



## Promoting Sustainable Development with Major Focus on Rural Communities

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### Abstract

The main objective of this research paper is to understand the sustainable development goals, and the significance of sustainable development with major focus on rural communities. In India, improvements need to be brought about in rural communities. In rural communities, the major areas that need to be improved are, system of education, health care facilities, technologies, infrastructure and housing. Apart from these, the problems of poverty, illiteracy, unemployment and homelessness are having a major impact on the lives of the individuals. These problems are regarded as the major barriers within the course of promoting sustainable development. Therefore, it is vital for the individuals to generate information in terms of the aspects that would bring about sustainable development. In order to promote well-being of individuals, communities and nation, there is a need to conduct analysis of areas, which need to be improved. Furthermore, the individuals need to formulate policies and programs that would lead to achievement of sustainable development goals and progression of individuals, communities and nation. The main concepts that have been taken into account in this research paper include, sustainable development goals, dimensions of sustainable development, sustainable development in the globalized world, and factors leading to progress towards sustainability.

**Keywords:** Globalized World; Living Conditions; Productivity; Progress; Rural Communities; Sustainable Development Goals

The concept of sustainability and sustainable development in simple terms is referred to making provision of support. The World Conservation Strategy (WCS) describes that living resources conservation bring about improvements in the human conditions in an environmentally sustainable manner. Sustainable development is referred to making use of living resources in a manner, which ensures the preservation of the species and ecosystem for the benefit of future generations. The primary objective of this concept is to bring about improvements in the living conditions. It refers to the preservation of productivity and the complete functioning of the resource base. Sustainability is the vision of future and makes provision of the road-map and helps to focus the attention of the individuals on a set of values, which may be ethical and moral principles, through which actions can be guided. Furthermore, the in-

dividuals are required to maintain relations with other individuals, organizations and agencies [1].

Sustainable development ensures continuing growth and development of individuals. Lack of sustainability is indicated by declining productivity. When the individuals are residing in the conditions of poverty and backwardness and struggle to make ends meet, it is stated that they experience problems within the course of promoting sustainable development. A comprehensive notion that human consumption of resources and environmental services must be sustainable and should not exceed the capacity of the biosphere and environment, in conjunction with technology and social organization to supply the resources or make use of waste products. The concept of sustainable development, implies some degree of im-

provement in human standards of living. The primary objective is to ensure that growth and development of individuals takes place in an appropriate manner and they are able to attain productivity and profitability [1].

The field of adult education is rendering a significant contribution in providing knowledge to the individuals in terms of various areas that are essential to achieve the desired goals and sustain one's living conditions in an appropriate manner. In the field of adult education, it is vital to form curriculum and instructional systems in such a manner that is essential to facilitate student learning. Governments, NGOs and other organizations regard and implement adult learning opportunities and activities in regards to the goals [2]. Adult education leads to sustainable development of the individuals by encouraging them to participate in opportunities that would enable them to be mentally, physically and emotionally healthy. Another aspect is, when the individuals are encouraged to participate in the society, and communicate with others, they would be able to promote sustainable development [3].

### Sustainable development goals

The sustainable development goals have been stated as follows: [4].

#### Goal 1: End Poverty in All its Forms Everywhere

There is an evidence available that the rapid growth of the country has achieved the economic reforms, which were initiated in 1991 and this has led to significant reduction in poverty. Poverty has fallen across all economic, social and religious groups nationally and in all states in the post-reform era. Sustained growth, which has taken place from 1992-1993, in which it was 6.2 percent to 2003-2004 and 8.3 percent from 2004-2005 to 2011-2012. Due to sustained growth, there has been an increase in the employment opportunities of the individuals. In addition, the increase in wages have proven to be effectual in generating empowerment opportunities among the individuals, belonging to deprived, marginalized and socio-economically backward sections of the society. There have been implementation of large-scale anti-poverty programs. Apart from focusing on elimination of poverty, there have been implementation of programs that put emphasis upon promoting education, health care and skills development.

