skills and abilities and acquire good education. The main objective of this research paper is to acquire an efficient understanding of employment opportunities, in which rural individuals are engaged. The main areas that have been taken into account are, nature of unemployment in India, types of employment opportunities in rural communities, factors influencing children to get engaged in employment opportunities, and factors influencing the acquisition of employment opportunities.

Keywords: Employment Opportunities; Development; Income; Progression; Skills

In India, there are differences in the nature of employment opportunities, on the basis of areas and regions. The employment opportunities are acquired by the individuals on the basis of number of factors. These include, their educational qualifications, skills, abilities, location, and personality traits. Every individual aspires to obtain employment opportunities. There are two main reasons behind this. First is, it enables the individuals to generate income, which would help them in the sustenance of their living conditions and another is, the individuals are able to make use of their qualifications, skills and abilities. In rural communities, the individuals are mostly residing in the conditions of poverty and backwardness. They either possess low educational skills or no educational skills at all. They are also unaware in terms of various areas. Due to these factors, the rural individuals are mostly engaged in minority jobs. The primary sector of promoting employment opportunities among them is the agricultural sector. Apart from agriculture and farming practices, they are involved in production of handicrafts, food items, pottery making, silk weaving, animal husbandry and so forth.

Expansion of employment opportunities has been an important objective of development planning in India. There has been a significant growth in employment opportunities over the years. However, a relatively higher growth of the population and the labour force has led to an increase in the rate of unemployment from one plan period to another. With the initiation of the eighth plan period, there has been initiation of employment opportunities within rural communities, with the main aim of bringing about a decline in the rate of unemployment. These measures and approaches are considered important, because, it is realised that larger and efficient use of the available human resources is one of the most operative ways of alleviating poverty and backwardness, reduction of inequalities and sustenance of economic growth. In rural areas, human resources and the measures and approaches are considered vital in promoting employment opportunities [1].

Nature of unemployment in India

One of the major setbacks that the rural individuals have experienced are with regards to the inability to cause a significant re-

duction in the workforce in the agricultural sector [2]. One of the major causes of this is, participation of individuals in other tasks and activities. In the present existence, rural individuals are migrating to urban areas to acquire jobs to enhance their living conditions. With the advent of modernization and globalization, within the country, there have been transformations and advancements taking place in all areas and fields. But apart from these advancements, the individuals are experiencing severe problems of illiteracy, unemployment, and homelessness.

Unemployment is regarded as one of the most severe problems that is a hindrance within the course of attaining an effective livelihood. In India, the nature of unemployment is different from the ones, in other countries. The nature of unemployment in advanced countries is due to the result of the deficiency of effective demand. It implies that in such economies, machinery is no longer in use and there is a decline in labour. The reason being, demand for industrial products has decreased. The remedies of unemployment, primarily concentrated upon the measures to keep the level of effective demand at a sufficiently high rate. In this manner, the economic machine does not lessen the production of goods and services [1].

This type of unemployment is caused by economic fluctuations. The country was affected by the great depression, which was from 1930 to 1933. But with the introduction of remedies to the problems, the country was able to mitigate unemployment. Gradually within the course of time, the country began to generate employment opportunities for the individuals and alleviate cyclical unemployment. Similarly, after the Second World War (1939-1945), when war-time industries were closed, there was a good deal of frictional unemployment. It was primarily caused due to retrenchment in the army, ordinance factories and so forth. These workers were to be absorbed in peace time industries. In the same manner, the process of rationalization, which was initiated within the country since 1950, also caused displacement of labour. But the unemployment that was more serious as compared to cyclical unemployment and frictional unemployment, is the prevalence of disguised underemployment or chronic unemployment. Furthermore, the educated individuals, residing in urban communities also experience unemployment [1].

