“Ruralisation: A Step Towards Balanced Growth”

Raveesh S.
Research Scholar, Department of Sociology,
Bangalore University, Bangalore – 560 056

Abstract: Though much of Indian society is understood through village studies, like institutions, structures and functioning patterns, much of the studies have been towards urban related issues. Even though, much of the urban process is the replica of urbanization in the already developed or western societies, answers for our social problems are not being seen from the Indian structural point of view. The diversity, vastness and numerical strength has reside in villages with voluminous knowledge systems rural studies in India have not gone beyond descriptive understanding. All disciplines have gone from macro to micro, but sociological understanding has not gone beyond in case of Rural Studies.

Sustainable Ruralisation is the manthra for the balanced growth. The key of rapid urbanization in the country are basic amenities and livelihood opportunities. In one hand amenities and livelihood boosted urban settlement, on the other hand lack of livelihood opportunities in the country side changed the picture of rural as well as urban settlement. The rural population decreased from 72.19% to 68.84% between 2001 and 2011 censes. The Country needs ruralisation not only for the sake of equality but also for the sustainable development. If all urban amenities are provided to the rural area, the rural scenario could be different. Lack of livelihood opportunities at villages are the major force of rural-urban migration. A good amount of Sociologists studied rural to urban migration. But we have failed to focus on reverse order i.e. ‘Urban To Rural Migration’. Villages are having enough opportunities to showcase themselves and attract urban people. Eco-Tourism, Agri-Tourism, Rural-Tourism etc. which exist in western countries are the few examples. If villages in western countries can attract urban people, why can’t Indian villages?

This is an exploratory study of my PhD proposal and the ideas are still in the infant stage. The article is not only going to focus on realistic rural scenario but also tries to focus on ‘Ruralisation’ in a different way.

Key words: Ruralisation, Rural Economy, Indian Villages

Introduction

Even though the soul of India exists in country side, unfortunately attempts are very less to understand the rural India. The studies towards rural India are unscientific due to western prejudice and systematic reproduction of bookish knowledge. ‘Village’, ‘caste’, ‘tribe’, ‘religion’, ‘tradition’, ‘civilisation’ or even ‘jajmani system’, were all taken over from the earlier colonial discourses on India by the social anthropologists without any apparent reflections or hesitations. Theoretical resources too were borrowed from the Western academy with a sense of faith (Jodhka 2005). Andre Beteille in his writing ‘Six Essays in Comparative Sociology’ said that ‘the conceptual identity of village with peasant community ‘is rooted in European ideology and European scholarship” (Beteille, 1974b:47). Some legendary socio-anthropologists like M.N. Srinivas (Rampura), Dube (Shamirpet), Andre Bettle (Sripuram), Isvaran (Shivapuram) etc tried to understand the realistic rural scenario. But good numbers of village studies are only dedicated to understand the different dimensions of caste system in Indian villages. Understand the rural scenario as a whole; identify the rural problems and finding an appropriate solution to rural problems in a scientific way to improve the living standard of country people is clearly lagging in Indian village studies. Approximately two million people are shifting from rural to urban area annually in search of livelihood and better amenities. The failure of village studies in a scientific manner to understand the heartbeats of rural India is clearly visible when we look at the present rural-urban migration scenario.

An open secret of the present rural scenario is ‘villages are not static’. The current villages are not “Little Republics” in reality and Charls Metcolfe’s statement ‘Dynasty after dynasty tumbled down; Revolution succeeded revolution but village community remained the same” (as in Cohn, 1987:213) is outdated. ‘McKim Marriot’s edited volume, Village India(1955), indicated that India’s villages were not little republics”(Gupta, pp752). M N Srinivas and A M Shah said that “The incredibly bad roads, the heavy monsoon, the growing of food crops and vegetables, the existence of barter and the powerful sense of membership of the village community have all
given students an illusion of self-sufficiency and of isolation”. (Srinivas 1960). The foot prints of dynamic nature of villages can clearly be visible in social institutions. The joint families are stepping towards nuclear family, the rigid caste system is under transmission, strict caste and gotra marriages are slowly losing their importance, the wave of literacy is entering into the so-called illiterate villages, cash crafts are occupying the place of food crofts, villagers are accepting the mechanized agriculture in place of traditional agricultural system, modern entertainment tools are playing a significant role in the area of recreation, the branded blue jeans, coco-cola, western cell phones, rock music etc are reminding us that villages are not isolated. The roots of mass media are reaching the very remote Indian villages. Not only outer world is entering into the Indian villages but also villagers welcoming the change. ‘The village in India, where life was once portrayed as ‘unchanging’ and ‘idyllic’, has in recent decades seen profound change. The twin shackles that once decided matters for India’s villagers, caste and agriculture, no longer exercise their vigorous hold’ (Gupta 2005).

