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## RURAL AND URBAN SOCIETY IN INDIA

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### **ABSTRACT:**

The new technological advances brought by urban society to rural areas has been helpful and hurtful to their society. The new technology has made rural civilian lives easier with fast communication and market opportunities by selling the new devices and being made. This has caused the relationship between urban and rural areas to become more closely related each other. It also hurting the rural society because much of their original culture is being replaced by the new 21<sup>st</sup> century devices, making their daily lives and easier, unlike their normal daily tradition. In the end relationship between rural and urban society will be beneficial for both sides in the long run

Rural and urban policy are generally handled by different people and placed in separate analytical boxes for planning, development and investment purposes. This is in spite of the fact that locations cannot be easily divided into 'urban' and 'rural'. Poverty reduction strategy (PRS) papers often put urban and rural in separate chapters – if there is a section on urban issues at all – ignoring the links between the two and overlooking the fact that people's lives and livelihoods increasingly straddle several locations. Thinking, planning and the way governments and donors respond is not keeping up with the pace of change between rural and urban

**Key Words:** Technological, Hurtful, Investment, Livelihoods, Straddle etc.

### **INTRODUCTION:**

Though the rural economic distress does not affect all farmers equally but the lower and middle-class farmers who are in a majority are forced to send their

siblings to the urban areas to find new sources of livelihood. In cities, they are forced to remain in slums and work as daily wage-earners due to the lack of education and proper training. The political economy of the State and the correlation of class forces are primarily responsible for their plight. The standard of living of the rural farmers is very low and their exploitation by big landlords, intermediaries and moneylenders is far greater. The other rural problems are due to the fact that since the rural people do not live in concentrated masses, the availability of specialized services to them is minimal. This is true for medical, market, banking, transport, communication, education, recreation and many other necessary services for modern living. Thus, in a general way, people in the rural areas are at a great disadvantage and have to suffer many social problems.

Just as many of the rural problems are the results of isolation and scattered living, many urban problems spring from concentration of population. Again, the political economy of the State and the correlation of class forces are primarily responsible for the plight of not only the rural poor but also the urban poor. Slums, unemployment, crimes, delinquencies, begging, corruption, drug abuse, environmental degradation, etc. are all urban problems which are generally the result of intolerable living conditions in town and cities. In city life, anonymity increases cases of riots, communal conflicts and agitations.

#### **OBJECTIVES OF THE STUDY:**

1. To study the Rural Society in Maharashtra.
2. To study the challenges of rural society.
3. To study the changes in Rural Society.
4. To study the Urban Society in Maharashtra.
5. To study the opportunities of urban society.
6. To study the difference Between Rural and Urban Society.

#### **METHODOLOGY OF THE STUDY:**

The present study has been descriptive; the data for this study were obtained from secondary sources. The secondary data has been collected from various references which already existed in published form; part of the paper is

based on literature review the method comprising of collecting all the available papers relating to the theme and selecting relevant papers/books for the review purpose. Selection of the paper is done on the basis of their relevance and contribution to the body of knowledge. The author has made an attempt to do primary reading of the selected papers which will constitute the core of this review study.

### **RURAL SOCIETY IN INDIA:**

The scenario of transition in rural society, specially in post-independence era suggests that the process of planned development has transformations in rural society. The changes in rural Maharashtra have brought about a process of rapid social restructuring. It is leading to a breakdown in the segmentary mode of social change. It has resulted in rise of new middle class to power. There has been massive use of science and technology in agriculture. Substantial changes in values and beliefs are also taking place in rural Maharashtra. The green revolution signifies not merely growth in agricultural production but also the use of new technology and social relationship in production process. These developments make the new phase of changes in rural economy and society a distinct process. A new interaction among technology, social relationship and culture is now taking place in the rural society. This has resulted in social mobility, emergence of new power structure and mode of exploitation of the deprived classes.

