



RURAL DEVELOPMENT CONTRIBUTION TO HRD IN SOCIAL SECTOR IN INDIA

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Abstract

The Objective of a Country's Policy and Planning is to raise the standard of living and enhance the productive capabilities of its people. The Challenge is particularly daunting for a developing country like INDIA. Because a Nation's development depends on its Human resources. If a Country's population is healthy in all aspects, definitely that country would become a developed country. That is why all countries giving prime importance for their HRD. India is also facing problems like poverty, unemployment, illiteracy e.tc .Hence ,development of Human resources is the prime duty of any country. For this Government of India has been implementing many rural development programmes accompanied with Ministry of Rural Development. Such programmes like Mahatma Gandhi National rural employment Guarantee Programme, Indira Awas Yojana e.tc .After implementing of the programmes there are positive outcomes in national human resources and economic development as well.

With this backup the present paper has been made an attempt to explain the recent trends in social sector especially in rural development area and the current challenges, initiatives taken e.tc

INTRODUCTION

HRD has become an essential component in development process. It is well recognized everywhere that human competency development is an essential prerequisite for any growth & development. Many organisations have set up departments HRD, which symbolize the recognition of importance of people's competency development.

EVOLUTION OF HRD

- Early Apprenticeship Programs.
- Early Vocational education Programs.
- Early Faculty Schools.
- Human Relations movements.
- Establishment of Training Professions.
- Emergence of HRD.

What is HRD?

Set of systematic & planned activities designed by an organization to provide its members with necessary skills to meet current & future job demands.

In an Organizational context

HRD '.....is a process by which employees of an organisations are helped in a continuous and planned way to :

- Develop their general capabilities as individuals & discover their inner potential for their own or organisational development process.
- Develop an Organizational Culture.

HRD PRACTICES

- Management Development
- Professional –Skill Training.
- Customer –Service Training.
- Sales & Marketing Training.
- Health & Safety
- Job Training
- Employee Orientation Training.

Objectives of HRD:

HRD is associated with the following objectives:



- Work Opportunity: HRD provides an opportunity and a systematic framework for the development resource in the organization for full expression of their talents.
- Development of Traits: HRD is associated with the development of total personality so that these can show and use their talent for the benefit of the organization.
- Ability development: HRD makes capable employees. Thus they can develop their capability by which they can do their present job easily.
- Creative Motivation: HRD manager motivates employees and improve their level of performance.
- Good Relation: HRD manager stresses the need of coordination which is used for the benefits of him and for the benefits of those who come in his/their touch.
- Develop team spirit : HRD manager develops the spirit of teamwork; team work for it is used for the effective cooperation and coordination of each employee which ultimately checks industrial unrest.
- Organisational Growth: HRM manager is responsible for developing health, culture and effective work plan which always result in more profitability.
- Human Resource Information: HRM manager in general keeps all records to employees working in his organization; these can be used at any time when these are needed.

Conclusion: The organisational effectiveness can be reflected through better quality, higher productivity, cost reduction, higher profits and more EPS (earning per shares) and more market price of shares. This explains the increased role of HRD managers in modern industrial organisations which are working in the most uncertain social, political, economic, technological and international complex and competitive environment.

HUMAN DEVELOPMENT INDEX:

UNDP annually announces HDI of every country.

HDI measures the average development of the country. It says whether the country is developed or developing or under developed.

It takes into account three dimensions:

- Life expectancy(health)
- Access to knowledge(literacy rate)
- Standard of living.

India ranks 136th as per UNDP report.

RECENT TRENDS ,INITIATIVES TAKEN:

The Ministry of Rural Development, with support from the United Nations Development Programme (UNDP) released a report “Greening Rural Development in India”. The report presents strategies for inclusive rural development embodying the principles of environmental sustainability. The Report assumes particular significance in the light of the Twelfth Five Year Plan, which has as its objective, ‘faster, more inclusive and sustainable growth.

An annual budget of around Rs 75,000 crore, for Rural Development’s Schemes have an immense potential to contribute to the goal of sustainable poverty reduction and efficient use of natural resources.

