



RURAL INDUSTRIES IN INDIA- AN OVERVIEW

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ABSTRACT:

India's social challenges are multi-faceted. In the rural sector, this becomes entwined deeply in caste and caste-related occupations though over the last seven decades there have been changes. Entrepreneurship is the marshalling of resources to build something innovative – incremental or paradigm-shifting. In rural India, entrepreneurship is usually tougher due to the lack of a supportive ecosystem of resources and mindsets. People are chained down due to both financial weakness as well as restrictive thought processes. Established social power systems do not allow for deviations – even positive ones. For example, the repercussions are heavy for a family of manual scavengers or tannery workers if they try to encourage their children to aspire for something better by studying or working in other occupations or starting entrepreneurial ventures.

Keywords: *Rural industry, Villages, Artisans, Entrepreneurship, India*

INTRODUCTION:

A rural industry embraces different kinds of village and small industries. The cottage industries are an important component of the rural industry. 'Rural industry' refers to the industries operating or established in rural area. It is basically established to fulfill the requirements of rural people. Financial requirements of rural industries are small and most of times it function in absence of infrastructural facilities and they are also seemed to be environmentally friendly. Promotion of rural industries has been the central objectives of many strategies.

The Rural Economy in India is wholly agriculture based and it's of tremendous importance because it's vital supply and demand links with the opposite Indian industries. Agriculture is that the main stay of the Indian

economy, because it constitutes the backbone of rural India which inhabitants quite 70% of total Indian population. The fertility of the soil has augmented the success of agriculture in India. Further, Rural Economy in India has been playing a crucial role towards the general economic process and social growth of India. India has been predominantly an agriculture-based country and it had been the sole source of livelihood in ancient time. During prehistoric time when there was no currency system the India economy system followed barter system for trading i.e. the excess of agricultural produce were exchanged against other items. The agriculture produce and system in India are varied and thus offers a good agricultural product portfolio.

Today, the agricultural economy in India and its subsequent productivity growth is based to an outsized extent upon the event of its 700-million strong rural population. The agricultural economy of India is drafted according to the needs of rural India since majority of the population lives in about 600,000 small villages. In India, agriculture accounts for almost 19% of Indian gross domestic products (GDP). The rural section of Indian population is primarily engaged with agriculture, directly or indirectly. The Ministry of Agriculture, the Ministry of Rural Infrastructure, and the Planning Commission of India are the main governing bodies that formulate and implements the policy related to rural economy in India and its subsequent development for the general growth of the Indian economy.

The Ministry of Agro and Rural Industries (MoARI) in India was established in September, 2001 with the aim to develop the agricultural Industries within the Indian Economy. The main objectives of this initiative were to ameliorate the availability chain management, upgrade skills, introduce innovative technologies and expand markets of the entrepreneurs and artisans. A wide range of programs, schemes, projects and policies are formulated to hold out various activities within the rural sector in India. Also, the govt of India has also ensured employment generation program within the rural regions under Rural Employment Generation Program (REGP) and therefore the Prime Minister's Rozgar Yojana (PMRY)

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in association with of State Governments, Federal Reserve Bank of India (RBI) and other banks.

BENEFITS OF RURAL INDUSTRIALIZATION:

1. Rural industries provide additional employment opportunities, raise production and improve economic conditions in rural areas.
2. They are labor intensive in terms of providing additional employment to men and women. They ensure decentralization of economic power and elimination of monopolistic exploitation.
3. Rural industrialization leads to the development of rural areas thereby lessening the misappropriate growth in large cities, reducing the growth of slums, social tensions, exploitation and environmental pollution.
4. It provides ample scope for the promotion of artistic achievement and creativity that has been suppressed in rural areas.

TYPES OF RURAL ENTREPRENEURSHIP:

1. Power Looms:

The unorganized power loom sector largely meets the requirements of the country's. Population this sector contributes approximately 54 % of the total cloth production. The Power loom sector in India manufacture 10 billion square meters of cloth and employed 7.08 Million persons in view of the rising export share of the sector the government has increased. The export court of fabrics and readymade garments for power loom units.