The problem of unemployment has been serious within the country, even in the present existence. Well-educated individuals, belonging to urban communities are also experiencing unemploy-

ment. They are required to make use of various sources, send their resumes and cover letters to the organizations and companies. When they send their resumes to at least 100 places, they are called for the interview from just three to four places. In some cases, individuals are required to take the written tests and go through various rounds of interviews, in order to obtain employment opportunities. Therefore, it can be stated that in reputed organizations, it is not easy to obtain employment opportunities. Whereas, in rural areas, also acquiring employment opportunities is not easy. Rural areas within the country are still in a backward state and agriculture and farming practices are regarded as major areas, in which the individuals are engaged in. Apart from these, the other areas, in which they are engaged in include, small scale industries, animal husbandry, production of handicrafts, food items, construction work, jobs involving unskilled manual labour, and so forth.

Well-educated individuals, belonging to urban communities and rural individuals as well, usually take into consideration number of factors. These include, pay, location of workplace from home, means of transportation, working environmental conditions, nature of job duties, terms and relationships with other individuals within the workplace, training programs, work timings, benefits and incentives, and provision of infrastructure, machinery and tools in the performance of job duties. When rural individuals, even the ones, who are not educated are to get engaged in employment opportunities, they ensure that all the above stated factors are adequately taken into consideration. When they experience problems in any one of the factors, then it becomes difficult for them to get engaged in the implementation of job duties in an operative manner. Research has indicated that when rural individuals find employment opportunities, they feel elated. Even if they are required to work for long hours and the pay is not sufficient, still they perform their job duties with utmost dedication and interest.

The problem of unemployment assumes serious dimensions and is threatening upon the lives of the individuals. Within rural communities, individuals are overwhelmed by the conditions of poverty. It is effecting the lives of the individuals in an unfavourable manner. Therefore, it is necessary to make provision of employment opportunities, particularly for the underprivileged and socio-economically backward sections of the society in rural areas. In addition, to employment opportunities, there are formulation of measures and programs, which are proving to be assisting in bringing about improvements within their overall quality of lives. From

the point of view of development, the employment opportunities helps to raise productivity and serves as the vehicle for redistribution of national income. The various plan documents, did not take into consideration the programs, which would enable the rural population to acquire employment opportunities [1]. This is regarded as one of the major causes that rural individuals are still not employed and are residing in destitute conditions.

A decentralized pattern of industrial development, while causing a reduction in local or regional unemployment and rural underemployment proves to be instrumental in distributing income and economic power more equally among the individuals and the regions. Thereby, contributing to the emergence of economically sound, politically stable and regionally balanced democratic society. Generating employment opportunities and introduction of measures and schemes, with the main objective of alleviating poverty and backwardness, require the individuals to possess the essential skills and abilities. In India, nearly 70 percent of the population is dependent upon agriculture. In the agricultural sector too, particularly for small and marginal farmers, the income is meagre. It is not enough to meet the daily living requirements. The pace of structural transformation in favour of non-agricultural activities within rural areas in the country were recognized during the post-Green Revolution period. However, the rate of rural diversification is not uniform across different states and regions [3]. In addition, many countries aspire to a decentralized industrial structure, in which there would be a comprehensive distribution of ownership and economic power. Within the country, this objective is the foundation of the economic policy [1].

Types of employment opportunities in rural communities

In rural communities, the various forms of employment opportunities that the individuals are engaged in are stated as follows:

- **Agricultural Sector:** Agriculture is regarded as the major occupation of the individuals. When the individuals are involved in this sector, then it is vital for them to possess the essential skills and information in terms of all the methods of production and cultivation. In the present existence, there has been establishment of training institutions in rural communities that are making provision of adequate knowledge and information to the individuals in terms of utilization of scientific methods. In order to augment production and profitability, it is vital for the agricultural labourers and farmers to possess adequate knowledge in terms of modern irrigation methods, use of fertilizers, insecticides and

pesticides and other methods. The farmers need to generate awareness in terms of the climatic conditions as well, as these need to be suitable to enhance productivity.