The major trends of rural transformation in post-independence era

- ❖ The transition of agrarian society from subsistence base to market based agrarian sector.
- ❖ The introduction of modern technology and devices to transform the underdeveloped colonial agrarian economy into a, well knit compact one and its organic integration into the total national economy.
- ❖ Emergence of power blocks which try to work within Constitutional frame using a combination of protests through mass action, appeals to bureaucracy and courts and even lobbying in centers of power.

- ❖ State interventions in adopting different measures to strengthen certain communities, groups or classes on the one hand and weaken others, on the other.
- ❖ Emergence of dominant group like neo-rich peasants, intermediary castes etc. and their tightened hold over avenues of political power.

### **CHALLENGES OF RURAL SOCIETY:**

The Rural Society of Maharashtra is very much backward. Its backwardness is very much due to the several problems that haunt the Rural Society. The process of change is very slow and so the problems are more or less age old in recent years, the process of change has been accelerated and so new problems are also cropping up. The major problems consist of the agriculture, the ownership of the land, the lack of cottage industries, lack of education social evils, death of animal, wealth, bad wealth and so on. These problems are the result of traditionalism and conservatism of the Rural Society. The problems of the villages may be studied under the following heads:

- ❖ The problems concerning agriculture;
- ❖ The problems of cottage industries;
- ❖ The problems of population and the family planning animal wealth and animal husbandry;
- ❖ The problems of rural health and education;
- ❖ The problem of the status of women,
- ❖ The problem of child marriage,
- ❖ The problem of traditionalism and conservatism
- ❖ The problem of unemployment
- ❖ The problem of land less labour
- ❖ Rural indebtedness
- ❖ Problem of nutrition in villages
- ❖ Problem of housing. Apart from it there are also the problems of untouchability and casteism.

**CHANGES IN RURAL SOCIETY:****I. Women Empowerment:**

Involvement of women in all the development programmes right from the stage of project planning is essential. Although women represent 50% of the population, they also have the major responsibility of grooming children and procuring the basic needs required for food, fuel and fodder securities. Active participation of women in development programmes will help to identify their problems and reduce their drudgery.

**II. Environmental Protection:**

In all the development programmes conservation of the natural resources and protection of the environment are essentially built in, as these are critical for sustainable development. This is particularly important, while dealing with the poor as their primary objective is to earn their livelihood and the development organizations have the obligation to carefully design the programme to ensure environmental protection with income generation activities.

**III. Blending Development with Research and Training:**

For effective implementation of various development programmes, the development programmes are supported by applied research and training activities. It is realized that any development programme without research back up is outdated and any research programme without development and extension outlets is academic. Training of the field functionaries and farmers is essential for effective transferring of technologies from laboratories to the field.

**URBAN SOCIETY INDIA**

- ❖ Industrial revolution: Industrial employment catches the attention of people from rural to urban areas. In the urban areas, people work in modern sector in the occupations that assist national economic development. This represents that the old agricultural economics is changing to a new non-agricultural economy. This is the trend, which will build a new modern society.
- ❖ Emergence of large manufacturing centres.

- ❖ Job opportunities: There are ample job opportunities in mega cities therefore village people or individuals from town frequently migrate to these areas.
- ❖ Availability of transportation: Due to easy transport, people prefer to stay in big cities.
- ❖ Migration: Migration is main cause for rapid growth of mega-cities. Migration has been going on over centuries and it is normal phenomenon. When considering urbanization rural-urban and urban-rural and rural-rural migrations are very important. Urban-urban migration means that people move from one city to another. People may move to the city because they are forced by poverty from rural community or they may be pulled by the magnetism of city lives. Combination of these push and pull factors can force people to migrate to cities.
- ❖ Infrastructure facilities in the urban areas: Infrastructure has vital role in the process of urbanization in the development of countries. As agriculture becomes more fruitful, cities grow by absorbing workforce from rural areas. Industry and services increase and generate higher value-added jobs, and this led to economic growth. The geographic concentration of productive activities in cities creates agglomeration economies, which further raises productivity and growth. The augments income and demand for agricultural products in cities.
- ❖ Growth of private sector.