An interesting new cycle is outer world is entering into the Indian villages and making remarkable changes in country side in one line. On the other line, villagers are suffering from lack of livelihood opportunities and basic amenities in their native place and moving from villages in search of livelihood and better amenities. The trend of urbanization in India is not only enhancing its value of urban life and providing better livelihood opportunities and amenities to the urbanites but also home of hundreds of existing and upcoming problems. The master brains of this nation are more curious to look in to the urbanization process again and again. Two million villagers have turning their face towards urban area is the live example of negligence of country side. Statistics indicates that during the last 50 years rural population has decreased from 82.0 to 68.9 percent. "The cities are not only draining the villages of their wealth but talent also"(Gandhi). If the same trend continues what could be the rural as well as urban scenario in the coming centuries. If the same imbalance continues, what is the meaning of equality and equal opportunities in the world’s largest democratic nation like India?

In the present scenario ‘The town is not coming to the country, as much as the country is reaching out to the town, leaving behind a host of untidy rural debris’ (Gupta 2005). So it is immense necessity to have a strategy to balance both urban and rural area. Before we rethink of rural area, it is a brilliant idea to relook in to the urban area. Why urban area is prospering? because of enough livelihood opportunities to all levels of people and sufficient amenities. These two factors are pulling rural people into urban area. There is nothing wrong in the mindset of rural migrants, since they don’t have enough livelihood opportunities and amenities, they are stepping to find and have which they don’t have. It is obvious that not only human beings but also all kinds of animals use to migrate in search of livelihood. If there are enough livelihood opportunities and sufficient amenities in Indian villages itself, the present rural scenario could be different. We are only talking about urbanization in rural India and why don’t we have the concept like Ruralisation in rural India?

Ruralisation is “the movement of people to areas for away from large towns or cities” (Collins English Dictionary). Ruralisation is the systematic construction of rural area by boosting livelihood opportunities and better amenities. Enhancing livelihood opportunities and amenities in rural area is the key task of ruralisation. The aim of ruralisation is to visualise and construct a sustainable, developed rural India. We have enough livelihood opportunities in our diversified Indian villages which are not exposed in a right direction. The ruralisation strategy is as follows:-

Reframe the Indian Agricultural System: - There is a wide difference between the past and the present agricultural system. The present Indian agricultural scenario is under tremendous change. The mechanized agricultural system is occupying the place of traditional agriculture system. Single tractor is an alternative for more than hundred human labors. Even though there are number of critiques against mechanized agricultural system, the usage of machinery in all aspects of agriculture has kept increasing day by day. From crop rearing to the market, agriculture is partially mechanized in India. A simple identification which anyone can identify is, when machinery is active, the human labour force becomes inactive. Since the wide usage of machinery is increasing, obviously the inactive labour force is also increasing.

Do we need 53% of human resource in Agriculture Sector?