#### Goal 2: End Hunger, Achieve Food Security and Improved Nutrition and Promote Sustainable Agriculture

Significant progress has been made in bringing about improvements in food security. As it has been understood on a comprehensive basis that when the individuals will acquire an efficient understanding in terms of maintenance of good health, only then, they will be able to accomplish their tasks and activities in an appropriate manner. With the initiation of programs, stunting among children, less than five years of age has declined from 48 percent to 38.4 percent between 2005-2006 and 2015-2016. During the same period, there has been a decline in the percentage of underweight children from 42.5 percent to 35.7 percent. In 1995, there has been introduction of mid-day meal schemes in schools. The main objective of this scheme is to make provision of nutritious meals to children to up-grade their energy levels, so they are able to concentrate well on their studies. Additionally, food distribution governance has been reinforced through the digitization of ration cards and online grievance redresser mechanisms.

#### Goal 3: Ensure Healthy Lives and Promote Well-being for All at All Ages

In India, attention has been paid towards ensuring healthy lives and well-being for all age groups. The infant mortality rate has declined from 57 in 2005 to 2006 to 41 in 2015 to 2016. Similarly, there has been a decline in the under-five mortality rate from 74 to 50 percent in the same period. These changes have taken place by a significant improvement in the vaccination coverage in recent years. These children, belong to the age group of 12 to 23 months. Moreover, there has been an increase in the institutional deliveries from 38.7 percent in 2005-2006 to 78.9 percent in 2015-2016. When improvements are to be brought about in the medical and health care facilities, it is essential to focus upon the deprived, marginalized and economically backward sections of the society. In some cases, these individuals are unaware of methods, which are required to be implemented for ensuring healthy lives and well-being. Hence, there are organization of workshops, camps and programs, which generate awareness among individuals regarding these aspects.

### Goal 5: Achieve Gender Equality and Empower Women and Girls

In some rural communities, girls were not considered equal to boys. They were regarded as liabilities and were prohibited from getting engaged in various tasks and activities, such as, acquisition of education, employment opportunities, decision making processes, participation in social, political, economic, cultural and religious functions and so forth. In some cases, discriminatory treatment against girls and women have been so severe, that they were not provided with medical and health care facilities and good quality food. The individuals possessed the viewpoint that they are to eventually get married and hence should be trained in terms of management of household responsibilities, and taking care of the needs and requirements of members of the household. One of the important goals of sustainable development is to achieve gender equality and promote empowerment opportunities for women and girls. They should be provided with equal opportunities as their male counterparts and should not be discriminated against.

### Goal 9: Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation

Infrastructural facilities are regarded to be of utmost significance in leading to development of the communities and regions. In rural as well as in urban communities, it is necessary to formulate measures to bring about developments in the infrastructural facilities. Transportation facilities, roads, technologies, equipment and machinery are important aspects, which need to be improved. The Bharat Broadband Network Ltd. initiative is aiming to provide high-speed broadband connectivity to all village councils within the country. Over the past five years, there has been growth in the electricity generation capacity. The installed capacity in the non-fossil fuel sectors has grown by 51.3 percent and more than doubled in the renewable energy sector i.e. solar, wind, bio and small-hydro power. Furthermore, there have been improvements taking place within the country to turn into an Information Technology and manufacturing hub through its 'make in India' campaign. It has been recognized throughout the country, in all communities and regions that implementation of Information Technology would render an indispensable contribution in carrying out various tasks in all fields in an appropriate manner.

### Goal 14: Conserve and Sustainably use the Oceans, Seas and Marine Resources

A clear agenda has been formulated for promoting 'Blue Revolution', for tracking the levels of marine pollution along the coast-

line. The country has developed the Coastal Ocean Monitoring and Prediction system. Additionally, an oil spill management system has been put into practice for responding to the emergencies arising out of oil spills. Furthermore, the Integrated National Fisheries Action Plan, 2016 is being implemented to promote livelihoods opportunities of the fishing communities as well as the ecological integrity of the marine environment. Giving new impetus to the port-led development, the Sagarmala program is improving port connectivity, port-linked industrialization and coastal community development.