- **Education Sector:** In rural areas, there have been establishment of schools, educational institutions and training centres. Individuals, belonging to these communities have recognized the significance of education and aspire to get their children enrolled in schools. There also have been establishment of training centres, which make provision of adequate knowledge and information to the individuals, particularly in terms of one area of their interest, such as, diet and nutrition, health care, technology, child development and so forth. In other words, individuals get enrolled in training centres to acquire knowledge in terms of an area of their interest. In addition, there have also been establishment of adult education institutions, which encourage the enrolment of adult individuals, who have either never been to school or have dropped out before their educational skills are honed. In the education sector, individuals obtain numerous types of employment opportunities. These include, teaching, or they may perform the functions of administration and management of the institution.
- **Health Care and Medical:** The individuals obtain employment opportunities in the health care and medical sectors as well. Research has indicated that individuals obtain medical degrees from reputed medical institutions in urban communities. Upon the completion of their education, they return back to their villages and set up hospital or health care centres, for the well-being of their community members. Whereas, in rural communities, there are establishment of medical and health care facilities, where recruitment and selection of qualified and skilled individuals takes place. When the individuals are employed in this area, it is vital for them to possess effective communication skills and not discriminate against any individuals on the basis of any factors, such as, caste, creed, race, religion, age, gender, ethnicity and socio-economic background. Furthermore, they need to make provision of proper information and remedies to them, particularly in terms of health problems and illnesses. Apart from providing medicines, the medical practitioners and health care specialists also need to provide adequate information, in terms of psychological well-being.
- **Production of Handicrafts:** In rural areas, men as well as women are involved in the production of various types of handicrafts. These include, pottery making, jewellery making, embroideries, needle-work, decorative items, garments and so forth. When parents are involved in the production and manufacturing of handicrafts, then they provide training to their children from the initial stage. The children generate awareness among them in terms of these areas and help their

parents. When they grow up, they become skilled, as they have been practicing them, since the initial stage. In order to enhance their income through the production of handicrafts, it is vital for the individuals to possess adequate knowledge in terms of marketing strategies. Normally, handicrafts are marketed to a large extent at the time of festivals and occasions.

- **Production and Marketing of Food Items:** Production and selling of food items is regarded as one of the most significant aspects of employment among rural individuals. In rural areas, individuals are involved in the rearing of livestock. Hence, they mainly produce milk products, such as, butter, cheese and other sugary items, which they sell for a living. Apart from the production of food items, rural individuals are involved in selling fruits and vegetables. They sell these in rural areas and in some cases, even migrate to urban areas and work as vegetable and fruit vendors. When the individuals migrate to urban areas to market food items, then they are required to work hard. They need to make visits to places, where, they obtain fresh fruits and vegetables and go around the streets to market their products. Whereas, in other cases, they set up stalls within market places.
- **Factories and Industries:** Rural individuals are employed in large scale in factories and industries. The factories and industries are of different types, including, silk weaving, plantations, lock industries, beedi rolling, diamond polishing, gem cutting, coal mines and so forth. The employment opportunities that are available in these industries are considered hazardous. Hence, in order to prevent any accidents from taking place, individuals are required to acquire proper training and work under the supervision of a skilled and knowledgeable person. Research has indicated that even children, who are below 14 years of age are employed in these industries. When the individuals are unable to sustain their living conditions in an appropriate manner, due to shortage of funds and other resources, then they even encourage their children to obtain employment opportunities in industries and factories. One of the factors that is unfortunate is, individuals are required to work in hazardous employments for long hours and their pay is less. It is insufficient to meet their daily needs.
- **Cultural Performances:** In rural areas, individuals, belonging to all age groups and backgrounds develop interest in dance and music. In some cases, they develop interest in singing and acquire training to augment their skills and abilities. Participating in various programs and events, where they are able to make use of their skills and abilities is also regarded as one of the most significant employment opportunities for rural individuals. When there are organization of any social, cultural, and religious programs at the time of festivals or marriage ceremonies or events, then rural individuals, who are well-trained and skilled in these areas are able to render an effectual participation and earn income. The participation of these individuals may take place on individual basis as well as in the form of a group. They may participate in different places, which include, religious places, markets, homes and so forth.
- **Tea Stalls and Restaurants:** Setting up own tea stalls and restaurants are regarded as common areas, which may generate income for rural individuals. In some cases, individuals may even get involved in two jobs, at the same time. They may work in the agricultural sector in the morning hours and run a tea stall or a restaurant in the evening. When individuals develop interest and enthusiasm in operating a tea stall or a restaurant, then they possess the viewpoint that it would render a major contribution in augmenting profitability. Diet and nutrition is regarded as a necessary requirement of all individuals. Hence, in the case of this business, they need to ensure that food provided is of good quality, proper infrastructure and sitting arrangement is provided, assistance available from helpers is efficient and of good quality and the cost is not very high, as rural individuals, primarily belonging to economically backward sections of the society cannot spend a large amount on just one meal.
- **Repairing Machines and Technologies:** In rural areas, there have been advancements taking place. Individuals are making use of tractors and innovative machinery in the agricultural sector, farming practices and also in the production and manufacturing of other items. Apart from the use of modern and innovative methods and approaches, there has been use of digital technology among rural individuals. Rural individuals are making use of digital technology for various purposes, such as, communication, leisure and recreation, generating awareness and so forth. This is apparent that when technology, mobile phones, vehicles and other machinery gets worn out or does not work efficiently, it needs to be repaired. There are number of rural individuals, who find employment opportunities in shops, where repair works are implemented. They acquire training in terms of repairing particular items, such as, mobile phones, cycles, scooters etc. and even set up their own shops. Hence, getting involved in repair works is regarded as one of the important aspects of generating income.
- **Vocational Occupations:** Individuals in some cases, develop interest in the areas of plumbing, electric work, gardening, driving, painting, carpentry and repair works. These tasks are regarded as integral in not only the households, but also factories, industries and other organizations. In order to acquire skills in terms of these areas, the individuals get enrolled in training centres. In urban areas too, there are colleges, which provide training to the individuals in terms of these areas. The individuals, belonging to rural communities, develop interest

