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ISSUES, STRATEGIES AND POLICY OPTIONS

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# RAMAKRISHNA MISSION VIVEKANANDA UNIVERSITY

(Declared by Government of India Under Section 3 of UGC Act)  
PO Belur Math, Dist Howrah, West Bengal 711 202, India

Phone: (033) 2654 9999 / 2654 3503; Fax: (033) 2654 4640  
Email: rkmvubelur@gmail.com; vivekananda.university@gmail.com

## FOREWORD BY THE VICE CHANCELLOR

Swami Vivekananda envisioned a unique type of University that would harmoniously blend the best elements of the East and the West—the Eastern spiritual and philosophical wisdom probing the inner world of Consciousness with the Western scientific and technological knowledge investigating into the outer world of matter. He always emphasized an integrated and holistic approach to Life and Reality. Ramakrishna Mission Vivekananda University, declared by the Ministry of Human Resource Development, Government of India, as an institution deemed to be a University under Section 3 of University Grants Commission Act, 1956, was inaugurated on 4 July 2005, the sacred day of *mahasamadhi* (passing away) of Swami Vivekananda, under the aegis of Ramakrishna Mission, the well-known philanthropic and charitable organization started by Swami Vivekananda, with roots in the hoary spiritual traditions of the age old Indian wisdom.

This University has initially chosen certain ‘thrust areas’ which are unique in that

1. These areas scarcely receive any attention in conventional Universities in India,
2. These areas directly benefit the common man, particularly the underprivileged, the rural and tribal masses of India,
3. These areas are such that Ramakrishna Mission has developed enormous amount of expertise in them over the several decades or even a century so that education and research in these areas would be quite easy and effective.

Among these ‘thrust areas’, one of the most important is ‘integrated rural and tribal development’. The University has two approved ‘Off-campus’ Centres devoted to this thrust area, one at Narendrapur, West Bengal and another at Ranchi, Jharkhand. Ramakrishna Mission Ashrama at Narendrapur, West Bengal, has become justly famous for pioneering work in integrated rural development over nearly three-quarters of a century. The University Faculty Centre devoted to ‘Integrated Rural Development and Management (IRDM)’ is located in this centre of Ramakrishna Mission and started functioning in 2006. This Centre organized a comprehensive National Seminar on the following major theme: ‘Integrated Rural Development and Management: Issues, Strategies and Policy Options’ for two days during 17-18 December 2010.

Swami Vivekananda was one of the greatest thinkers of our time who spoke extensively about the need for awakening of the rural masses, integrated development of the villages and education for women and the masses. His thoughts, spoken more than a century ago, are still

vibrant and relevant to modern India. With all our boast of modernization and keeping pace with the globalized world, our country will not achieve its goal unless the women and the rural masses are awakened to the benefits of education, health and all-round welfare, as Swami Vivekananda said. Since independence, our country has witnessed relentless experimentation with rural development and these efforts are manifested through a metamorphosis of intervention strategies and evolving institutional arrangements. Integrated Rural Development envisions all encompassing prosperity of rural communities and has come to be recognized as the only proposition for sustainable prosperity of rural India. Systems approach and systems thinking—what is now commonly called ‘holistic approach’—both in theory and practices, is a precursor to integrated development. This idea has also been central to the Indian Philosophy. The present national seminar seeks to bring together the thoughts of experts—academicians, practitioners, rural administrators, etc—in an attempt to synthesize them to prepare a comprehensive blue-print to improve the health of the University curriculum in this important area. One added significance of this national event is its coinciding with the 150<sup>th</sup> Birth Anniversary Celebrations of Swami Vivekananda being planned all over India for four years from 2010 to 2014.

The present volume contains the full texts of selected papers presented at the seminar. Initially we had published a volume containing abstracts of papers received and this volume was circulated to all the seminar participants during the seminar. These abstracts papers were from over 87 educational and professional institutions spread over 5 countries. Contributions come from as many as 20 states of India. Further, these abstracts cover a wide spectrum of subject areas related to the main theme of the seminar, like sustainable agriculture, women and child development, rural health and sanitation, education, institutional issues in rural development, the role of NGOs and Corporate Social Responsibility in rural development, rural management and human resources in rural development. The interactions among the participants who were seriously concerned about the theme of the seminar and were deeply motivated helped to enliven the proceedings, but also stimulate further thought leading to concrete action. On account of constraints of space, we are unable to publish full texts of all the papers whose abstracts were received. We have therefore had to make a selection and the present volume is an edited compilation of selected papers presented at the seminar. We hope that this volume will prove useful to all those who are interested in ‘integrated rural development and management’ and are seriously motivated to work in this important area.

We acknowledge with gratitude the editorial support received from the members of the Editorial Board in the preparation of this volume. Our special thanks to Agrobios (India), a Jodhpur based publisher, who agreed to publish this volume free of cost and give complimentary copies to each of the authors and 25 complimentary copies to the University. We heartily thank them for their generous gesture.



