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Rural Development

URBANIZATION OF RURAL INDIA



DIPIKA TUTEJA

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PROJECT BACKGROUND

India is on the "brink of an urban revolution" with its population in towns and cities expected to reach 600 million by 2031, according to a new UN-backed report which pegged the gap in urban infrastructure investment in the country over the next 20 years at a whopping \$827 billion.



Over the last two decades, India's urban population increased from 217 million to 377 million and this is expected to reach 600 million, or 40 percent of the population by 2031.

Recent estimates show that the cost of environmental degradation, largely driven by sprawling cities, is "enormous" and is reducing India's GDP by 5.7 percent or about \$80 billion annually. Since most of the people from distant villages, when they migrate into cities, usually land up in slums. Therefore, reducing migration from villages means automatic reduction in slums.

It is important to recognize the strong link between reduction of poverty and the provision of basic amenities to the population, especially those living in rural areas. Since the bulk of the poor in India is in rural areas, and improved infrastructure would contribute to poverty reduction. Such provision of civil infra-structure is not only a key component of rural development but also an important ingredient in ensuring any sustainable poverty reduction program. The proper development of infrastructure in rural areas improves rural economy and quality of life. It promotes better productivity, increased agricultural incomes and adequate employment.

Given the fact that rural areas differ from their urban counterparts in terms of per capita income, population density and average size of agglomeration, infrastructure-related problems in rural areas are different from those of urban areas. Therefore, it is necessary to create different customized models for infrastructure improvement in rural areas for developing modern habitat having high quality water supply and sanitation, full range of connectivity, provision for future expansion.

Government alone cannot address the issue of providing proper rural infra-structure and civic amenities. Building of this will require local initiative and participation as such facilities involve operation and maintenance. ***Sensing this need, we have undertaken this study to help rural communities to build necessary civil infra-structures.***

These initiatives are aimed at improving quality of life in the adopted areas and bringing much needed comfort to women, children and poor in general and controlling or limiting migration to the cities.

Sansad Adarsh Gram Yojana, SAGY, is a rural development programme broadly focusing upon the development in the villages which includes social development, cultural development and spread motivation among the people on social mobilization of the village community. The programme was launched by the Prime Minister of India, Narendra Modi on the birth anniversary of Jayprakash Narayan, on 11 October 2014.



ABSTRACT ABOUT THE PROJECT

The study describes **Urbanization of Rural Areas**, as a model for energizing the rural economy in India and to slow down **rural - urban migration** which research has shown to be harmful to both; rural and urban people of India and their regions. The model presented here is designed to use the resources existing in social, traditional, cultural,

legal, ethnic, religious, economic and political layers of the rural society and seeks to enable the region to build upon them to generate resources. The study describes implementation of the scheme in one region of rural India, which could be replicated on broad principles in other parts of country.

Mission & Objectives

1. Rural Development through Education
2. Health Care
3. Empowerment of women
4. Water Management
5. Infrastructure development

Aim of the Proposal

To develop a cluster of Model Villages through

- Awareness
- Construction of toilets in houses
- Garbage management
- Construction of rain water harvesting structures
- Eradicate open defecation
- Medical health centers
- Common market place
- Skill development
- Women empowerment

In order to convert the identified villages into an Adarsh Gram through the specified activities, the following strategies are envisioned:

1. Activities to energize and mobilize the community towards positive common action
2. Participatory planning exercise for identifying peoples' needs and priorities in an integrated manner
3. Converging resources
4. Repairing and renovating existing infrastructure to the extent possible
5. Strengthening the Gram Panchayats and peoples' institutions within them
6. Promoting transparency and accountability

PROJECT CONCEPT

The study is titled as **"The Urbanization of Rural Area: A Case Study for Rural Development"** where the villages are adopted by 'Different institutions/industries' for a period of few years or so, during which the villages are the subject of various degrees of intervention. The interventions are so designed that the villages would slowly evolve to a level of sustainability and continue their developmental progress even after the institutions systematically withdraw from direct participation in their daily affairs. Approaches that work in rural development is that, "governments cannot do it alone", it has to be on PPP (Public Private Partnership) model. According to the rules framed under the Companies Act, 2013, a Company may also collaborate with other companies for undertaking CSR projects, programmes or activities. This model is based on the fact that few industries of the region come together and take up this project. The rural regions need help from three sectors:

1. Government for their policies and infra structure,
2. Local institutions/Industries for job creation and

3. NGOs to inject resources, and this is the primary premise of this study.

In it the different layers of rural society come together for development. It assumes that the rural people know what they really need and it is they who should be really working towards their own goals and not the people from the urban regions who know very little about their affairs and problems.