### Goal 17: Revitalize the Global Partnership for Sustainable Development

When the individuals are working towards revitalization of global partnership for the achievement of Self-Development Goals (SDG), India reaffirms the principle of common but differentiated responsibilities. Despite the significant efforts for domestic resource mobilization, India is unlikely to gather the revenues for achieving the Self-Development Goals (SDG). Therefore, India reiterates that the developed countries have an essential obligation of making provision of financial assistance to the developing countries, especially for global public goods, such as, changes in the climatic conditions and control of pandemics, so they are able to achieve SDG. Efforts are underway at the national level for finalizing the indicators that will enable the monitoring of the progress that has been made on the SDGs. National efforts are regarded as supreme, global technical support is also considered indispensable in various areas, including the development of methodologies for research, analysis, data collection, reporting the findings and monitoring and evaluation.

### Dimensions of sustainable development

The dimensions of sustainable development are classified into seven major categories, geographical, biological, environmental, social, cultural, demographic and economic [1].

- **Geographical Sustainability:** To live an effectual life and achieve one's personal and professional goals, it is vital for the individuals to protect the environment. When the environmental conditions are appropriate, the individuals are able to live their lives in an effectual manner and carry out all tasks and activities appropriately. To generate awareness in terms of geographical sustainability, it is vital for the individuals to understand, how to meet the needs of the present without compromising the needs of the future generations. In this case, the individuals need to be informative in terms of the ways, in which interac-

tion takes place with the environment. The individuals need to formulate measures, which are necessary in taking care of the environment. The individuals need to make use of resources, only what is required. Exploitation of natural resources should be prevented.

- **Biological Sustainability:** Biological sustainability is concerned with the preservation of flora and fauna and human beings. It is referred to the capacity to endure. The surroundings and environmental conditions should be created in such a manner that it enables the individuals to make effective use of resources for promoting productivity and profitability. The individuals are able to understand, how biological systems remain diverse and productive over a period of time. For human beings, it is referred to the potential for long-term maintenance of well-being, which in turn depends on the maintenance of the natural world and natural resources. Through biological sustainability, the individuals develop the capacity of being sustained. They need to be aware of all the factors that are necessary to bring about improvements in the living conditions.
- **Environmental Sustainability:** Ecological degradation is considered as the only root cause for socio-cultural erosion. Environmental sustainability is presented as the priority goal of all communities and regions. It is vital for individuals, particularly belonging to rural and tribal communities to generate awareness in terms of preservation of the environment. One of the important aspects is to keep the environment clean and eliminate various forms of pollution, i.e. air, water, land and noise. Since, they are dependent upon the natural environmental conditions to a major extent for their daily routine activities. The effect of deterioration of resources has led to serious threats on the life supporting systems and causes conflict to security. It includes environmental security both at the time of peace and war. The two important features of environmental security are, the environmental causes of conflicts, i.e. environmental factors behind the potentially violent conflicts and the impact of environmental degradation on the overall political economy, health and lives of the individuals.
- **Social Sustainability:** Social sustainability is referred to as creating a relationship between development and current social norms. The individuals are living in the world, where economic and social changes take place in an appropriate manner. If any kind of social sustainability would arise or which would violate the existing social values, the individuals would oppose or resist that activity. This gives rise to the question that how one would define the social limits that must be respected to achieve sustainability. The social norms are based on religions, traditions and customs. When the individuals are to promote social sustainability, it is vital for them to put into practice norms, values, morals and ethics in establishing good terms and relationships with others. It is difficult to define, measure and evaluate social limits. Social sustainability is impossible to be codified in law and social limits. For this type of development to turn into a reality at the global and regional level, action and respect for all states is imperative.
- **Cultural Sustainability:** Culture is referred to the norms, values, customs and traditions. The lives of the individuals are dependent upon these aspects in all communities, urban, rural and tribal. Cultural sustainability is the sustainability, which enables to understand that the lives of the individuals are influenced by cultural traits to a major extent. The daily life routine activities, implementation of various tasks and functions, participation in social, cultural, political, economic and religious activities, communicating with others and so forth are all influenced by the cultural traits. In educational institutions and within employment settings, the individuals belonging to different cultures are also required to work and interact with each other. Hence, it is vital for them to accept other cultures and form positive viewpoints. When the individuals generate awareness in terms of accepting various cultures, they need to make provision of equal rights and opportunities and not discriminate against each other on the basis of any factors, such as, caste, creed, race, religion, gender, ethnicity, age, educational qualifications, occupations and socio-economic background.
- **Demographic Sustainability:** Demographic sustainability is defined as the type and size of the local dependency ratio in order to ensure a multi-stage structure. In addition, this sustainability is also focused upon promoting generational continuity of rural settlements in the national periphery. Limitations include, environmental sensitivity to developments and large absorption capacities. It connotes the processes, by which the individuals satisfy their needs and requirements. The individuals also need to formulate measures, which are needed to safeguard future. Demographic sustainability is based on the concept of generational balance, which is understood in a qualitative manner and includes other aspects in relation to the financial dimension. There is a need to create scientific and technical instruments, which would produce the necessary political, legal and economic frameworks.
- **Economic Sustainability:** Economic sustainability is dependent upon the relationship between benefits and costs. It is more easily manageable than social sustainability, the reason being, it can be defined in terms of units of currency. Economic sustainability is conditioned primarily by the availability and costs of inputs. The resources in the economic processes are

