

Escalating Rural Urban Linkages-An Overview of Policy Framework

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Abstract: *It is a recognized actuality that there exists interdependence between urban and rural areas for e.g economic, social. The opportunities of education, employment and entertainment are concentrated mostly in urban and semi-urban centers acting as a magnet for youth population. There should be active synergy between rural and urban India-as both are mutually supporting each other. The government is of the view that policies are designed to facilitate some cities, villages as to successfully operate in a smarter way to solve concerns in a decentralized way. This paper reviews various government schemes which demonstrate holistic and accelerated development especially in education, employment sector.*

Keywords

Rural urban, government policy, employment

It is well understood that there are typical characteristics which define urban and rural concepts very well and influence the livelihood of people of both the areas (Sharma 2015). Although hard work haven't minimize the gap but still there is great a diversity between urban and rural areas. Less amenities, under developed infrastructure, education sector highlight that efforts are required, so that they can be brought at par with urban people and the migration can be reduced.

Understanding Rural-Urban linkage

The rural-urban linkages may be defined as the two-way movement of people, goods, capital, technologies and social transaction which is functional and structural. There always exists a socio-economic, political and environmental inter-linkage between rural and urban areas. Just as cities cannot be sustained without dependable supplies like food, natural resources rural economy depends on connection to urban markets; if well administered, the interactions between rural and urban are the basis for a balanced regional development which is economically, socially and environmentally sustainable.

Rural - urban linkages need to be understood and addressed in the context of increasing global urbanization. The strength of these linkages will, to a large extent, determine the living conditions of people in both urban and rural areas. Some issues can be generalized as having a key role in the increase of the scale of rural-urban linkages. In rural areas generally infrastructural facilities are weak and inadequate; especially the rural poor do not have access to even minimum infrastructure services. As The opportunities of education, employment and entertainment are concentrated mostly in urban and semi-urban centers acting as a magnet for youth

population. A new perspective, of rural-urban linkage development approach, is increasingly becoming an accepted one. Infrastructure like transportation, communication, energy and basic services forms the backbone of the urban rural development linkage approach (Choudhary, 2015). Inclusive growth is the outcome of planned and thoughtful course of actions of the government.

Making Possible Measures—Policy Framework

India is a federal Republic where responsibilities between the central government and the various regional governments is clearly defined in principle and which vary according to the sectors (Eric Denis and Marie - Hélène Zérah 2014) .Some policy domains are included in the Central list (central government is responsible), the State list (regional governments are in charge, such as urban development, etc. Several government programmes announced by the Government, over the years have been aimed at bridging rural –urban gap. In this context, it is not possible to give a detailed profile of all policies and schemes; can vary even in their interpretation of main central government schemes. This paper tries to review main schemes that can shape the question of urban - rural linkages, some of them, in the large number of existing Centrally Assisted Schemes, are considered as Flagship programmes of the Government of India (Eric Denis and Marie Hélène Zérah 2014).These flagship programmes receive larger budget allocations. The schemes include Pradhan Mantri Gram Sadak Yojana (PMGSY), Swarnjayanti Gram Swarozgar Yojana (SGSY), Bharat Nirman, Indira Awas Yojna, Scheme Integrated Rural Development Programmes etc.

The **MGNREGA**, 2005(Mahatma Gandhi National Rural Employment Guarantee Program) is a social security scheme that attempts to provide employment and livelihood to rural labourers in the country. The implementation of MGNREGA was left to the Gram Panchayats. Its aim is to guarantee a maximum of “100 days of wage-employment in a financial year to a rural household whose adult members volunteer to do unskilled manual work” According to government sources, since the inception of the scheme, the government of India has incurred a total expenditure of INR 289817.04 crores towards the scheme, thereby employing 68, 26,921 workers on 2, 61,942 worksites (data as of June 2015).

Another important programme that concerns the rural areas is the PMGSY scheme whose objective is to build new roads

and increase connectivity. The Pradhan Mantri Gram Sadak Yojana (**PMGSY**) programme has been successful in expanding connectivity in villages and Census Towns. It was launched in 2000 and is fully funded by the Central Government also financial and technical support from the World Bank. Its aim is to connect villages through construction of all-weather roads to ensure farm to market connectivity in directly aiming at employment opportunities and help villagers access amenities like school, hospital, markets etc. The World Bank has assessed this programme very positively.

The Pradhan Mantri Kaushal Vikas Yojana (**PMKVY**) was thus envisaged as a key measure to impart skills-based training to young men and women, making them capable of earning and supporting the nation's anti-poverty mission. India having world's largest youth population ;The scheme becomes all the more important ;implemented the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) through the National Skill Development Corporation in 2015. With a total outlay of about INR 1,500 crore, the PMKVY is likely to impart skills training to the 24 lakh youth of the country, focusing on the Class X/XII dropouts and lower income groups. A certificate of merit shall also be issued to candidates at the end of this training period based on the assessment. The average monetary reward that each successful candidate is likely to get is about INR 8000.