DISTRICT AS AN EXAMPLE

Bhilwara District of Rajasthan and the adjoining areas are well known for the textile industry. It produces 75 per cent of the country's textile. There are hundreds of synthetic textile units in outskirts of Bhilwara on Chittorgarh, Gangapur and Mandal roads .Most units are involved in spinning, dyeing and weaving. The industry's poor effluent management system has long poisoned the area affecting air, surface and subsurface water, agricultural lands and human health. A study by the state public health engineering department in 2004 found that most open wells in villages near the Kothari river that flowed beside the industrial belt had chromium (Cr), lead (Pb), iron (Fe), zinc (Zn) and sodium (Na) above the norms set by the Bureau of Indian Standards(Srinivasan,2007). Lead is especially injurious to the brain and nervous system of developing children. These chemicals were similar to those found in textile unit's waste.

ISSUES TO TACKLE

- Majority of the people in the rural area are marginal farmers or landless laborers, who either work for landed people of the same village or work in the factories located in the cities.

- Many of them migrate out of State in search of work. Lack of job opportunities force them to sell their labor at lower prices, because of which they find difficult to come out from the poverty trap and the consequent deterioration in socio-economic and political conditions. This further compounds their poor health.
- To improve the economic and social conditions of these people, it is imperative to assess health conditions of the rural poor so that the policy and methodology of programme implementation could be reshaped in order to make an optimal impact on the health of the people.

Here, health does not mean physical status of the human beings, which is measured by clinical tools, but rather to the root causes of the people's vulnerability and their miseries.

- The untreated and partially treated effluents from the factory either flow into the nallah that joins the major rivers, or percolates in the sandy riverbed.
- Villages downstream have been affected.
- Water in open wells in these villages has turned green and water from hand pumps smells and tastes of chemicals.



A study through National Geochemical mapping (NGCM) programme of Geological Survey of India (GSI) reveals that the areas with agricultural land use and stream water near the Banas and Kothari rivers, those flow beside the industrial belt had Cr, Pb, Zn, Fe₂O₃ and Na₂O above the toxicity limit which corroborate the fact mentioned above.

- Agricultural activity in 8-10 other villages located downstream of the Banas river towards village Mangroop has reached a standstill.
- The air smells foul too.
- Even the villagers, who drew water from wells and tube wells, use the area's polluted groundwater.
- Villagers complain of health problems like stomach disorders, gastroenteritis and skin diseases.

- The pollution continues unabated even after pollution controlling agencies set norm for the units. The situation may worsen in the future which will affect the whole biotic community to spoil the ecosystem.
- Poor housing and unsanitary environment are primary determinants of the state of general health.
- Prime Minister's Adarsh Gram Yojana has highlighted the importance of the proper housing and sanitation for health of the population by recommending a comprehensive policy to create hygienic houses in adequate numbers and sizes, equipped with all the facilities necessary for community life.
- Overcrowding, congestion, and unsanitary conditions are the major causes of higher sickness and rise in death rates
- Health

Five new mothers died from December 15, 2013 to the end of January this year in two primary health centers (PHCs) - Mungana and Naya Boriya of Dharyawad subdivision of Pratapgarh district - due to reckless handling by the health centers.

All five women were aged between 20 and 25 years. They were illiterate and lived in mud houses but had availed of healthcare services during their pregnancy and for the delivery. None of them had any pre-existing medical condition and were not classified in the high-risk group at the health centers. But they were subjected to incomplete ante-natal care, a resident of Likniya village, died on a government ambulance after being referred from Mungana PHC to Pratapgarh district the hospital, 40 km away. A resident of Hazariguda village, died at home because the nearest sub-center she reached after getting labor pains asked her to go to a district hospital. But there was no public transport available.



