

True Development lies in Rural Development

The true development lies in rural development. It attracts peoples to participate in improving productivity levels. Rural population consists of more than 70 percent than urbanization and less in income 34% than urban income. Due to unemployment peoples are engaged in rural activities. The intensity of poverty obscured from view by pushing it to the rural areas.

This is ongoing mechanism of poverty itself. Therefore, the talented peoples of rural society moving toward cities ~~for~~ where dreams comes true.

Relatively, the rural life are more prosperous than urban residence but mostly favoured for several reasons. Meanwhile,

rural society lost their talented and hardworking peoples gradually because they moved away from villages to cities for better job. Due to losing their enterprising elements rural areas become a sprawling slum. In last decades, development engaged with rural areas via agricultural activity. Despite this, physical and social developments are more important such as, roads, schools, and hospitals. However, by giving these facilities to rural areas would be resulted into moved forward to their own without destroying their unity and traditional way of life.

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Rural development lies at the heart of any meaningful development strategy. This is the only mechanism to carry the message to the majority of the people and to obtain their involvement in measures designed to improve productivity levels. Rural population exceeds 70 percent of the total population of the country, despite a rapid rate of urbanization. Average rural income is 34 percent less than per capita urban income. A large part of under employment is still concealed in various rural activities particularly in the less developed parts of the country. For centuries, the true magnitude of poverty has been concealed from view by pushing a large part of it to the rural areas. This set in motion a self-perpetuating mechanism. The more enterprising and talented in the rural society migrated to the cities in search of dreams which were seldom realized. Such migrants added to urban squalor. The relatively more prosperous in the rural society opted for urban residence for different reasons. The rural society itself has in this way systematically been denuded of its more enterprising elements, as rural areas developed the character of a huge and sprawling slum. Development in the past has touched rural scene mainly via agricultural development programmes. These are essential and would have to be intensified. Much more important is a large scale expansion of physical and social infrastructure on the village scene. These included rural roads, rural water supply and village electrification as a part of the change in the physical environment and primary education and primary health care as the agents of social change. The task is to provide modern amenities as an aid for bringing into motion the internal dynamics of the rural society on a path leading to increase in productivity and self-help, changing the overall surrounding, while preserving coherence, integrated structure and the rich cultural heritage of the rural society.