

• Practice Exercise

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 programs. 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.

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"Rural Development is Essential for Overall Development"

The important feature of an effective development plan is rural development. It can be a source to increase productivity levels. The rural population exceeds largely from the urban population but their income is significantly lesser. Unemployment and poverty also exist largely in rural areas.

This has resulted in the movement of people to urban areas, for better opportunities, consequently, increasing the urban poverty. Those who are well-off, move to urban areas, while the rest of the rural population, with no facilities convert to slums. The development in rural areas was mainly directed towards the agriculture sector, which is essential but the development of other sectors is equally important. Social change can be brought about by developing rural infrastructure like roads and electricity and by providing social services like healthcare and education. Providing

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Facilities to rural areas can reduce its reliance on urban areas for goods and services while preserving the rural heritage.

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instill moral human intelligence. Some way must be found to give them the assurance to love, the security to be kind, and the integrity required for a functional empathy.

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An important part of management is the making of rules. As a means of regulating the functioning of an organization so that most routine matters are resolved without referring each issue to the manager they are an essential contribution to efficiency. The mere presence of carefully considered rules has the double-edged advantage of enabling workers to know how far they can go, what is expected of them and what channels of action to adopt on the one side, and, on the other, of preventing the management from behaving in a capricious manner. The body of rules fixed by the company for itself acts as its constitution, which is binding both on employees and employers, however, it must be remembered that rules are made for people, not people for rules. If conditions and needs change rules ought to change with them. Nothing is sadder than the mindless application of rules which are out-date and irrelevant. An organization suffers from mediocrity if it is too rule-bound. People working in will do the minimum possible. It is called "working to rule or just doing enough to ensure that rules are not broken. But this really represents the lowest level of the employer/employee relationship and an organization afflicted by this is in an unhappy condition indeed. Another important point in rule-making is to ensure that they are rules which can be followed. Some rules are so absurd that although everyone pays lip-service to them, no one really bothers to follow them. Often the management knows this but can do nothing about it. The danger of this is, if a level of disrespect for one rule is created this might lead to an attitude of disrespect for all rules. One should take it for granted that nobody likes rules, nobody wants to be restricted by them, and, given a chance, riots people will try and break them. Rules which cannot be followed are not only pointless, they are actually damaging to the structure of the organization.

"The Importance of Carefully Crafted Rules"

The setting of rules is essential for management. It increases the efficiency of an organization. Deliberately adopted rules set a boundary for workers under which they perform. These rules act like a constitution. But rules should be flexible and should be changed according to the circumstances. If strict rules are adopted, adherence to the rules is given preference over the completion of the task. Such rules should be adopted which can be followed, because disregarding one rule can lead to the disregarding of more rules. No one likes restrictions, but rules, if not followed are useless and can prove harm to a company.

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