CC Road

- The villages have no paved roadways but the villages are internally connected by mud roads, which are accessible throughout the year, by bullock carts and busses.
- There is no direct connection of any state public transport to these villages. However it is available from the nearest village through which the state highway passed and was 35km away.
- A railway line ran parallel to the highway and is about 28 km away from the nearest village in the cluster, however, the railway station is 39 km away and is non-operational.
- There are no streetlights and only 10% of the households in the two villages closer to the highway had electric supply while 425 households owned small mobile

diesel or kerosene run generators which they used for pumping water and some lighting.

- There were twenty telephones and fifteen TV sets in the villages.
- The six villages together have three primary school buildings of two to three rooms each but only one school was operational. There were no secondary schools.
- There were three health centers on record but only one was operational and that too once a month. A doctor and nurse came from the district on the 1st Monday of every month

IMPLEMENTATION STRATEGY

1. PROJECT STUDY & INTERVENTIONS

Time Frame: 12 months

- Create clusters of 5 to 8 villages with the following characteristics: -
- The villages are to be within 5 to 15 km of each other, whereby they could be approached via bullock carts and bicycles, or simple waterways like canoes if available. The roads may not be paved but should be usable throughout the year.
- The villages are preferably to have diversity with respect to its caste, culture, tradition, customs, produce, diet, local medicine, clothing, etc. but are not to have a history of violent conflicts amongst themselves, especially connected to the issues of caste system. Diversity of language is to be avoided as this could hinder communication.
- The villages are also to have a joint population of 6000 to 8000 people, to conduct reasonable trade within the community.

- Working with the village leaders - council and public participation, and have women leaders (Women Empowerment).
- Lease a small piece of land of about 5000sqft in the central village from one of the villagers and build common community place , that should have centralized office, police post, grievances cell, halls for marketplace, ATM/Banking Facility etc.
- Having chosen the cluster for intervention, the planners will work on a 12 month long organized social science research project. They shall obtain the empirical data that is available on the villages from the district and the state government office. They shall conduct an explanatory study on socio economic conditions of the people along with all their tangible issues like housing, health, poverty, education, literacy, occupation, work abilities, etc. This will be done through a population survey of each and every house in the villages.
- Re-open the existing medical center building on market days.
- Hold meetings for the women and give them sanitation and health education and give them lessons on importance of literacy and education.
- All through the day the children should be given entertaining educational messages through movies and games.
- Various skill training sessions should be conducted by the members of the program support unit throughout the day for all on topics like tailoring, cycle repair, and jam making and pickle making out of the excess fruits/vegetables that may not have been sold in the market.
- Engage local people in construction and other activities , so that they are trained and get employed by the industries

2. OBJECTIVES OF THE PROPOSAL

- To make people understand the importance of clean and sanitized environment through awareness creation

- To sensitize the community on the water usage and rain water harvesting, importance of house hold and school toilets and the ill effects of open defecation system
- To motivate the community in participating in the construction of the houses with toilets, school toilets with water facility, water preservation, waste water management.
- To motivate the women, youth, children and the community in acquiring immunity from water borne and open defecation systems through using toilets, developing school and kitchen gardens, good maintenance of water pumps, pipe lines etc.
- To plant saplings in the streets, backyards and other community lands to make the hamlets eco and environment friendly





STRATEGIES TO BE FOLLOWED BY THE INDUSTRIES

- Taking up of activities such as building of Kharanja (pavements), schools, wells, community centers within villages that can unite the village with common interest is a strategy to be adopted in this sector. Such activities bring different communities together and trigger a positive change in the village.
- Motivating people to contribute for their own development is another important strategy. Using funds of local MPs and MLAs for the creation infra-structure is the significant strategy adopted by the organization in this sector. Liaising and rapport

building with all MPs and MLAs of all parties coming from area of operation should be a key here. Winning of their trust to cooperate and contribute

- Supply of solar street lights in the village -- 15 nos.

