

# Towards Sustainable Rural Expansion

Dr. Swarooprani. K

Assistant Professor, Siddhartha Arts and Commerce Degree College Bidar, Karnataka, India

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## ABSTRACT

Sustainable rural expansion includes cultural, social and economic growth of rural areas. In the other terms, it can be said that sustainable rural growth is the idea of the holistic rural growth. Economic development is one of the areas of the sculpt of sustainable rural expansion. Economic expansion of rural areas is not probable without an efficient rural entrepreneurship. Rural areas of India can attain prosperity through rural entrepreneurship. The reason of the current study is to stress the significance of the rural entrepreneurship in achieving the sustainable rural growth.

**Keywords :** Rural Entrepreneurship, Rural Development, Sustainable, Holistic, Rural area

## I. INTRODUCTION

India is the country of villages, a huge percentage of rural population is unavailable in agriculture, and agriculture related businesses. With the altering socio-economic situation of the villages, different business opportunities in areas other than cultivation are rising. The sustainable rural growth is the key of the growth of India. The sustainable rural expansion is the blend of social, artistic as well as the economic expansion. For the economic expansion of rural areas, no alternate is evident for entrepreneurship. Capital plays an significant role in the economic expansion and the procedure of capital formation can be initiated only through entrepreneurship. Rural Entrepreneurship: Institutional sustain for rural entrepreneurship: considerate the importance of rural entrepreneurship indefensible rural expansion, number of government as well as non-government institutions has moved promote to supply financial,

technical and advertising support to rural entrepreneurs.

- Khadi and village industries commission (KVIC) – KVIC is set up below the Ministry of micro, small, and medium enterprise, Government of India. KVIC is one of the significant institutions engaged in the rural entrepreneurship. It is continuously operational for the growth of khadiand other village industries.

- National bank for agriculture and rural development (NABARD)– The dream and the mission of NABARD as avowed on its web site emboss the significance and the status of NABARD for rural development. Its vision is expansion bank of the nation for development rural prosperity and the assignment is to promote sustainable and evenhanded agriculture and rural expansion through participative financial and non-financial intervention, innovations, technology and institutional expansion for securing prosperity.

- Small industries expansion bank of India (SIDBI)- SIDBI has emerged as the main economic institution occupied in promotion, financing and the expansion of micro, small and medium enterprises.
- Regional Rural Banks – Regional rural banks are established for the expansion of rural wealth by way of providing credit facilities to small and insignificant farmers, agricultural workers, artisans and small entrepreneurs in rural areas.
- Nationalized banks –Nationalized banks also supply credit for the expansion of entrepreneurship in rural areas. Rural entrepreneurship and significant element of sustainable rural development; The issue of rural expansion as well as rural entrepreneurs straight related with the rural unemployment. The crisis of rural unemployment in India is very composite and the extent of rural unemployment is very high. There are frequent reasons of rural unemployment in India. Some of the main causes of rural idleness are enumerated below:

## II. Population

Population is a chronic trouble of India. A number of other problems faced by India are linked with the population explosion. The pressure of growing population in rural areas is startling. The Rural growth & Panchayat Raj. Incomplete agriculture land is not able to maintain the pressure of growing population and thus increases the rural unemployment.

## III. Lack of irrigation facilities

Lack of irrigation amenities restricts farmers to take numerous crops in year. As a effect of which cultivation has become a serial business. It is not a good mark for Indian economy.

## IV. Climate change

Weather change is a serious difficulty before Indian agriculture segment. Development of new techniques

of agriculture is need of the time, to attract entrepreneurs towards this area.

## V. Handicrafts and village industries

Many Indian villages have a rich perform of handicrafts. Village industries and handicrafts used to present additional income to farmers. Equally, handicraft was the major business of artisans. Handicrafts and village industries were one of the significant sources of service in rural areas. Because of wrong policies, lack of promotion, technical and monetary support handicraft and other village industries were broke. Thus, a number of villagers occupied in these businesses become unemployed.

## VI. Traditional techniques of agriculture

Customary techniques of agriculture have become less original in the current time. It seems to be thorny to feed huge population using traditional techniques of agriculture. Also, creation of new agriculture-based service avenues is tricky, if constant with old or customary techniques of agriculture.

## VII. Skill Development

Government of India has launched a general program of skill growth. The core of skill expansion is entrepreneurship. In urban areas skill growth centers are operating profitably but in rural areas, the image is not same. In many villages skill growth centers are not established, thus rural infancy is not receiving the chance to obtain new skills.

## VIII. CONCLUSION

The march towards sustainable rural expansion is not probable without rural entrepreneurship. Rural entrepreneurship has the possible to create employment opportunities in the rural areas. Rural citizens can be restricted from movement to cities

with competent and effective rural entrepreneurship. Villages have rich custom of handicrafts, which can become a good basis of income for villagers if proper support is provided. Rural entrepreneurship improve the rate of expansion and ensures the impartial growth of rural and urban areas.

## IX. REFERENCES

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- [4]. <https://www.nabard.org/content.aspx?id=2>
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- [6]. Rural entrepreneurship utilizes the rural resources for capital formation and capital appreciation, through enhanced productivity and production. Rural entrepreneurship increases the chances of employment in rural areas.
- [7]. Rural Development: Rural development is the process of improving the standard of living or in other words quality of life and economic condition of the people of rural areas.

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