Programme Specific Recommendations:

Greening rural development refers to five broad green outcomes:

- Improved natural resource conservation
- Increased efficiency of resource use
- Reduced negative environmental impacts
- Strengthened climate resilience of communities
- Contribution to climate change mitigation

The Report outlines specific recommendations for flagship schemes. Priority

Recommendations for MGNREGS:

- Prepare Perspective Plan for every Gram Panchayat on the basis of landscape, watershed or aquifer based planning.



- Strengthen capacities of Gram Panchayats to develop green proposals and monitor green results: develop and utilize appropriate toolkits for this purpose.
- Strengthen block level capacities to support implementing agencies to deliver green results
- Develop an MGNREGS green index as a part of the scheme monitoring system to track green impacts at the Gram Panchayat level

Priority Recommendations for National Rural Drinking Water Programme:

- Ensure source sustainability is built into the Resource Development Proposals from Gram Panchayats while sanctioning projects.
- Institutionalize participatory water quality monitoring and reporting by GramPanchayats.
- Ensure safe disposal of contaminants after the water treatment process • Dedicate additional funds for use of green technologies.

INDIRA AWAS YOJANA:

- Is a flagship scheme of ministry of rural development to provide houses to the poor in rural areas.
- Launched on may 1985
- Objective : is to help construction/upgradation of dwelling units of members ofT/ST,minorities in below poverty line category.

SWARNAJAYANTI GRAM SWAROZGAR YOJANA

- Launched on april 1,999.
- Launched by union ministry of rural development.
- It is a holistic programme covering all aspects of self-employment groups,credit e.t.c
- It aims at 1) establishment of large No.Of microenterprises in rural areas of country.

2) To bring family above poverty line through bank credit &government subsidy. ANNAPURNA SCHEME:

- Launched on 2000 by ministry of rural development.
- 10kgs food grains/person/months are supplied at free of cost.
- Indigent Senior citizens of 65yrs/above who though eligible for old age pension under Natinal Old Age Pension Scheme(NOAPS)are covered under the scheme.
- From 2002-2003,the scheme has been transferred to state plan. PRADHAN MANTRI GRAM SADAK YOJANA (PMGY).th
- Launched on 25December 2000.
- Objective is to provide connectivity by way of an all-weather road to eligible unconnected habitants in rural areas with population of 1000/500),in hill areas (HP,J&K,Sikkim e.t.c population should be 250/above.
- PRADHAN MANTRI GRAMODAYA YOJANA:

Introduced in 2000

- BMS(Basic Minimum Services)is replaced by PMGY.
- Objective: providing additional resources, funds along with basic minimum facilities like drinking water, shelter ,water,education e.t.c.

NATIONAL FOOD FOR WORK PROGRAMME:

- Introduced on 2004.
- 100 days employment at minimum wages for atleast one person from family.

National Rural Employment Act (NREGA)

- Launched on September, 2005
- Objective: 100 days of guaranteed unskilled wage employment to each rural household option for it.

MAHATMA GANDHI NATIONAL RURAL EMPLOYEE GUARANTEE ACT:

- Introduced on 2005



- Objective
- The primary objective of the Act is augmenting wage employment for the poorest of the poor while the secondary objective is to strengthen natural resource management through works that address causes of chronic poverty, like drought, and thus encourage sustainable development.



IN TERMS OF BUDGET: Union Budget 2013-14: A Total of 80194 crores rs was allocated for Rural Development ministry with an increase by 48 percent in 2013-14 fiscal year.

IN TERM OF MOU :

The Ministry of Rural Development on 6 August 2013 signed a Memorandum of Understanding (MoU) with Pradan, a non-governmental organization. The NGO will serve as a resource and support organisation for the National Rural Livelihood Mission (NRLM), with specially focusing on Naxal-affected districts.

The scheme will be implemented in some of the Naxal-affected districts of Chhattisgarh, Bihar, Jharkhand and Odisha in the first phase.

NRLM is a programme aimed at reducing poverty by promoting livelihood opportunities for the poor so that their access to financial services could be improved. NRLM presides over 25 lakh women Self Help Groups (SHGs). It aims at creating nearly 60 lakh SHGs over the next five years. The NSO will support State and Central NRLM missions to guide these SHGs.