**Swami Atmapriyananda**  
*Vice Chancellor*

*Belur Headquarters of the University*  
**21 May 2012**

## PREFACE

Rural development has always been at the centre of state concern in independent India. The country has witnessed a checkered path of rural development efforts manifested through metamorphosis of intervention strategies and institutional arrangements. Integrated rural development, that envisions all encompassing prosperity of rural communities, seems to be a prospective proposition as far as improving the human well-being is concerned. This may also meet the diverse livelihood needs of rural people. This integrated approach asks for innovative development intervention and institutional forms. While, on the first hand, innovative delivery mechanism of public sector is a prerequisite, involvement of the 'third sector' will also emerge as a mainstreamed policy option for national and state governments. The mission mode programmes along with the long term rural development schemes may be amalgamated with the NGO and Private sector initiatives. Managerial insights, mostly employed in the sphere of corporate environment, needs to be incorporated in different aspects of rural development endeavours to encourage the innovations in rural development strategies and institutional forms. For actualisation of this vision, a dedicated pool of human resources will be needed in the rural development sector. Development of trained rural management professionals will hopefully meet this changing demand of rural development in India.

One may conceptualize three related but exclusive dimensions that relates to the management of integrated rural development. The first one illustrates and takes account of experiences regarding different facets of 'integrated rural development' and their interrelationship. This envisages agriculture and allied sectors, education, health, women and child development etc. The second dimension focuses on the managerial aspects of rural development that includes rural development administration, tribal administration, social legislation, organizational management, development programme management etc. This was meant to draw cases from both public and private sectors. The third dimension covers the broader areas related to human resource management in the context of rural development profession. This will count both on academic as well as non-formal sector.

To suit these thoughts, the themes of the National Seminar on "Integrated Rural Development and Management: Issues, Strategies and Policy Options", *inter alia*, was thought as – (a) Spheres of Integrated Rural Development that includes – Agriculture and Allied Sectors, Education, Rural Health, Women and Child Development; (b) Institutional Issues in Rural Development which include – (c) Panchayati Raj Institution, Social Legislation, Tribal Administration, NGO/CBO and Corporate Social Responsibilities; (d) Rural Development Management including Management of Organisation and Management of Rural Projects/Programmes; Human Resources in Rural Development is taken up as a separate issue which will be covered by - HRD by Academic Institutions and Extension Education.

Out of a very good number of papers presented either orally or in poster form only selected 42 papers have been included in this compendium after considerable editing under six interconnected sub-sections such as – Sustainable Development, Natural Resource

Management/Ecosystem Management and Environmental Issues, Education and Rural Health, Women and Child Development, Rural Development Programmes and management, and Institutional Issues in Rural Development. Editors have taken up the task of categorization, compilation and editing of papers to maintain the academic integrity and scientific rigour of the document. This asked for small modifications in both content and form of the papers. We have tried to achieve this without sacrificing the science of the communications. However, the authors may be hold responsible for the information, statement and opinion expressed in their papers.

As far as style of reference is concerned, the contributors have followed different styles of referencing. In view of the multidisciplinary nature of the book, these differences were excused and accepted after ensuring minimal uniformity in the style of referencing.

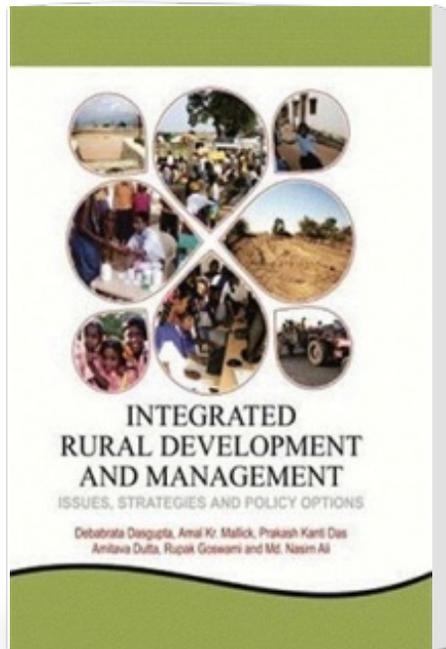
The Editorial Committee express its gratitude to all the persons associated with the arduous tasks of screening, categorization, typing, proof reading and many other logistic support during the publication of the book.

**Debabrata Dasgupta**  
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**Amitava Dutta**  
**Rupak Goswami**  
**Md. Nasim Ali**

## List of Acronyms

AFS	Agroforestry System
ANOVA	Analysis of Variance
ATC	Advanced Training Centre
AVARD	Association of Voluntary Agencies for Rural Development
CAA	Constitutional Amendment Act
CAPART	Council for Advancement of People's Action and Rural Technology
CCR	Charnes, Cooper and Rhoades Model
CPD	Community Development Project
CRS	Constant Returns to Scale
CSR	Corporate Social Responsibility
DDP	Desert Development Programme
DEA	Data Empanelment Approach
DOLR	Department of Land Resources
DPAP	Drought Prone Area Programme
DVC	Damodar Valley Corporation
DWCRA	Development of Women and Children in Rural Areas
EEI	Extension Education Institute
ETL	Economic Threshold Limit
FAO	Food and Agriculture Organisation
FFS	Farmer Field School
FGD	Focus Group Discussion
FTC	Farmers' Training Centre
GDP	Gross Domestic Product
GER	Gross Enrolment Ratio
GKY	<i>Ganga Kalyan Yojana</i>
GSTC	Gram Sevak Training Centres
HDI	Human Development Index
HPCL	Hindustan Petroleum Corporation Ltd.
HR	Human Resources
HYV	High Yielding Varieties
ICAR	Indian Council of Agricultural Research
ICDS	Integrated Child Development Scheme
ICM	Integrated Crop Management

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Author : D D Gupta, P K  
Das, A K Mallick, A Dutta, R  
Goswami And N Ali

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