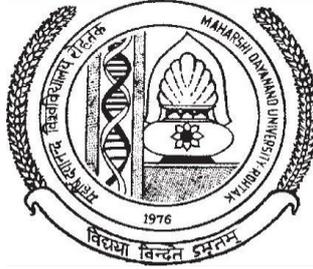


MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(A State University Established under Haryana Act No. XXV of 1975)

'A' Grade University Accredited by NAAC



Invites
Research Papers
for
National Conference
(Approved and Funded by ICSSR, New Delhi)

RURAL TRANSFORMATION IN INDIA: CHALLENGES, OPPORTUNITIES AND STRATEGIES

Date: October 17, 2015

PATRON-IN-CHIEF

Sudhir Rajpal
IAS, Vice-Chancellor, MDU

CHIEF-GUEST

Chaudhary Birender Singh, Union Minister of Rural
Development, Panchayati Raj, Sanitation & Drinking
Water, Government of India

PATRON

Dr. S. P. Vats
Registrar, MDU

GUESTS-OF-HONOUR

Shri Manish Kumar Grover, MLA, Rohtak
Dr. T. R. Kundu, Professor Emeritus, Department of
Economics, Kurukshetra University, Kurukshetra
Dr. Harsh Kumar Bhanwala, Chairman, NABARD,
Mumbai

CONFERENCE DIRECTOR

Professor Raj Kumar
IMSAR

CONFERENCE CONVENER

Dr. Ramphul Ohlan
Head, Department of Economics
Central University of Haryana, Mahendergarh
Contact: 9812804349

DEAN AND DIRECTOR IMSAR

Professor Neelam Jain

CONFERENCE TECHNICAL COMMITTEE

Dr. T R Kundu, Professor Emeritus, Department of Economics, Kurukshetra University, Kurukshetra

Dr. Ramphal Hooda, Former Vice-Chancellor, Maharshi Dayanand University, Rohtak

Dr. Baldev Singh, Professor (Retired), Department of Economics, Punjabi University, Patiala

Dr. M S Chhikara, Professor (Retired), Management Development Institute, Gurgaon

Professor Santosh Nandal, Head, Department of Economics, Maharshi Dayanand University, Rohtak

Professor B S Bodla, Chairman, University School of Management, Kurukshetra University, Kurukshetra

Professor R K Mittal, University School of Management Studies, Guru Gobind Singh Indraprastha University, Dwarka, Delhi

IMSAR CONFERENCE ADVISORY COMMITTEE

Professor Mukesh Dhunna

Professor Ajay Kumar Rajan

Professor Ajit Singh Boora

Professor Rishi Chaudhary

Professor Satyawan Baroda

Professor Pardeep Ahlawat

Professor Kamlesh Gakhar

IMSAR CONFERENCE ORGANIZING COMMITTEE

Mr. Naresh Kumar

Dr. Jagdeep Singla

Dr. Kuldeep Chaudhary

Dr. Seema Singh

Dr. Sonia

Dr. Garima Dalal

Dr. Karamvir Singh

Dr. Divya Malhan

Dr. Ashok Kumar

Dr. Sanjay Nandal

RURAL TRANSFORMATION IN INDIA: CHALLENGES, OPPORTUNITIES AND STRATEGIES

I. PREAMBLE

Rural transformation is a proactive and positive process of change and development of rural communities in the context of national and global social and economic changes. It involves bringing features of urban environments into rural settings, changes to systems and processes that favourably impact rural people's standard of living and livelihoods. In fact, rural transformation is a more dynamic concept than rural development as it embodies a transformation in people's perspective on life. It is usually characterized by changes in civic amenities, female literacy, gender ratio, employment structure, agricultural intensity, crop selection pattern, farm income, labour productivity, and major improvements in rural housing and economic and social conditions resulting from industrialization and urbanization.

A significant discourse on the transformation of rural areas found its inspiration in Marxist theories. In fact, rural people are no different from other people in that they too need to trade, to have access to education, entertainment, medical attention, government services, telecommunications, and a host of other services to live a full life.

The most of India's poor live in rural areas is well known. People living in rural areas are generally characterized by low capital investment, low savings and low production. More importantly, the poverty level is usually higher among women than men. In fact, women continue to struggle with the dual responsibilities of economic production and domestic labour, while most of them are confronted by poverty, illiteracy, high health risks, inadequate access to productive resources, and lack of credit/market access. Indeed, land ownership in rural areas determines the asset for production as well as access to credit and agricultural support services and the social power to negotiate for resources and membership in decision-making agencies. Therefore, development of non-farm productive activities in rural areas is highly desirable. Moreover, an imbalance in development is the consequence, with detrimental effects on both rural and urban people. Indeed, dynamic and inclusive rural development provides a powerful vehicle to deliver multiple benefits across all of the dimensions of sustainable development (economic, social and environment) for people no matter where they live. Hence, reducing urban-rural disparities and gender inequalities is a crucial element of any poverty reduction strategy.

Despite rampant urbanization, a staggering 69% of Indian population still lives in rural areas. The rural people are mostly employed in agriculture and related informal sector activities, but receiving (and contributing to) a disproportionately low share of gross domestic product and also are characterized by low values in various development indicators. For example, human development index and life expectancy in Indian states decrease with every increase in rural population. Similarly, infant mortality, unsafe delivery, population below poverty line and hunger index are directly and proportionally related with rurality. Among other things, the key message here is the need to move away from the present lopsided growth and development toward a balanced urban-rural development.