The analysis of countries present agricultural scenario ends with plenty of questions. One such debatable question is, do we need 53% of people in agricultural sector? A quick glance of some selected countries and percentage of human resource engaged in agriculture sector is as follows.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Country</th>
<th>% of human resource in Agriculture Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Argentina</td>
<td>5%</td>
</tr>
<tr>
<td>2</td>
<td>Australia</td>
<td>3.6%</td>
</tr>
<tr>
<td>3</td>
<td>Brazil</td>
<td>15.7%</td>
</tr>
<tr>
<td>4</td>
<td>Canada</td>
<td>2%</td>
</tr>
<tr>
<td>5</td>
<td>Japan</td>
<td>3.9%</td>
</tr>
<tr>
<td>6</td>
<td>Libya</td>
<td>17%</td>
</tr>
<tr>
<td>7</td>
<td>Malaysia</td>
<td>11.1%</td>
</tr>
<tr>
<td>8</td>
<td>Mexico</td>
<td>13.7%</td>
</tr>
</tbody>
</table>

Asia
The above table gives a clear picture of some selected countries of the world and percentage of human resource engaged in agriculture sector. The percentage of people in agriculture sector of a country depends on the area of agricultural land, fertility of land, irrigation facility, usage of technology in all aspects of farming, and population of the country. When we look at the above statistics the developed nation’s human resource allocation in the area of agriculture is very less. There is only 34.8% of people engaged in agriculture even in the world’s largest populous country like China. After analyzing the above statistics, why there is 53% of human resource in agriculture sector in India which is known as risky and unprofitable area. When agriculture is stepping towards mechanization, what is the need of huge human resource in agriculture sector? The socio-economic and geographic condition of the above mentioned nations may be different than India. The loopholes like heavy population, small land holding, wide existence of traditional agricultural pattern, lack of irrigation facilities are identifiable few. Even after all these debates why do we need 53 percent of people in agricultural area only?

Our agriculture system is not market centric. There is no strategic link between production and consumption. The economic production strategy like, What to produce? How much to produce? How to produce? is not working in realistic sense. The sudden ups and downs of food products is one such example for unstrategic agricultural production and distribution. So we need to reframe our agricultural system according to the consumer needs. The too excess production of some grains and too low production of some other grains both are dangers from farmer and country point of view. When some products production is going beyond the market needs automatically former gets low price for his goods, in same manner when some products production is very low it is mandatory to import such goods from other countries to meet the market needs. Due to our unstrategic agricultural production country’s money is flowing to the other countries. So we need to reframe our agricultural production according to the market needs.

### Re-Frame the Rural Human Resource and Expansion of Economic Sectors

Industry oriented countries like Bahrain (79%), China (29.5%) Japan (26%), United States of America (19.1%) and United Kingdom (18.2%) have strong structured production and distribution system. Service oriented countries such as Luxembourg (80.6%), Singapore (80.3%), Netherlands (80%), Norway (76%), Germany (73.8%) and France (71.8%) have powerful business modules but tragedy is an agriculture based country like India is lagging behind in making its fundamental area attractive, stronger, profitable and sustainable! Since the agriculture is mechanized, it requires less man power. Instead of opposing the mechanized agricultural system in the second largest populous country in the world, it is good idea to accept the change and reallocate our rural human resource. The Proofs of closed unemployment is clearly visible when joint families in Indian villages were strong. Even though joint families are taking a new shape in the name of nuclear family, the amount of unemployment is still exists in rural families. The existence of large unemployment is clearly visible from the statistics of rural-urban migration. Excess of man power in agriculture sector is also a reason for decreased agricultural profit.

Our narrowed economic sectors in rural India is the major drawback. Widening economic sectors in village India is the present day need. When we look at the developed countries’ economic scenario, the active economic sectors are very large and automatically when they club the incomes of all sectors the GDP is obviously high. With the help of minimum human resource with maximum economic sectors and strategic production according to the market needs, these countries’ economy is prospering. But our rural India’s economy is mainly restricted to the agricultural production. If we increase the economic sectors in rural India, the dependence on agriculture will automatically comes down and the unemployment problem is slowly resolved. Of course population problem is big headache in our nation, but even though beyond this problem circle, if we make use of all the existing human resource there is a possibility to extend economic sectors to create large livelihood opportunities.