in mostly one of these areas and acquire training. Upon obtaining efficient skills and abilities in one of these areas, they either migrate to urban areas to make use of their skills in generating a source of income or they stay in rural communities. As these skills can also get utilized in households, market places, industries and factories in rural areas.

Factors influencing children to get engaged in employment opportunities

In rural communities, research has indicated that individuals get overwhelmed by number of factors, which encourage them to get engaged in employment opportunities at a childhood stage. The children either get engaged in employment opportunities outside their home or their parents train them in terms of manufacturing of products, if they are engaged in the production and manufacturing of various items. The major factors influencing children to participate in various forms of employment opportunities have been stated as follows:

- **Poverty:** Poverty is regarded as one of the most significant factor that is a major hindrance in the sustenance of adequate livelihoods opportunities for the individuals. When the individuals do not possess sufficient financial resources and when their per capita income is inadequate to meet the daily needs and requirements, then they are residing in the conditions of poverty. In rural areas, there has been prevalence of the conditions of poverty among individuals. Due to these conditions, they even experience problems in meeting their nutritional requirements. Hence, with the main purpose of alleviating the conditions of poverty and generating income to sustain one's living conditions in an appropriate manner, parents encourage their children to look for various employment opportunities.
- **Lack of Interest in Studies:** In some cases, individuals do not develop interest in studies and in getting enrolled in schools. When they lack the interest in studies, then they aspire to get engaged in various types of employment opportunities. Research has indicated that children, belonging to rural communities lose interest in studies on the basis of number of factors. These are, financial problems, difficulty in acquiring an efficient understanding of the academic concepts, when the distance of schools from homes is large, when they are unable to access adequate means of transportation, when they experience discriminatory treatment in schools (particularly girls), when the teaching-learning methods and the instructional strategies are not put into practice in an efficient manner, when there is shortage of qualified, skilled and experienced teachers and when there are not any provision of extra-curricular activities. Hence,

when one or more than one factor exists, then children do not develop an interest in learning and instead get engaged into employment opportunities.