## **OPPORTUNITIES IN URBAN SOCIETY**

### **I. Economic Opportunities:**

It is general perception that living standard of urban area is superior as compared to village areas. People consider that more job opportunities and more jobs are offered in the city instead of rural area. Besides, the income also will be higher.

### **II. Proper Infrastructure and Utilities:**

In today's economy driven society, majority of nations in the world are focusing on the development of major cities as the centre of government and

business. As such, the cities will be certainly equipped with a better infrastructure and utilities such as roads and transportation, water, electricity and others. Apart from that, the communication and internet coverage also are good in the cities which are believed as one of the pulling factors of migration.

### **III. Availability of Public Facilities:**

To make smart city, metropolitan cities also offered better public facilities which are not there in rural areas. Since a variety of public facilities such as health and education are provided in the cities, people have more choices either to use public or private. Additionally, the provision of leisure area, postal services as well as police station and others are also provided to meet the needs of the urban community. In urban area, a greater variety of entertainment such as restaurants, movie theatres and theme parks attract more people to live in cities.

### **IV. Global Perspective:**

The urbanization progression and nature of the problems in more developed and less developed ones are very dissimilar. While in the framework of more developed countries, urbanization and city growth were necessary conditions for industrialization and modernization, it has become a risk to better living in the less developed countries because of the unpredictable growth of the cities, mainly of a few super cities. The speedy population growth in urban areas is due to migration of people from rural to urban and small cities to large ones are creating problems such as urban overcrowding, poor housing, and crowded transportation, lack of basic services, ill health, low educational status and high rate of joblessness. Such problems in the less developed countries may become heightened. It is necessary that studies should be undertaken on the patterns of urbanization observe the process so as to lessen its unfavorable consequences. Maharashtra, the second most crowded country in the world has reached a state where urban problems have assumed to be serious

**COMPARISON BETWEEN RURAL AND URBAN SOCIETY**

Sr. No.	Rural Society (Pre-industrial Society)	Urban Society (Industrial Society)
1.	Life in the society was very simple and reflected in the way of living, dressing, food habits, shelter and manners etc.	Life in the city is not simple but very complex and complicated.
2.	The people in the society had homogeneity and thus enjoyed more or less the same social status.	The people in the city belong to different castes, creeds, religions and cultures, thus do not enjoy the same social status.
3.	In the rural society there was very little scope for occupational mobility.	In cities there are many occupations, so occupational mobility is as well as frequent.
4.	Here the family played a very significant and predominant role. Its hold was very strong.	In the cities hold of families is not strong, and many functions which the families used to perform have been taken away by other institutions and associations.
5.	In villages there is no fast change and as such no necessity for social adaptability.	In the cities there must be fast mobility and adaptability to suit ever changing fast life.
6.	In the rural society culture was very deep-rooted. Everyone loved culture and cultural heritage above everything else.	In the cities it is different to find pure culture.
7.	In a rural society there is no division of labour.	In an urban community there is always division of labour and specialisation in job allotment.
8.	Rural society did not give due and proper respect to the womenfolk.	In urban communities women enjoys comparatively high social status.
9.	In this society people loved nature and natural bounties. They were religious minded and afraid of gods and goddesses.	In cities, people have no time to stand and gaze at the nature. They are not religious minded but more materialistic.
10.	There were very few chances of providing employment and incentives to the unemployed by the society.	The cities provide both incentive and employment to the people and thus frustrated villages find solace in the cities which respects ability and judges their worth.



**CONCLUSION:**

The new technological advances brought by urban society to rural areas has been helpful and hurtful to their society. The new technology has made rural civilian lives easier with fast communication and market opportunities by selling the new devices and being made. This has caused the relationship between urban and rural areas to become more closely related each other. It also hurting the rural society because much of their original culture is being replaced by the new 21<sup>st</sup> century devices, making their daily lives and easier, unlike their normal daily tradition. In the end relationship between rural and urban society will be beneficial for both sides in the long run

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