In the context of the dynamics of agrarian economy it is evident that the farm sector has changed in several fundamental ways. For example, the share of agriculture in gross domestic product (GDP) has

declined from 19.4 per cent in 2001-02 to a handsome 13.9 per cent in 2013-14, and is no longer regarded to be the poor cousin in India's growth equation. Besides, livestock has become a progressively more significant contributor to farm incomes. In addition, the area under cultivation of vegetables, fruits, spices and flowers has grown significantly. This move has brought farmers better prosperity. Moreover, increased demand for products and services resulting from higher incomes has led to change in employment structure—the growth of non-farm employment. For instance, there has been an unprecedented decline in the absolute numbers of rural cultivators from 124.21 million in 2001 to 114.97 million in 2011. This is indicative of a change in the structure of employment in rural areas—a shift from farm to non-farm employment.

II. RATIONALE FOR THE CONFERENCE

Recently, the government has focused significant attention on substantially improving rural residents' well-being and achieving the coordinated development of urban and rural areas. It is, therefore, imperative to know: (a) the level of urban-rural coordination and rural transformation, and (b) the direction of change in level of interstate disparities in rural transformation (convergence or divergence) during the last decade. The contemporary relevance of the conference emerges from the need of awareness generation of replacement of Planning Commission by the National Institution for Transforming India, and National Development Council by Governing Council and Regional Council—transferring decision-making powers from the central to the regional authorities directly dealing with rural transformation. The implementation of Saansad Adarsh Gram Yojana (SAGY) as a model for transforming rural India has also attracted wide attention. In addition, in many states the academic institutions, even district level administration, have adopted villages to bring them at par with cities. For example, in Haryana deputy commissioners and superintendents of police have adopted villages to bridge glaring rural-urban divide.

From the relevant literature we observed the following main voids: (1) rural concerns have not been given the predominance they deserve, and (2) a systematic and comprehensive analysis of challenges, opportunities and strategies of rural transformation in the world's largest rural populous country, India, has yet to be done. The conference is an attempt to fill up these important gaps.

III. OBJECTIVES OF THE CONFERENCE

The chief aim of the conference is to bring together researchers, policy makers and executors to discuss a roadmap for transforming rural India. The conference will be helpful in generating ideas for developing region specific policies for rural transformation in India. The main research questions on which the deliberation in the conference will focus are:

1. Whether Saansad Adarsh Gram Yojana will be helpful in rural transformation in its present form?
2. What is the trend in non-farm rural economy in India?
3. Is present economic growth equitable?
4. What are the implications of the transition from “Planning Commission” to “National Institution for Transforming India” for transforming villages into vibrant places?
5. Whether the involvement of rural masses in governance will increase the efficacy of rural development programmes?

6. Have regional disparities in rural transformation converged during the last decade?

IV. SUB-THEMES

In view of above, papers are invited under the following broad tracks (but not limited to them):

- Cooperative farming and development of smallholder farmers
- Agricultural diversification toward high value products
- Public private partnerships and sustainable agricultural development
- Policy and institutional framework for rural transformation
- Trends in rural non-farm economy
- Involvement of rural masses in governance
- Availability and quality of infrastructure and civic amenities in rural areas
- Impact of developmental programmes on socio-economic condition of rural masses
- Trends in regional disparities in rural transformation
- Corporate social responsibility and rural transformation
- Women entrepreneurship and rural industrialization
- Millennium development goals and quality of life of rural masses
- Food processing and skill development among rural youths
- Digitalization of rural India

V. SOME IMAGES DISPLAYING RURAL TRANSFORMATION

Figure 1: Solar Water Pumping Systems under Energy for Rural Transformation



Figure 2: Participation of Rural People in Governance



Figure 3: Industry-Rural India Skill Connect



Figure 4: Equitable Economic Growth



Figure 5: Rural Managers



Figure 6: E-Governance



VI. BEST PAPER AWARD

This award seeks to recognize high quality research presented at the conference by young scholars. "Best Paper Award" will be conferred to the young author (under the age of 40 years on the day of the conference) of a full paper presented at the conference, selected by the technical committee based on the quality of the paper submitted for presentation. All conference papers submitted are eligible for the award. This award will be announced and bestowed at the conference valedictory session.

The author of an awarded paper, and co-authors if any, will be entitled to:

- A signed and stamped official award certificate
- An honorarium of Rs. 1000/-
- Second-class railway/bus fare by shortest route on production of tickets.

VII. GUIDELINES FOR SUBMISSION OF ORIGINAL RESEARCH PAPER

An electronic copy of unpublished research paper in Microsoft Word format may be submitted via E-mail: ramphul.ramphul@gmail.com or rtu@rediffmail.com. The registration is free-of-charge. The full paper for presentation can be submitted by September 21, 2015. As IMSAR is an academic institute the criteria of acceptance of the paper for presentation will be its content instead of money received: a co-called trend prevailing in cafeteria-cum binding shops. The decision regarding the acceptance of the full paper for presentation at the conference shall be intimated within one week by e-mail only. The selected papers presented at the conference will be referred for publication to the Editor of the journal *IMSAR- GENESIS*. The submission of the paper implies that atleast one of the authors will attend the conference and present the paper. Papers can include a clear indication of the objective of the research, methodology used, major findings, policy implications and key references. Tables, illustrations, charts, figures, formulae, etc. should be placed within the text at appropriate places. The paper should adhere the following specification:

PAPER SPECIFICATION	
Maximum length	6000 words including title/cover page and references
Margins	1 inch all sides
Font	Times New Roman, 12 points justified
Line spacing	1.5
Title page	Title, author(s), affiliations(s), contact details, e-mail addresses
Abstract of full paper	Not more than 300 words
Key words	A maximum of five words

VENUE

Dr. Radha Krishnan Auditorium, Maharshi Dayanand University, Rohtak



Coverage of the National Conference Announcement by “*University News*”, Volume 53, Issue No. 23, pp. 28-29, June 8-14, 2015, Journal of Association of Indian Universities, New Delhi