Instead of only concentrating on agricultural goods, we can also focus on the agricultural byproducts which have greater demand than the primary products. For example Ghee has more value than milk in the market, Sugar has greater demand than sugarcane, furniture’s market value is higher compared to the raw wood. So it is
very much clear that agricultural by products have higher value than the primary agricultural output and it is a good idea to allocate a portion of human resource in the area of agricultural byproducts production. How many primary agricultural goods which we are producing in our country and how many varieties of byproducts can be produced out of primary products? At least, the number of human resource is required to produce byproducts is equal or higher than the human resource allocated to produce the primary agricultural goods. We don’t have structured agricultural production for the intention of export. The non-agricultural countries are the focused market for Indian agricultural goods, but India has not utilized this opportunity in a proper manner. Large scale industrial goods are travelling from urban area to the rural area. But rural areas have enough human resource with high efficiency and low cost to produce industrial goods. If we relocate large scale industries in rural area, the advantage is not only restricted to low cost human labour, industrial raw materials in low cost and savings of transportation cost but also rural India is huge market for Industrial goods. Since the production cost is going to minimize, the end product price will also comes down to the hands of rural people.

The center of service sector in India is urban area but large numbers of customers are located in rural area. Service sector is the most profitable area and a group of educated youngsters are emerging in rural India with all kinds of capability to handle this sector. Many of this group’s members are migrated urbanites or unemployed villagers. If we relocate service sector in the middle of group of villages or towns, the qualified educated youngsters will get employment and the living standard of his/her family will improve. Tourism is emerging as a shining industry worldwide. Each and every Indian village is a tourist spot. If we develop all the villages as tourist spots to attract urbanites as well as foreigners, Indian village economic sector will get a new shape. Development of tourist spot and maintenance, indigenous hotel and restaurants, local mode of transportation, recreation, local agricultural markets etc can reconstruct Indian village economy. The detailed tourism structure is discussed in a separate heading.

**Tie-up Agricultural production with agriculture allied industries**

Peasants were believed to be attached to the land through the bonds of sentiments and emotions. Agriculture, for them, was ‘a livelihood and a way of life, not a business for profit’ (Redfield, 1965:17-18; Shanin, 1987). We don’t have structured setup of agricultural allied industries in India. Even though there are some countable numbers, agriculture and agricultural allied industries don’t have strong co-ordination in our country. The result of failure in co-ordination of these two links is, western countries’ agri-products are travelling around the country. Our agricultural system ends with production of primary agricultural goods. Instead of only concentrating on agricultural goods, we can also focus on the byproducts which have greater demand than the primary products. For example Ghee has more value than milk in the market, Sugar has greater demand than sugarcane, furniture’s market value is higher compared to the raw wood. So it is very much clear that agricultural by products have higher value than the primary agricultural output. And it is good idea to allocate a portion of human resource in the area of agricultural by products production. Agricultural byproducts production not only enhances employment opportunities and living standard in rural area but also saves huge amount of foreign exchange.

The sugar industries starts working when the sugarcane crop gets reduce, the result ends with farmers’ suicide and import of sugar from western countries with high price. ‘Sugar and cereals, each of which also accounted for 5 to 10 percent of country’s agri-imports’ (Economic Survey). Even though we have enough cotton production land, the country imports cloth, enough opportunities exists to boost sericulture industry but still we import silk from China, even though ‘India is one of the largest producers of oilseeds in the world, however, 50 per cent of its domestic requirements are met through imports. Edible oil, accounting for nearly 60 to 70 per cent of the value of total agri-imports, has become the single largest item of agri-imports’(Economic Survey 2012-13). There is enough geographical support to grow almonds, but we are importing it from America. Since 53% of our people are engaged in agriculture, it is a shame to import agricultural products from other countries.

The above lines indicate two things i.e. lack of agriculture allied industries and failure in linking agriculture with the existing agriculture allied industries. If we link these two production units in a systematic way in one hand the value of agricultural goods will increase, on the other hand agricultural allied industries can take new shape and the indigenous allied industries products will be available at the low cost to each citizen and most importantly it saves the huge flow of Indian money to the western countries.