2. Traditional Industries:

Handicrafts: handicrafts embodied the traditional skills of the artist who use a variety of Materials wood metal clay ivory cloth etc to produce consumer articles as well as decorative Artistic product. Today only artistic and decorative articles are classified as handicrafts. The all India handicrafts board is responsible for the development of this industry while the handloom and handicrafts export Promotion Corporation promotes export from this Sub-sector this industrial own employees 7.6 million persons according to annual report of handicrafts board and it is a special significance in the

country's economy as regards foreign Exchange earnings. The promotion of handicraft industries rests with the state government but the various inside the central level are directed by the development commissioner Handicrafts the important products from the sector are hand knotted carpets printed textiles Arts metal wares etc. The main item of exports is jerry and jerry goods are metalwares. Wood wears hand printed textiles cards and embroidery crocheted goods and gems and Jewellery.

Handlooms: handlooms from a part of India's heritage and exemplify the richness and artistry of the way was the handloom industry is a great largest direct and indirect employees among the traditional industries the production of handloom fabrics is 7862 million square meters and contributed to nearly 23% of the total cloth produced in the country the hand weaving cloth from yarn form an important segment of rural industry with respect to geographical spread employment and exports.

Sericulture: India is the second largest producer of silk in the boulder of four main varieties of silk produced in a country mulberry easy and moga sericulture is an agro industrial activity based on mulberry and non mulberry silk production and provides gainful occupation to about 6 million persons in rural and semi-urban areas there is substantial involvement of women workers in this industry.

Coir: Koyal obtained from coconut husk in walls operations like knitting spinning and weaving and is a traditional cottage industry located in coconut producing states it forms an important cottage industry in the coastal districts of Kerala tamilnadu Karnataka Andhra Pradesh west Bengal, Orissa, Maharashtra, Assam and Goa. The core board under the department of small scale industries and agro and rural industries government of India assist the industry in increasing exports and in improving the quality of our products require industry in India concert consists of two distinct segments White and brown fiber.

Khadi and Village Industries: hand woven cloth from handspun yarn is also known as Kari along with certain specific village industries such as food processing forest base raw material such as food processing and other

miscellaneous manufacturing activities khadi comes with the purview of statutory body known as khadi and village industries commission. this agency operates under the department of SSI and RI in the ministry of industry the Khadi and village industries sector have much scope for utilising local skills and resources by providing employment to rural artist tension women workers in rural and semi urban areas.

IMPORTANCE OF RURAL INDUSTRIALIZATION:

Rural industrialization is important not only as a means of generating important employment opportunities in the rural areas with low capital cost and raising the retail income of the people but because it contributes to the development of agriculture and urban industries.

Without rural industrialization it would be considerable more difficult to solve the problem of agricultural unemployment and widespread underemployment .rural industrialization promotes rural industry. The development of rural industries increases the level of income in rural areas and tends to break down the old self sufficiency of the family and to lessen its cohesiveness creating opportunities for youth women and able bodies as well in changing the pattern of lesson life and work. Rural industrialization should be looked upon not merely as a way of containing the rural workers and stopping them from migrating to urban areas by providing them some kind of remunerative employment in the villages but as a dynamic element in the process of rising productivity and income levels of the workers in rural areas.

The main characteristics of these industries are to develop local initiative corporation and spirits of self-reliance in the economy and at the same time help in the utilization of available manpower for processing locally available raw material by adopting simple techniques.

These are capable of offering employment opportunities at the place of residence to a large section of the population. The village industries are anti to the widespread problems of disguised unemployment or underemployment.

This decentralize industries requires less gestation period on the one hand and produce goods of common necessities on the other these industries have

capacity to correct regional imbalances by initiating industrial activities on displayed basis in the most neglected backward inaccessible areas were perhaps the large scale sector is unable to penetrate.