needed to be used in such ways, so they do not cause any unfavourable effects upon the environment. The major cause of leading to reduction in costs must not be an excuse that may have an effect on economic as well as ecological sustainability. Economic sustainability is constrained anything that upsets the balance between benefits and costs. In reality, national policies render a significant contribution in promoting economic sustainability.

### Sustainable development in the globalized world

With the advent of globalization, there has been an increase in the gap between wealthy and poverty stricken individuals. It has been acknowledged to a major extent that it serves not only the commercial interests, but also the social imperatives of development. Globalization is sustained by a vast and globally spread human resources. It is vital to upgrade the mechanism for safeguarding trades and livelihoods, especially in the developing countries, must be evolved and negotiated to make globalization an effective tool for sustainable development [5]. When understanding sustainable development in the globalized world, the major aspects, which need to be taken into account are stated as follows: [5].

### Health care

For living a healthy, productive and fulfilling life, the individuals, belonging to all categories and backgrounds need to take care of their health. In order to take care of one's health and well-being, it is vital for the individuals to take into consideration various aspects. These include, diet and nutrition, participation in physical activities, establishing positive thinking, environmental hygiene, education and satisfying vocation and maintaining good terms and relationships with other individuals. The individuals residing in developing countries continue to be vulnerable to a double burden of diseases. Traditional diseases, such as, malaria and cholera are caused by the lack of environmental hygiene. In order to generate awareness among individuals in terms of promotion of good health conditions, particularly among the deprived, marginalized and economically weaker sections of the society, it is necessary to ensure there is greater integration between the Ministries of Health and Environment and effective co-ordination and co-operation between them.

In developing countries, it is necessary to bring about up-gradation in the health care facilities. In rural communities, health care facilities are not in a well-developed state. Therefore, it is necessary to formulate measures and policies that are essential to lead to advancements in the health care and medical facilities in rural

communities. Most developing countries are also the rich repositories of tradition of natural resource based health care. Traditional medicine in combination with modern medicine must be promoted for ensuring conservation of the resource base and effective protection of traditional knowledge. Developing countries need to strive to strengthen the capacity of the health care systems to deliver basic health services and to cause a reduction in the environmental related health risks by sharing the health awareness and medical expertise on a global scale.