‘Tourism’ - Showcase of Rural Area to attract Urbanites / Urban To Rural Migration (UTRM)

Tourism is emerging as an attractive area across the world. India is not lagging behind from this race. The World Travel and Tourism Council (WTTC) calculated that tourism generated $121 billion or 6.4% of the nation’s GDP in India in the year of 2011. Indian tourism industry has
created 39.3 million jobs and it covers 7.9% of its total employment. The rapid increase of tourism made a landmark and the GDP of the tourism sector has expanded 229% between 1990 and 2011. The rapid expansion of tourism sector in recent years clearly indicates that tourism sector has an excellent future in India.

The diversified 6,40,867 Indian villages (2011 Census) have enough opportunities to attract urbanites and one such option is tourism. India has wide diversified geographical locations with rich flora and fauna, varieties of culture from greater Himalaya to Kanyakumati and Gujarat to Arunachal Pradesh. The attractive tourist spots in India are resided in country side. Each and every village in India has its own variety. Variety is not only restricted to the beauty of geographical locations including river, forest, mountain, flora and fauna but also extends to variety of cultures, several kinds of indigenes food, local dress style, diversity in transportation and various native languages.

Stress is keep increasing day by day in urban life and urbanites are looking for free environment to be away from the routine stress. Indian villages are having free environment embedded with beauty of nature. The sunrise, flowing river, green forest, sky touching mountain, local transport, indigenous food, village games and entertainment including folk dance, drama, and singing, local dress etc can bring the urbanites away from the stress. By boosting systematic tourism in Indian villages, rural India has multidimensional advantages. Tourism is a tool to create livelihood opportunities in Indian villages to enhance the living standard of rural people. When the Indian villages are developed in such a way to attract the urbanites, village livelihood scenario will get a different shape.

Various kinds of tourism can be developed in Indian villages. Some important patterns of tourism are as follows:-

Rural Tourism: The stressed life, deadline projects, unmanageable tasks, traffic headache, fog breathing, sound irritation and routine food system etc are forcing urbanites to move away from urban setup. The entertainment medium in urban area has failed to bring the urbanites out of stress. Rural tourism provides an opportunity for city-slickers to taste village life. ‘Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be treated as rural tourism’ (Ministry of Tourism, Govt. of India). Whether through travelling in bullock cart, milking a goat, ploughing a field, harvesting rice or wheat, learning folk music or dance, building a greenhouse, climbing hills, fishing and boating in river near the village or simply sleeping under tree in day and stars at night. Hospitality of villagers and environment can give an extremely new experience to the city slickers.

On the other hand rural tourism acts as a medium to create livelihood opportunities in rural area. The present rural scenario is suffering from livelihood problem. Rural tourism emerges as an instrument for employment generation, poverty alleviation and sustainable rural development. ‘Sustainable rural tourism based on local economic development and decent work can significantly support socio-economic development and poverty reduction’ (ILO). The transportation, rural market including agriculture and small scale industries, local food and shelter and various kinds of tourist’s expenses can enhance the livelihood opportunities in Indian villages. Most importantly rural tourism acts as a medium to interlink the urbanites and rural people. An effective communication between these two groups slowly eradicates the gap between rural and urban.

Agri-Tourism: ‘More than a profession or a business, agriculture is India’s culture’ (Pandurang). It is the present day need to rethink Indian agricultural system and it is immense necessity to professionalize the countries’ agriculture. In terms of income, dignity and risk agriculture is a less attractive area today. But country’s agriculture has capability to attract urbanites in the name of Agri-Tourism to enhance its income and dignity. It is an opportunity for the urbanites to stay with farmers to enjoy the forming process closely. Ploughing a field, harvesting rice or wheat, climbing a tree to collect fruit, spending time with cow, milking a goat, riding bullock cart, sleep under tree, watching the flying birds, taste the local food in the farm etc can really exhibit a new world for the city slickers. By adopting techniques like farm shops to sell agriculture products, form tours to show the village forming, on-farm classes to teach the cultivation process, occasional fairs and festivals to attract the urbanites to the villages can create sufficient income to the formers.