- **Occurrence of Conflicts and Disputes:** Research has indicated that in rural communities, when individuals are unable to meet their daily needs and requirements, then they mostly get involved into conflicts and disputes. The feelings of anger and frustration are the major causes for the occurrence of conflicting situations and disputations among the individuals. When children experience the occurrence of conflicts and disputes within the household, especially between their parents, concerning their upbringing, then they make an attempt to provide effective solutions. For instance, if a dispute has taken place regarding the educational requirement of the children, then they may simply discontinue their education and look for work, in order to supplement family income.
- **Discriminatory Treatment:** In some of the rural communities, girls experience discriminatory treatment. In other words, they are not considered equal to male children and are considered as liabilities. The birth of the girl children in some cases is not appreciated and preference is given to the male children. The individuals possess the viewpoint that girls need to eventually get married, so they should be trained in terms of implementation of household chores and school education is not meant for them. Instead male children are enrolled in schools to acquire education. It is believed when males would be educated, they would be able to obtain better employment opportunities to bring about well-being of their families. Hence, girls are usually compelled to participate in the management of household responsibilities and production of certain items.
- **Development of Interest and Enthusiasm:** Children, both girls and boys develop interest and enthusiasm in terms of certain areas. These include, sports, physical activities, handicrafts, artworks, dancing, singing, music, role playing and so forth. When they develop interest in one or more of these areas, then they feel to develop their skills and make effective use of them to promote better livelihoods opportunities. Research has indicated, when children drop out of schools, even before their educational skills are honed, then they usually either join a training centre or adopt other means to augment their skills. With thorough practicing, when they become proficient, then they make use of them to sustain their living conditions in an appropriate manner.
- **Developing Communication Skills:** When the individuals are getting engaged in employment opportunities, then they not only are able to generate a source of income, but also are able to develop communication skills in a well-organised manner. In rural communities, individuals are residing in the state of

backwardness. They do not feel confident and secure, especially when they need to communicate with other individuals, outside their community. The rural individuals have acquired an efficient understanding of the fact that to achieve one's desired goals and objectives, it is vital to develop effective communication skills. When rural individuals and children are participating in various types of employment opportunities, they are able to generate awareness in terms of effective communication skills.

- **Coping up with Criminal and Violent Acts:** In rural communities, individuals, belonging to all age groups and backgrounds are experiencing various forms of criminal and violent acts. These are verbal abuse, physical abuse, sexual harassment, discriminatory treatment, neglect, exploitation, child marriage and trafficking. Girls and women are the ones, who experience these acts to a major extent as compared to boys. When the individuals are engaged in employment opportunities, they are able to differentiate between appropriate and inappropriate. When the employers are kind and generous, then they also lend a helping hand to their employees, especially the ones, who are experiencing abuse and mistreatment. Therefore, obtaining useful suggestions and solutions from the employers would enable the children to cope up with criminal and violent acts.
- **Empowerment Opportunities:** For the operative development of the rural communities, it is vital to promote empowerment opportunities, especially among women and girls. Getting engaged in employment opportunities is regarded as one of the vital aspects that would promote empowerment opportunities, among not only rural women, but also girls. Research has indicated, rural girls, even when they are below 18 years of age, in some cases migrate to urban areas and get employed as domestic helpers. In urban households, they are not only given pay for their job duties, but they are also given a place to live, food and clothing. In addition to these, when employers are kind enough, they get them enrolled in schools to enhance their academic skills, encourage them to participate in various childhood activities and encourage them towards acquisition of better livelihoods opportunities. Therefore, empowerment opportunities can be acquired through getting engaged in employment opportunities, as they enable the individuals to acquire self-sufficiency.
- **Generating Income for Education:** Children normally are required to drop out of schools and are not able to pursue further education, due to lack of financial resources. When they do not possess the funds for meeting the expenses such as, books, stationary, bags, uniforms, transportation costs, fees and so forth. Then they form this viewpoint that they need to get engaged in some kind of employment, generate income

and then they would be able to meet the expenses, involved in the pursuance of education. For this purpose, they normally get employed as helpers in tea stalls or restaurants, or get engaged in selling and marketing of the products. These jobs do not generate much income. But in some cases, they even get engaged in work for long term period, i.e. one or two years. When they are able to generate enough funds, then they get enrolled in schools.

- **Meeting Other Expenses:** Children, belonging to all communities normally possess the desire to obtain various things that would contribute effectively in the enhancement of their living conditions. These include, good-quality food items, good clothing, jewellery, playthings, accessories, electronics, technologies and so forth. It has been found, especially when the children are below 14 years of age, apart from learning and getting involved in play activities, they strengthen their desires for number of other things. When they are residing in destitute conditions and experience financial problems, then their parents normally encourage them to get involved in employment opportunities and generate income. In some cases, children attend schools in the morning, whereas, after school, they work to earn income. Children, belonging to rural communities normally attend school and work simultaneously, to meet their expenses.