### Technology

Developing countries need not follow the conventional path to development with regards to technologies. But when the individuals are making use of technologies, they need to possess the vital skills and abilities and ensure that they prove to be beneficial to them. Mechanisms need to be put into operation to promote technologies at reasonable cost. When technologies need to be made use of in organizations or educational institutions, financial resources need to be spent. When financial resources is not a problem, they are promoted in a manageable manner. On the other hand, when financial resources is a problem, the members of the organizations and educational institutions experience challenges in making use of technologies.

Technologies must be usable and beneficial to local individuals. The existing technologies also need to be up-graded to make them useful and advantageous. Such local adaptations also lead to up-gradation of local and technical skills. Local innovations and capacity building for developing and managing locally relevant and appropriate technologies must be up-graded and supported. Integration of advanced technologies with the traditional ones, in some cases, produces cultural suited and acceptable solutions, which make them more worthwhile and satisfactory. Within the course of time, it is essential to bring about transformations in technologies. Apart from up-grading existing technologies, it is necessary to bring about modern and innovative technologies as well to carry out ones tasks appropriately and achieve personal and professional goals.

### Science and education

The major significance of education in promoting social change is well-recognized. Mainstream education will now be realigned to promote awareness, attitudes, concerns and skills that would lead to sustainable development. Through science and education,



individuals are able to augment their understanding and generate awareness in terms of various aspects. Development of new educational materials would lead to an increase in the literacy rate [6]. Through acquisition of basic education, individuals are able to promote better livelihoods opportunities, understand political rights, understand the immediate environment and the value of responsible citizenship. These factors are regarded as crucial to promote better livelihoods opportunities and turn into productive citizens of the country. Adequate resources and support for education are essential for promoting sustainable development.

Research has indicated that in primarily rural communities, girls and women were discouraged from acquisition of education. Their families possessed the viewpoint that they should be trained in terms of implementation of household responsibilities and school education is not meant for them. But with the advent of science and technology and advancements taking place in the system of education, there have been changes taking place in the viewpoints of the individuals. They are encouraging their girls towards acquisition of education and participation in employment opportunities. Apart from attending schools and participation in employment opportunities, women and girls are encouraged to participate in social, political, economic, cultural and religious functions. Therefore, it can be stated that with science and technology, women and girls are progressing and acquiring empowerment opportunities to a major extent.

### Population

The official realization that population is not in terms of numbers but it is regarding health and well-being of the individuals, livelihoods, empowerment opportunities and overall development is comprehensive. More than 1220 million of the population within the country is regarded as the liability and they are in great need of support and assistance. In India, there are prevalence of the problems of poverty, illiteracy, unemployment and homelessness. These problems are regarded as the major impediments within the course of development of the individuals, communities and nation. It is vital to implement measures and programs to eliminate these problems. In particularly rural communities, there is a need to enhance the system of education, promote skills development programs, generate employment opportunities for the individuals, facilitate the introduction of modern, and innovative methods in the agricultural sector, promote empowerment opportunities for rural women, establish health care and medical centres and intro-

duce modern, scientific and innovative methods in other tasks and activities as well.

When programs are implemented to lead to well-being of the communities, and when the individuals and communities are able to benefit from these programs, they are able to not only sustain their living in an appropriate manner, but also are able to incur the feelings of pleasure and contentment. It has been observed that with up-gradations taking place, the individuals, belonging to rural communities are migrating to urban areas, where they are able to acquire higher education and training. In some cases, upon completion of education, they migrate to rural areas and make use of their education for promoting well-being of the communities and region as a whole.

### Factors leading to progress towards sustainability

The major factors that need to be taken into consideration for leading to progress towards sustainability have been stated as follows: [4].

