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Review Of Research



RURAL ENTERPRISES AND SUSTAINABILITY A New Model of Development of Villages Vis- A -vis Environment Protection and Resource Conservation

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ABSTRACT:

To make this earth a more live-able planet we have to make our cities as well as villages live-able. Well planned village/rural development influences development of cities/urban centers and vice versa because both are complementary to each other. In this paper we stress upon



the development of 'little republics' called villages. Literature is replete with evidence that shows farmers in distress. One major cause is decline in per capita agricultural landholding. According to Agriculture census 2010-2011 nearly 70 percent farmers are marginal. The prospects of jobs in village establishments are meager

which pushes them to move in urban centers in search of jobs. On the other hand not everyone make it to find a suitable job that leads to unemployment. Establishment of new enterprises in villages is the only solution in site to come out of these problems (unemployment and emigration towards urban centers). Therefore, we have to delve upon the nature of enterprises that have to come up in villages such that it does not harm the pristine environs of villages.

KEY WORDS: Enterprises, rural development, emigration, environment protection, employment.

INTRODUCTION:

India is a land of villages known as 'little republics' because most of the population still lives

there. Most of the people living in villages still dependent on agriculture for their livelihood. On an average 70 percentage farmers are marginal who owns less than 0.5 hectares of land. It has now become difficult to fulfill all the basic necessities of life due to decline in income. It has now become evident that to support successive generations we have to look at other options of livelihood. Now most of the people in search of livelihood migrate to urban centers which are expanding day by day. Due to this migration the quality of life of the villagers is on decline. This paper attempts to describe the prospects of employment within the boundaries of village establishments. At the same time it suggests how the natural pristine environment of the villages could be saved by the choice of nature of enterprises. The second section of this paper describes that how environment could be saved by providing only such resources to the people of villages which are relevant towards improving their quality of life.

NEED OF ENTERPRISES IN VILLAGES

Expenses incurred towards maintaining quality of life in cities is more than villages. In light of poor income it would become hard to fulfill all the basic necessities of life in cities far away from home in the village, and when daily commuting is also impossible or very difficult. On an average nearly 30-50 percent of population in cities lives in slums. If employment opportunities are provided in villages then it would be helpful in stemming the migration of people from villages to urban centers that is otherwise should be optimum. It is evident that without venturing into new enterprises it would be impossible to sustain growing population. Now that we need enterprises or small scale industries in villages but if current trend of industrialization engulfs the villages it would become hard to distinguish between cities and villages. The serenity would be destroyed. We are already facing the shortcomings of green revolution. The land, air and water would further be deteriorated. Now the question arise what would be the nature of enterprises by choice. The government machinery has long been providing incentives in the form of finance etc to help the people in establishment of micro or small scale industries. It is noteworthy that the funds meant for such purpose is underutilized, e.g., Prime Minister Employment Guarantee scheme. The awareness level of villagers is found to be poor regarding training for learning skills of entrepreneurship under this scheme.

NATURE OF ENTERPRISES

The nature of enterprises or industries within the boundaries of village establishments is such that on the one hand it is employment intensive and on the other it should be eco-friendly. An urgent need is felt for the revival of handlooms and handicrafts in Haryana.

At the national level there is no mention of handlooms from Haryana. For example, the traditional art of designing on dupattas known as 'Phulkari' from our neighbor state Punjab.

There is huge potential of tourism in Haryana but the learned ones in higher establishments (Bureaucracy and Ministries) didn't take the notice of pioneering work done by 'Ranbir Singh Phogat' in listing all the built heritage of Haryana. All in all we have to search new options of providing green jobs to the rural folk.

The choice of resources

Literature is replete with the evidence that shows deterioration in the quality of environment and loss of biodiversity. Why despite strong will and efficient government machinery there are no signs of satisfactory results of the change in status? Myriad government organizations are always founded to be pointing towards the more appalling status of the environment as the time past. We are not able to

do much despite government machinery gaining more strength. The pressure on the source of natural resources is increasing day by day. The answer is because in this race of development people are yet to receive basic facilities to support life.

Development of villages could play a crucial role in minimizing the threat of environmental degradation without compromising the need for basic amenities to support a quality life. The choice of resources is important. All that is needed to reach the villages is which they need them. For example, we should take the notice of traditional architecture which is eco-friendly and not resource intensive. What would be the fate of environment when everyone on this planet makes use of cement? Traditional architecture with certain relevant innovations is the possible answer. Likewise, if everyone starts using Air-conditioners in hot and semi-arid climates it would adversely affect the goal of sustainable development.

CONCLUSION

Our planners at the Centre and State and the newly established think tank 'NITI Ayog' should take cognizance of the fact that without development of villages and village economics it would be hard to achieve the targets of sustainable development because it the place where most of the population still resides. They could represent a way of life that is in harmony with nature and at the same time all the basic necessities of life could be met through innovative mindsets.

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