Factors influencing the acquisition of employment opportunities

Productive, lucrative, ethical and durable long-term employment opportunities are the essential necessities and requirements of the individuals. Making provision of employment opportunities to the rural individuals is regarded as one of the major challenges that the society is experiencing [4]. When the individuals obtain these employment opportunities, they feel satisfied to a major extent and are able to secure their future. In rural communities, the notion for work and employment, especially for rural women is regarded as a complicated area. The reasons, why women work or do not work is regarded as a lucrative activity. Whether they are engaged in full-time or part-time job too can be diverse and may be rooted in the complex interplay of social, economic, political and personal factors [5]. When rural individuals are to get engaged in any form of employment opportunities, they take into consideration, number of factors and these have been stated as follows:

- **Pay:** Pay is regarded as an aspect that is of utmost significance, particularly, among rural individuals, who are residing in the conditions of poverty and are struggling to make ends meet. In some cases, their work gives them pay which they regard as sufficient to sustain their living

conditions. This is usually, when they migrate to urban communities and are employed in organizations. In some of these areas, they get paid 30,000 to 40,000 rupees per month and feel satisfied. Whereas, unskilled manual jobs or employment in agriculture, plantations, industries and factories usually enable them to make around 10,000 rupees per month or less. This is not regarded as sufficient to meet the daily requirements.

- **Location of Workplace from Home:** In rural communities, individuals in some cases are not fortunate enough to find employment opportunities at their door-step. They are required to travel to distance places. When the workplace is not located at a large distance, then the individuals usually adopt some means of transportation. Whereas, when they are located at a greater distance, then rural individuals usually experience problems in commuting and are not able to retain their jobs for long. This usually applies to rural women, as they possess a vulnerable nature and are not used to travelling to distance places for work.
- **Means of Transportation:** In some of the rural communities, roads and means of transportation are not in a well-developed state. Due to this, the areas not only experience problems and challenges within the course of socio-economic development, but individuals too experience problems in attaining employment opportunities. In other words, when the conditions of roads would not be in a well-developed state and when proper means of transportation would not be available, then individuals would not be able to commute to work. Mostly, in rural communities, individuals make use of personal transportation, such as bicycles, especially when they go to work or in the implementation of other tasks and activities.
- **Working Environmental Conditions:** When engaged in employment opportunities, all individuals, irrespective of their caste, creed, race, ethnicity, religion, gender, age and socio-economic background ensure that working environmental conditions are pleasant and amiable. Within the working environment, sociability and amiability is encouraged through maintaining good terms and relationships with other individuals, performing one's job duties in an effective manner, following the rules and policies and the employers need to ensure that they make provision of all the essential aspects that are needed to achieve the desired goals and objectives. In addition to these factors, the other aspects are, making provision of civic amenities, facilities and other equipment that would enable the individuals to perform their job duties in an appropriate manner.
- **Nature of Job Duties:** In the implementation of job duties, individuals are usually required to make use of their qualifications and skills. Rural individuals are normally not educated and usually lack the literacy skills of reading, writing

and arithmetic as well. But it is vital for them to possess adequate knowledge in terms of the performance of job duties. They are mostly skilled and experienced in the performance of manual job duties. Hence, when they are employed in the agricultural sector or industries and factories, they mostly get engaged in manual jobs. The rural individuals, when employed in any places, need to inculcate the traits of diligence, conscientiousness and resourcefulness. With the inculcation of these traits and possession of adequate knowledge, they will be able to meet the job requirements satisfactorily.