Up gradation of Skills and Training in Ancestral Arts/Crafts for Development (**USTAD**) is an Rs 17-crore initiative to preserve and promote traditional skills and ensure wider market access. Launching USTAD in a way will benefit thousands of traditional craftsmen, many of whom belong to minority communities also will be helpful in reviving our heritage. USTAD will draw professional inputs and support from organizations like National Institute of Design (NID) and e-commerce company Snap deal to offer its platform to promote traditional craftsmen and products by a diverse clientele

e Basta is literally a digital schoolbag with the digital version of school books and study material. The Government of India has now extended a helping hand to the students of India in the form of the eBasta platform. This is a collaborative platform where students, teachers and book retailers can come together and help each other.

In rural areas, there are a number of other programmes aimed at enhancing quality of life with a focus on housing (Indira Awas Yojana subsidy programme for housing the poor-) education (SSA--Sarva Sikshya Abhyan) and better health (National Rural Health Mission and Integrated Child Development Scheme) as well as enhancing the availability of basic services (for instance the Total Sanitation Campaign). Finally, the National Rural Livelihood Mission is concerned

with increasing livelihoods and does promote skill development and the role of Self Help Group. Saansad Adarsh Gram Yojana (**SAGY**) the scheme encourages Members of Parliament from both Houses to identify and develop one village from their constituency as a model village through people's participatory scheme.

Advocating Dr A. P. J. Kalam's Vision 2020, has been the Provision for Urban Amenities in Rural Areas (**PURA**) Scheme has been developed to create a new model for management of urban services in the rural areas. To make the basic amenities like good roads, drinking water etc. accessible to people even in remote villages, The Ministry of Rural Development (MoRD), Government of India has re-launched the scheme Provision of Urban Amenities in Rural Areas (PURA) as a Central Sector scheme during the remaining period of the eleventh five year Plan aiming at "holistic and accelerated development of compact areas around a potential growth centre in a Panchayat (or group of Panchayats) through Private Public Partnership -PPP by providing livelihood opportunities like tourism promotion and urban amenities to improve the quality of life in rural areas. With the above said, the rural population would be empowered and enabled to create opportunities and livelihoods for themselves on a sustainable and growing basis. composition of PURA involved Amenities to be provided under scheme of MoRD (Ministry of Rural Development) like Water and Sewage, Solid Waste Management to Add-on Projects (Revenue earning, people centric projects) like Village base Tourism, Integrated Rural Hub etc. Concept of PURA is very helpful for rural employment as well as infrastructure improvement.

On the "urban side", the most important programme that has been launched concerning the urban sector is the Jawaharlal Nehru National Urban Renewal Mission (**JNNURM**) launched in 2005 to improve urban governance and pushes for greater decentralization also intend at economically productive, efficient, equitable and responsive Cities. One important aspect of this programme was also to improve the quality of life by a strategy of upgrading the social and economic infrastructure in cities, provision of Basic Services to Urban Poor (BSUP). In terms of the rural-urban linkages, JNNURM's influence is indirect since its main concerns were clearly the large cities; which was criticized.

The **Smart Cities Mission** is an innovative and new initiative by the Government of India to drive economic growth and improve the quality of life of people .Smart cities propose to provide for the aspirations and needs of the citizens, aiming at developing the entire urban eco-system, which is represented by the four pillars of comprehensive development-institutional, physical, social and economic infrastructure expand housing opportunities for all ,Preserving and developing open spaces - parks, playgrounds, and recreational spaces in order to enhance the quality of life of

citizens, reduce the urban heat effects in Areas and generally promote eco-balance; Promoting a variety of transport options - Transit Oriented Development (TOD) and many more .Despite the disparities, rural and urban India co-exist economically, socially and are interdependent on each other. However, the population in urban areas is rising at a phenomenal rate. The government has decided to create smart cities to become effective linkages between rural and urban India so that greater opportunities are made available closer to rural areas (Yojana, 2015).

Conclusion

Rural urban linkages exists, their scale and strength are determined by the nature of socio economic and cultural transformations also geographic region. While grounds of this rural-urban divide could be many but the divide between Bharat and India should be considered as barrier hindering overall development The government has announced several steps to make India's villages self sufficient and clean. A toilet in every home is one of the steps that can go a long way in making our villages a better place to live. Annual budget also supports the same. Looking at urban centric growth worldwide architects planners need to take initiative to expand these envisaged missions reaching to the under privileged with a humane design approach. The overall effort of all policies is to better the quality of life in rural India. Excellent infrastructural facility not only ensures better participation and production but also facilitates higher accessibility to knowledge, market; employment opportunities.

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