- **Anti-Poverty Programs:** Poverty is regarded as one of the major problems that is proving to be a barrier within the course of development of the individuals and communities. It is comprehensively understood that countries cannot progress, when individuals are residing in the conditions of poverty. An important anti-poverty program has put emphasis upon the generation of employment opportunities through public works that would help to develop agriculture infrastructure, productive assets and entrepreneurship-based livelihood opportunities. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) provides a legal guarantee of a minimum of 100 days of wage employment per household every year for unskilled workers in rural areas. Pradhan Mantri Jan-Dhan Yojana (PMJDY), was launched in 2014 for ensuring access to financial services. Deendayal Antyodaya Yojana, the National Livelihoods Mission is devoted to creating skilled employment opportunities for the poverty stricken individuals.
- **Strengthening of the Social Safety Nets:** The National Social Assistance Program makes provision of pension to the elderly, widows and the differently-abled individuals. Additionally, three initiatives have been launched to facilitate access to life insurance, personal accident insurance and pensions for the workers, who are employed in the unorganized sector. The schemes, focusing on insurance have reached out collectively to 130 million subscribers.

- **Ensuring Access to Basic Services:** Primary education and health care facilities are the basic services that individuals need to have access to. Under the National Health Mission, a broad spectrum of interventions focused on universalizing primary health care are being implemented. The Integrated Child Development Services (ICDS) attempts to ensure that maternal and child malnutrition are addressed in a systematic manner. Furthermore, Janani Suraksha Yojana (JSY) provides conditional cash transfers to promote institutional deliveries among women, belonging to remote areas. There is a special focus on bridging the gaps in human resources for health care at all levels of services delivery. The National Education Mission is focused on making provision of universal access to education, bridging gender-related inequalities and improving the learning outcomes of students. The Right to Education Act has established a legal framework entitling all children, belonging to the age group of six to fourteen years to free and compulsory education, based on principles of equity and non-discrimination.
- **Promoting Resilience against Disasters:** According to the India Disaster Knowledge Network, 85 percent of the country's land is vulnerable to natural disasters, which affect the poverty stricken individuals disproportionately. As mandated under the Disaster Management Act, 2005, there is a comprehensive National Policy on Disaster Management (2009), which articulates a proactive prevention and migration approach. The National Disaster Management Plan, 2016 puts emphasis on the resilience of the disasters and integrates the Sendai framework for causing reduction in disasters and enrichment of SDGs.
- **Access to Nutritious Food:** The food security programs in India are among the largest in the world and cover more than 800 million individuals within the country by providing affordable access to grains. In the recognition of the empirical evidence, women are the ones, who pay greater attention to food security and ration cards have been issued in the name of the senior most female member in the household. Food governance in terms of responsiveness, transparency and accountability has improved significantly. Approximately, 232 million ration cards entitling the individuals to food and other supplies have been digitized. Other programs that aim to address the nutrition security of specific population groups have also been initiated. ICDS caters to the nutritional requirements of more than 83 million children and 19 million expecting and lactating mothers in the country. The Mid-day Meal program delivers nutritious meals to 100 million students in primary schools.
- **Sustainable and Adaptive Agriculture:** India is the largest producer of milk, pulses and spices in the world. It also has the largest area for the cultivation of rice and cotton. Approximately, 55 percent of the crop-lands of the country are rain-fed and it has vast coastal lands under agriculture. Food production in the country is vulnerable to changes in the climatic conditions. The National Mission on Sustainable Agriculture (NMSA), works in collaboration with other missions under the National Action Plan on changes in the climatic conditions. Under NMSA, soil health cards are being issued to the farmers for providing crop-wise nutrient management recommendations and facilitating the improvement of soil fertility and crop productivity.
- **Agriculture Productivity and Farmer's Income:** Small and marginal farmers constitute 80 percent of the farmers within the country. More than 90 percent of the farmers are engaged in rain-fed agriculture. It is therefore, vital to make improvements in strategies. The several states within the country have made progress with respect to revising their land-leasing acts, along the lines of the Model Act, developed by NITI Aayog. The Model Act is aimed at protecting the rights of the tenants, while also ensuring that the landowner does not run the risk of losing the ownership of the land to the tenant. There has been an increase in the productivity of fruits and vegetables by 42.3 percent and 52.8 percent respectively, on account of crop spacing, judicious use of water and other inputs.
- **Improving the Health Status of Women and Children:** In primarily rural communities, the women and children get affected by the conditions of poverty and backwardness. The lack of resources and unawareness have been barriers within the course of promoting good health and well-being. Hence, in rural areas, it is vital to introduce measures that would render an effective contribution in bringing about improvements in the health status of women and children. There have been number of programs, which are being put into operation that are bringing about improvements in the health status of women and children. Apart from implementation of programs, there are number of aspects, in terms of which women need to be aware, so they can carry out their tasks and activities in an efficacious manner. The major tasks and activities, which women need to carry out are, child development, management of household responsibilities, taking care of needs and requirements of the elderly members of the family and so forth.
- **Preventing Communicable Diseases:** It is essential to formulate measures and approaches to prevent communicable diseases. Under the National Vector Borne Disease Control