- **Terms and Relationships with Other Individuals within the Workplace:** One cannot work in isolation. Within the working environment, it is vital for the individuals to collaborate and work in co-ordination with each other. One is able to generate adequate awareness and acquire information, when they communicate with other individuals within the workplace in an operative manner. Within the manufacturing industries, when rural individuals are engaged in the production processes, then too, it is vital for them to ensure that they maintain good terms and relationships, particularly with their supervisors and employers. They need to acquire proper training and develop knowledge, as in lock industries, gem cutting, diamond polishing, beedi rolling, plantations, jobs are hazardous. The individuals may experience detrimental consequences in their jobs, if they do not maintain good terms and relationships with other individuals.
- **Training Programs:** When the rural individuals are recruited in any organizations or industries, then it is likely possible that they would not possess efficient knowledge in terms of the implementation of job duties. They would not possess any information regarding operating a machine, production processes, other individuals, departments, working environmental conditions and goals and objectives of the organization. Therefore, to obtain adequate knowledge in terms of these aspects, it is vital for the individuals to get enrolled in the training programs. In rural communities, there have been establishment of training centres, which provide training to the individuals regarding use of modern and innovative methods in the agricultural sector. Whereas, when they are employed in industries and factories, then it becomes vital for them to acquire training in terms of machines and tools and the production processes. When the individuals are well-trained, only then they should commence their job duties.
- **Work Timings:** When rural individuals, particularly women are possessed with other responsibilities, such as, management of household chores, child development, rearing of live-stock, taking care of the needs and requirements of the elderly family members and so forth and also when the workplace is located at a distance from their homes, then work timings are

of major concern to them. In such cases, they normally work on part-time basis. They prefer going to work in the morning and returning home in the afternoon. On the other hand, men do not have to be much concerned and are even engaged in work for more than 10 hours per day.

- **Benefits and Incentives:** The pay scale of the rural individuals is normally low, especially in contrast to the performance of job duties. In most cases, they work hard and for long hours, but their pay is not sufficient to sustain their living conditions. Benefits and incentives are referred to the rewards that are earned by the individuals, particularly when they have done a good job performance or have pleased their employers, by getting engaged in some task or an activity. Benefits and incentives are also given to the workforce at the time of festivals. These can be in the form of finances, paid leaves, vacations or giving of other items, which would be beneficial to the individuals.
- **Provision of Infrastructure, Machinery and Tools:** When the rural individuals are engaged in the production of goods, then they need to make efficient use of machinery and tools. Within the working environment, when there is provision of infrastructure, machinery and tools, then the individuals would certainly render an indispensable contribution in enhancing production processes. Apart from making use of machinery and tools, it is vital for the individuals to acquire training regarding their utilization. In the present existence, individuals are making use of machinery and tools to augment productivity, rather than carrying out every stage of the production processes manually.

Conclusion

Employment opportunities are regarded as indispensable, particularly among the individuals belonging to rural communities. In rural areas, individuals are primarily engaged in agriculture and farming practices. Apart from these, they are employed in small scale industries or get engaged in the production of handicrafts and other products. The types of employment opportunities in rural communities are, agricultural sector, education sector, health care and medical, production of handicrafts, production and marketing of food items, factories and industries, cultural performances, tea stalls and restaurants, repairing machines and technologies and vocational occupations. These are numerous types of employment opportunities, in which rural individuals are engaged in, on the basis of their skills and abilities and interest areas. When they are unable to find employment opportunities in rural areas, then they migrate to urban communities to look for better livelihoods opportunities.

Children belonging to rural communities also get engaged in employment opportunities of various types. When they attend schools, then they normally get engaged in employment after school hours, on a part-time basis. On the other hand, when they do not attend schools, then they are usually employed on full-time basis. The factors influencing the children to get engaged in employment opportunities are, poverty, lack of interest in studies, occurrence of conflicts and disputes, discriminatory treatment, development of interest and enthusiasm, developing communication skills, coping up with criminal and violent acts, empowerment opportunities, generating income for education and meeting other expenses.

Factors influencing the acquisition of employment opportunities are, pay, location of workplace from home, means of transportation, working environmental conditions, nature of job duties, terms and relationships with other individuals within the workplace, training programs, work timings, benefits and incentives and provision of infrastructure, machinery and tools. When rural individuals are to obtain employment opportunities, they do take these factors under consideration. Finally, it can be stated that within rural communities, it is vital to formulate schemes and programs that would augment agricultural productivity, employment opportunities in industries and factories and overall quality of lives of rural individuals. Another vital area is, children should be encouraged towards acquisition of education and participation in childhood activities and should not be encouraged in employment opportunities.

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