Health Tourism: The medical expense in developed countries is increasing and the people of this nation are searching for low cost medical facilities which exist in developing and under developed nations. Even the urbanites of India are suffering from various kinds of health problems. The stressful modern life, chemical mixed food system and chemicals to control the deceases made the life too horrible. These days people are in constant search of pro-nature means to make life more peaceful. Indian villages have their own medical system for each and every health problem. Ayurveda which is a pro-nature medical approach has its roots in villages. Countries’ indigenous medical knowledge of villagers has great value.
today. Organic foods are in greater demand in urban areas and foreign countries as well. Urbanites are looking towards villages for the pre-nature treatment and peace of mind.

Indigenous medical system of Indian villages can attract country’s urbanites as well as foreigners. On the surface health tourism is attracting the urbanites but its deep root makes the villages as centre place for medical facilities. Health tourism can create a group of indigenous medical experts in Indian villages. Indian villages can offer medical facilities at low cost for the urban people and foreigners. Even people belonging to lower economic strata in urban area also can make use of this facility due to affordable cost.

**Eco-Tourism:** Growth of tourism is not only increasing the revenue but also the main cause of environmental degradation. Tourism spots in India are environmentally degraded due to heavy visitors. The Country is not exposing tourism in the right direction. Since we have thousands of mountains, hills, rivers, falls and temples why don’t we extend tourism to each corner of the country? Expansion of tourism helps in multidimensional ways i.e. it spreads the tourists across the country and environmental pollution is low due to small scale of visitors to a particular place. And most importantly once the tourists walk into country side, rural people will grab enough livelihood opportunities.

**Edu-Tourism:** On one side people are suffering from hunger, on the other side huge wastage of food in the name of prestige is happening. Lack of practical knowledge towards agricultural process to produce the food grains is the major reason behind this mindset. Each and every person of this world must know the value of a single grain. Information is in the finger tips of urban students but they are very poor regarding the practical knowledge of agriculture. A walk on the form land and quick access of agricultural process on the screen, both are different in nature and experience.

Education tourism aims to educate the urban students towards agricultural activities. Students can stay in form land and learn the various agricultural activities like ploughing a field, harvesting food grains, irrigation system, usage of technology in agriculture, fishery, dairy etc directly. The edu-tourism gives a practical knowledge of agricultural process to the students and the value of food grain gets inculcated in the minds of students. Farmers can meet the prestigious school and college students and teachers on his form land. Not just the dignity but also the income of the formers also increases with minimal entrance charge. The co-ordination of formers and academic institutions will have positive advantage to the formers.

**Rural Centric Market System - Production to meet the market needs** Instead of producing something for the sake of production, it is necessary to produce something to the market needs. Instead of all formers producing wheat or rice which has the minimum price in the market, it is necessary to focus on other agricultural goods which are in shortage but have greater demand in the market. A technical problem arises at this point is, the craft production is based on weather and quality of soils. In such a situation how can we reframe our agricultural production according to market needs? To tackle this problem, we have advanced soil testing mechanism but how many formers are making use of this opportunity. Most importantly, most of our agricultural innovations are born and die at laboratories. To simplify the statement, our agricultural researches are not reaching the farmers. Industry oriented countries like Britian and Japan have strong structured production and distribution system. And service oriented countries for instance United States of America (USA) and Germany have strong business modules but the tragedy is an agriculture based country like India is lagging behind in making its fundamental area attractive, stronger, profitable and sustainable!.

Our countries so called agricultural universities have failed to understand the heart beats of formers. An agricultural scientist earns more than fifty formers in the name of research with zero output. Agricultural degree classes are running within four walls rather than the actual form land. The agricultural scientists are not in the position to do anything even after agriculture based country like India is importing food products from the western countries. One aspect is very much clear that we are importing agricultural products from the western countries because, we are not producing or production is not sufficient to meet the market needs. If we look at this opportunity from our formers point of view, the prize of importing products is normally high other than goods which exceeding the production target in other countries, the transportation charge of the importing agricultural products is more than the actual product prize. The native formers can encash this opportunities and if the atmosphere is not supporting in one village why not in other villages. Our 6,40,867 Indian villages (2011 Census) spread across between 6° 44’ and 35° 30’ north latitude and 68° 7’ and 97° 25’ east longitude.