IN TERMS OF LAND:

Kannur as the first zero-landless district in the country.:on November 1,2013inistry of rural development declared Kannur as first landless district in the country.

Kannur District Authorities provided land to as many as 11118 beneficiaries, including 85 families belonging to the Scheduled Tribes category.

The Zero Landless programme in Kerala

The prestigious Zero Landless programme of the United Democratic Front was flagged off by Congress president Sonia



Gandhi in October 2013. The Zero Landless programme envisages distribution of three cents of land each to 243928 families identified across the State.

INTERMS OF TARGETING YOUTH&TRAINING- THE ROSHNI

Ministry of Rural Development launched a Scheme Roshni to train youth in Naxal-hit areas The Ministry of Rural Development on 7 June 2013 launched a new skill development scheme designed to offer employment to tribal youth in 24 Naxal -affected districts.

The scheme, which is named Roshni is supposed to provide training and employment to an anticipated 50000 youth in the 10-35 years age group, for a period of three years.

As per the Ministry 50 per cent of the beneficiaries of the scheme will be women only.

The scheme is designed in light of the Himayat project model, which was launched in Jammu and Kashmir has been implemented in Sukma, Chhattisgarh, and West Singhbhum, Jharkand, on a pilot basis over the last 18 months.

Implementation of the Scheme Roshni

- The Scheme Roshni which is a 100-crore Rupees project that will be mutually funded by the Union and State Governments, with the Centre providing 75 per cent of the funding.
- The scheme will be implemented on a public-private basis, with private agencies providing job training and employment.
- It is worth mentioning here that the scheme has achieved success in the two districts where it was implemented on a pilot basis.

Union Government announced disbanding of the three District Rural Development Agency (DRDA)

The Union government on 10 July 2013 announced disbanding of the Rural Development Agency (DRDA), the body which looks after implementation of anti-poverty programmes of Rural Development Ministry. The agency will now be given a new function to perform its role under zila parishads, the local elected bodies at the district level. The decision to disband the DRDA was taken on the recommendation of a committee represented under the chairmanship of V Ramchandran, Chairmen- Emeritus, Centre for Management Development, Thiruvananthapuram with the purpose of strengthening and professionalising DRDA to meet the challenge of rural development in the present context.

The District Rural Development Agencies (DRDAs) were set up as independent societies in 1980 and since then have been principal organs at the district level to oversee the implementation of the ministry's anti-poverty programmes.

CONCLUSION: The government is taking actions for the rural development through schemes but still it has to take initiatives in terms of policies, schemes implementation and continuous monitoring should be there ,so that HDI of India should rank 1st ...priority Recommendations for National Rural Drinking Water Programme:

- Ensure source sustainability is built into the Resource Development Proposals from Gram Panchayats while sanctioning projects.
- Institutionalize participatory water quality monitoring and reporting by Gram Panchayats.
- Ensure safe disposal of contaminants after the water treatment process
- Dedicate additional funds for use of green technologies.
- The Water Security Plans must take into account all relevant water demands. Priority Recommendations for Nirmal Bharat Abhiyan:
- Establish a Green Home Protocol and a Green Panchayat Protocol to be implemented in a phased manner across the country.
- Enhance the budgetary share of solid and liquid waste management component.
- Increase emphasis on solid and liquid waste management in the eligibility criteria for the Nirmal Gram Puraskar.
- Prepare an inventory of solid and liquid waste management technologies and disseminate widely.
- Launch a campaign for highlighting the tangible benefits of rural sanitation on health and livelihoods. Priority Recommendations for Integrated Watershed Development Program:
- Specify environmentally sustainable resource management and production systems in the work plan, with convergent support from other schemes, and develop capacities of community institutions to adopt the systems.



- Use the budget allocated for ‘production systems and microenterprises’ to support key aspects of sustainable production systems.
- Establish indicators for soil health, biodiversity and water resource sustainability and set up resource sustainability targets using these indicators.
- Formalize usufruct rights and legal entitlements to promote sustainable use practices through community involvement. The 5 percent budget provision for the ‘consolidation phase’ must be released only after these measures are adopted by the community.
- Encourage support organizations to take on action research pilots to enhance green results.

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