Program, prevention and control of six diseases has been prioritized. These include, Malaria, Japanese Encephalitis, Dengue, Chikungunya, Kala-azar, and Lymphatic Filariasis. Additionally, the Government has launched a National Strategic Plan recently with the objective of eliminating TB by 2025. A new medication, Bedaquiline has been initiated for tackling the drug-resistant TB. Further, the Integrated Disease Surveillance Program provides early warning signals for initiating timely action in response to health challenges within the country.

- **Addressing Discrimination against Women:** The Government of India has implemented several legislations and welfare schemes to curb the practice of female foeticide and sex-selective abortions. Another scheme that has been implemented by the Government is, Save the Girl Child, Educate the Girl Child. It is a movement for catalysing the change within the mind-sets as well as protecting and educating the girl child. In addition, women should be allowed to participate in social, economic, political and cultural functions. They should be allowed to express their viewpoints and perspectives and participate in the decision making processes. When the individuals will generate awareness in terms of these aspects, they will be able to eliminate discriminatory treatment against women and provide them equal rights and opportunities.

## Conclusion

In India, there have been developments taken place in number of areas. The major ones, include, education, health care and medical, agriculture, industries, skills development, employment opportunities, manufacturing sector, marketing, technologies and so forth. With improvements taking place in these areas, there have been improvements taking place in the living conditions of the individuals as well. But, in spite of these developments, the individuals, belonging to rural communities are still residing in the state of poverty and backwardness. They experience certain problems, such as, illiteracy, unemployment and homelessness. These problems are regarded as major barriers within the course of their progression. Therefore, it is of utmost significance to formulate measures and programs that are aiming at alleviating these problems and promoting sustainable development. It is vital to generate awareness among rural individuals regarding the measures and programs that are aimed at bringing about improvements in their overall quality of lives.

In order to promote sustainable development, it is vital to focus upon certain areas, which are, health care, technology, science and education, generation of employment opportunities, skills devel-

opment programs, alleviation of poverty, illiteracy, unemployment, and homelessness, diet and nutrition, agricultural sector, industries, manufacturing sector, preservation of the environment, curbing pollution, reducing discriminatory treatment against women and girls and providing them with equal rights and opportunities. When emphasis is put upon bringing about improvements in these aspects, it needs to be ensured that they prove to be beneficial to the individuals. In addition, when one is focusing upon these aspects and promoting up-gradations, they need to make use of modern, advanced and innovative methods. With advancements taking place, the utilization of innovative methods would facilitate in the generation of desired outcomes. Therefore, it can be stated that it is indispensable to promote sustainable development for leading to up-gradations of individuals, communities and nation.

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