When urban people turn their face towards country side, both urban customers and rural formers have great advantages. The strong reason why the formers are losing interest on forming is because of increased input cost and decreased market price for agricultural goods. And urbanites are forced to buy the basic food products with high prize. Let us come out with realistic example to convert this problem to an opportunity for both
groups of people. One kilogram of a normal rice in metropolitan city like Bangalore is fifty rupees, the same one kilo rice costs ten rupees in the villages which are residing in hundred kilometer distance from Bangalore and it is not profitable to a former because the input cost is equal, some times more than actual market prize. The middle man in this country is not just misusing the innocence of illiterate formers but also irritating the urban customers.

If urban people are moving to the country side in the weekends or occasional trip to overcome the stress, with the absence of middle man urbanites can reach the farmers without extra expenses. Instead of paying fifty rupees for a kilo of rice in urban area, if the urbanites pay twenty five rupees for the same kilo of rice the picture of agricultural market gets new shape. In one side the urbanite is saving twenty five rupees per a kilo of rice, on the other side, former use to get fifteen rupees extra per a kilo of rice. If an urban customer is buying a quintal of rice, he can save two thousand and five hundred rupees, the former is gaining one thousand and five hundred rupees extra from the actual existing market price. If one among hundreds of agricultural products can make such kind of change, what about all agricultural products and huge number of urbanites. The market situation has the positive advantage for both the groups. In such a situation agriculture will become profitable to the formers and local market is affordable to the urbanites.

Development of amenities - From 'Amenities Request' to 'Mandatory Amenities': A strong reason behind good infrastructure in urban area including residence, industry and service sector is, they are the large tax payers to the government, even after strategic tax theft!. By neglecting these people none of the government can frame attractive budget. And most importantly these groups of people who are paying their earnings in the name of ‘Tax’ have the authority to demand for amenities. And it is also the responsibility of any ruling party to keep them happy.

We can’t expect the formers to pay the tax equal to urban people. When a former is not in the position to earn his basic livelihood, how can he make the tax receivers happy?. On the other hand our bureaucracy and political system also can not take a decision against formers for two reasons, firstly, since the urban people are not enthusiastic in casting vote compared to country side, rural people are the pillars of any political party. Secondly, rural earning is an open book with empty pages and it can be easily readable through rapid rural-urban migration, formers suicide, less literacy, standard of goods which they are consuming, large political campaigns boosted by money and wine are the few among many quotable issues. When the livelihood opportunities and income increases the ability to pay the tax also increases among villagers. In such a situation the ruling government must provide good amenities to the villages. The increased income in rural area also increase the literacy.

Conclusion

Growth of a nation is not just restricted to urban area, so it is immense necessity to rethink of development. The greater importance on urban area and lowest focus on rural area is the result of increasing disparity between rural and urban settlement. The country must focus on sustainable development rather than rapid development. Environmental degradation, migration, hundreds of urban problems like slum, heavy population, various kinds of crimes, kidnap and rape are directly linked with the initiative of rapid development. Our urbanization process is pulling the rural people to increase its problems and also destroying Indian villages. There should not be any discrimination between rural and urban area. The large scale rural-urban migration is the mirror of the worst scenario of villages. The ruralisation strategies which are discussed in this article can create enough livelihood opportunities in Indian villages. Ruralisation is the present day need for the balanced growth of the country.

References

Betille, A. (1974b), Six Essays in Comparative Sociology, Delhi, OUP.
Gandhi M.K. (1946),Harijan, 31-3-1946; 82:365
Redfield, R. (1965), Peasants and Peasant Societies and Culture, Chicago, University of Chicago Press.
Providing Urban Amenities to the Rural Areas ( PURA), a public Private Partnership (PPP) Scheme, Ministry of Rural Development, Government of India.


The world Fact Book - [https://www.cia.gov](https://www.cia.gov)

Tourism Sector in India, Reference Note, Lok Sabha Secretariat, No. 13 /RN/Ref./August/2013.