These industries purchase an additional advantage where in the maximum participation of women can be ensured rural industrialization has taken roots in the rural economy in India. This is so because simple forms of manufacturing typical of consumer goods industries and varieties service industries are everywhere develop before the more complex process involved in the production of capital goods and because the size of home market at the time of industrialization prohibited the establishment of optimum size plants in the production of certain capital goods towards rural prosperity.

Rural industrialization is the key to rural development and rural prosperity it contributes a significant link in the process of social economic transformation of rural areas primary it provides additional opportunities of employment income better standard of living and their by and reaches the cultural heritage of the various social structures in rural areas. Rural Industries program should not be drawn in isolation it should be drawn up keeping in mind. The long-term industrial development plan under the broad framework for developing not only manufacturing industries but also industry related activities to generate income and employment in the country particularly targeted towards the vulnerable sections of the society in backward regions the development of rural industries should also take into account enriching of the environment particularly the ecosystem in the rural land.

STRATEGY OF RURAL INDUSTRIALIZATION:

The basic reason for the low income generating capacity of rural industries allies in the tenor size in terms of the physical volume of output most units are run on household basis and do provide full employment to all the household workers low level of productivity prevalence of traditional technology lack of knowledge of the new innovations and development in the field of production inadequate infrastructure inadequate finance absence of marketing skills.

Inefficiency non-availability of skills and entrepreneurial ability including administrative measures have been enumerated as constraints in the task. One of the reasons which accounts for the fact that productivity and income aspects of rural industries have received less attention than employment creation lies in the assumption that is industries are subsidiary activities on the part of the household for which agricultural some other activities is there main occupation and that therefore they only reduce under employment and supplement their income from their major activity in fact this assumption is not valid for the households and work workers engage in rural industries their occupation in terms of their soul or at least the main source of the income. It is important not only to accelerate the development of rural areas but also to reduce the economic and technological gap between rural and urban areas and seek to achieve a greater degree of integration between the to the development of low technology and low productivity industries located in rural areas should generate not only linkages to the extent possible in the villages but become a link in urban rural integration besides reducing the income gap between two sectors it is also desirable that rural industries use technologies which are in line with the technological pattern of emerging industrial structure in a country as a whole.

Rural industries play an important role in the national economy particularly in rural economy modernization and improvement of efficiency of these industries has assumed greater importance. The main element in the success of modernization program is to train and bring awareness about new technology to the people who will implement it as rural industries increase in progress in number and diversity and as their share of industrial production begins to grow it becomes even more important that they improve efficiency in their operations.

CORRECTIVE MEASURES FOR RURAL INDUSTRIALIZATION:

Rural industrialization constituted the key link in the process of social economic transformation of underdeveloped rural areas as well as social structure in view of its importance and problems it is necessary to take some

corrective actions to regional rural industries and rural artist chance to play a pivotal role in the development process.

CONCLUSION:

The program of rural industrialization has endeavored to take industrial and manufacturing activity to rural areas through a process of dispersal as also developing on sound footing in the existing traditional units. Thereby creating and industrial climate in the countryside for affecting this creation of growth centers and provisions of infrastructural facilities in rural areas should be planned carefully setting up of nuclear plants in district or potential block level will promote ATS many ancillary small and cottage units as possible the inter linkages will strive for the integrated industrial development in rural areas development of focal points. In specific regions by providing different kinds of complementary facilities on the lines of Punjab is considered worth emulating this will facilitate better balancing greater optimal use of resources better control and higher productivity and profitability. And setting up of agro Industrial services complexes and non traditional industries in a plant manager will lead to gradual organization of the rural areas this will in turn stop migration from the villages and many may enable written the flow of skilled manpower to rural areas rural industrialization is therefore an integral part of rural development a cluster of village approach would also be beneficial if adopted consciously and without undue interference of exogenous elements does rural industrialization provides the necessary puts too rapid rural development.

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