DETAILS OF VILLAGE SURVEY

S.No	Name of the Village	Total Houses					Total Population			
		Huts	RCC roof	Tiled	Buildings	Total	Male	Female	Children	Total
1	Village 1	103	11	27	36	177	311	331	227	869
2	Village 2	139	10	22	2	173	248	272	243	763
3	Village 3	76	43	31	18	318	735	707	408	1850
4	Village 4	89	49	23	34	195	946	876	453	2275
5	Village 5	98	32	19	22	171	342	321	156	819
						1034				6576

Among the total houses 1034, 400 houses have no toilets facilities. Taking average

For calculations, 80 toilets/village to be constructed.

IMPLEMENTATION STEPS

- Cleaning the entire village with people's participation
- Creating awareness among the community about the importance of personal hygiene, water management and sanitation to avoid health disorders through sensitization meeting
- Training the Community, and the School Children on water and Sanitation and training the volunteers on repairing and maintenance of water supply gadgets.
- Construction of community toilets, rain water harvesting structures drainage facilities and renovation of water resources
- Educating the school students on health education through the services of Community teachers
- Providing training to village youth, self Help groups, public meetings in repairing and maintenance of water supply gadgets
- Planting saplings in the streets, backyards, schools and community lands to preserve the eco and environment friendliness
- Facilitating the conversion of garbage into manure
- Formation of Village Development Committee and hand over the responsibilities pertaining to water, sanitation, and Health.
- Providing Street Lights in the main areas of village
- Construction of central office as a resource center

ACTIVITY TIME LINE PLAN

S.No	Activities	1	2	3	4	5	6	7	8	9	10	11	12
1	Cleaning the entire village with people participation	X	X	X									
2	Management of solid waste	X	X	X	X	X	X	X	X	X	X	X	X
3	Construction of drainage facilities	X	X	X	X								
4	Planting of trees both in the house hold and public places	X	X	X	X	X	X						
5	Construction of House Hold Toilets						X	X	X	X	X	X	
6	Construction of rain water harvesting structures					X	X	X	X	X			
7	Construction of public tap stand, and platform with leach pit and Fitting of tap for all the public taps			X	X	X							
8	Installation of dust bin in the selected areas		X	X									
9	Awareness creation among the public and school children	X	X	X	X	X	X	X	X	X	X	X	X
10	Street Lights with LED bulbs and solar panels	X	X	X	X	X	X	X	X				
11	Construction of Central office	X	X	X	X	X	X						

SCHEDULE OF WORK WITH TIME CHART & MONITORING

S. #	Activities	Outcome	Verification	Time
1	Cleaning the entire village with people participation	Clean village, people know about the environment.	Field visit to the areas and discussion with people. Photos, records	3 months
2	Management of solid waste management	People have to take the solid waste and take it for recycling	Field visit, photos	12 months
3	Construction of drainage facilities	Proper disposal of waste water and no stagnation of waste water	Visit to the drainage area Photos	4 months
4	Planting of trees both in the house hold and public places	People to be aware about the trees and that pure oxygen is generated	Checking the seedling. Photos	4 months
5	Construction of House Hold Toilets	Aware about the importance of house hold toilets,	Checking the HHL and list of beneficiaries.	5 months
6	Construction of rain water harvesting structures	Water saving strategy will be used by the people.	Checking the rainwater structures and the list of beneficiaries.	5 months
7	Construction of public tap stand, and platform with leach pit and Fitting of tap for all the public taps	A good looking water stand with sanitized water is supplied to the people. No leakage in the tap.	Visit to the areas, list of water stands and	3 months
8	Installation of dust bin in the selected areas	People have to put their garbage in the dust bin	List of dust bins and participation of the people	2 months
9	Awareness creation among the public and school children	The students, the youth, the village community, SHG, in water, Sanitation and hygiene program.	Training records Training manuals Interaction with the participants and Photos	12 months
10	Street lights with LED Bulbs and Solar panels			4 months
11	Construction of Central office	Villagers to participate in construction	Weekly progress monitored	6 months

S.No	Details of Expenditure	Unit / monthly expenses	Amount
1	Cleaning the entire village with people participation	Lorry per day 3500 X 7 days JCB Rent 650 X 14hrs	24,500.00 9,100.00
2	Management of solid waste management	Tri cycle 2 X 7,500 2 persons salary 3000X12	15,000.00 72,000.00
3	Construction of drainage facilities	500 meter X 500 Rs per meter	2,50,000.00
4	Planting of trees both in the house hold and public places	5,000 saplings X 10	50,000.00
5	Construction of House Hold latrines	80 HHL X 10,000 (50,% from the people contribution)	8,00,000.00
6	Construction of rain water harvesting structures	200 House Hold X 2000	4,00,000.00
7	Construction of public tap stand, and platform with leach pit and Fitting of tap for all the public taps	40 Public tap X 10,000	4,00,000.00
8	Installation of dust bin in the selected areas	35 units X 3,000	1,05,000.00
9	Awareness creation among the public and school children a. public meeting b. Pamphlets and brochure c. information boards d. formation and functioning of Village development committee e. cultural activities f. training components	12 Nos X 2,000 Rs 10,000 Nos 5 No X 3,000 Rs 1 X 10,000 Rs. 10 X 2,000 Rs 200 persons X 150 Rs Total	24,000.00 10,000.00 15,000.00 10,000.00 20,000.00 30,000.00 22,34,600.00
10	Administration cost 15% in total budget		3,35,190.00
11	Street Lights 15no.@ 25,000	25,000 x15	3,75,000.00
	Total		29,44,790.00

People contribution 50% of 80 household toilets	- Rs 4, 00,000.00
Expected Grant under CSR per village	Rs 25, 44,790.00
For cluster of 5 Villages= 27, 25,540.00 x 5	Rs1, 27, 23,950.00
Additional Cost of Common Community Center	
5000sqft x 300/sqft	Rs 15, 00,000.00
TOTAL COST OF CSR ACTIVITY	Rs 1, 42, 23,950.00

- **Our Beneficiaries:** Rural Poor and People without any discrimination
- **Our reach in future:** Many districts throughout country
- **Area covered:** Villages of Bhilwara district
- **Our approach:** We have conceived a village, its communities, its problems, its resources in totality and then conducted a research to identify the appropriate approach, strategies and action for the holistic, inclusive and Sustainable Model of Rural Development.

BENEFITS TO THE COMPANIES

We particularly want to help small and medium-sized enterprises incorporate corporate citizenship in strategic ways into their core business. Corporate social responsibility is not however a substitute for political action. Rather, it augments the responsibility borne by the political sector and civil society and goes beyond what is required by law

The term ‘corporate social responsibility’ stands for responsible business practices in the respective company’s actual core business. It is the designation for an integrated corporate concept that encompasses all the social, environmental and economic contributions a company makes as part of its voluntary assumption of social

responsibility which goes beyond compliance with laws and regulations and incorporates interaction with stakeholders. When all societal groups shoulder their responsibility it will be possible to meet global challenges together to the mutual advantage of economic, social and environmental goals. This triad is the key concept behind CSR. More and more enterprises are assuming social responsibility in their core business, above and beyond what is required by law. In doing so, they are making a contribution to the good of society. At the same time, CSR can contribute to a company's commercial success at home and abroad because:

- Companies that practice CSR establish a positive environment
- Attract and retain talented workers through strategic personnel planning and a good reputation
- Foster and motivate employees
- Develop a more efficient sustainable supply chain management system
- Convince the marketplace with innovative sustainable products and win over consumers

In the process, they can also generate competitive advantages for themselves. It is this positive effect on a company's competitive edge that particularly has the potential to convince other enterprises to assume social responsibility above and beyond what is required by law. At the same time, some enterprises also require assistance with implementing the concept of corporate social responsibility in their everyday business activities. Small and medium-sized enterprises (SMEs) in particular often assume social responsibility in exemplary ways at a local level without being familiar with the concept of corporate social responsibility or making their involvement correspondingly visible to the public. Further, they seldom incorporate these activities with long-term objectives into their core business on a strategic basis.

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