AN OVERVIEW ON RURAL DEVELOPMENT ACTIVITIES IN INDIA FROM THE PERSPECTIVE OF SOCIAL RESPONSIBILITY

INTRODUCTION
There are semi urban as well as rural areas in our country. There is no doubt in saying that vital and vast potential of talent and also unbeatable untapped innovative and intellectual energy lies in rural India. The nation as a whole cannot flourish and develop if this group of people is not empowered. Since women stand at the fore front of the most activities of rural lives, the most impactful intervention was to initiate active participation of women in the decision making policies.

RURAL EDUCATION
The small children are the future of our nation. Every child has a right to education, irrespective of the socio-economic background. The Navjyoti India Rural Development Program provides a platform for the educational assistance for the students of class 1 to 5 through remedial educational program called "SCHOOL KE BAAD SCHOOL" to ensure that no child remains uneducated. The main motive behind it is to prevent the child from being drop out from the mainstream education. The model of study which is being followed is also unique. It acts as a conductor for the holistic development of a child as far as the development of skills is concerned. There are provisions of computer laboratory, audio-visual room, library, music classes and language classes to enhance the personal growth of the child. The main objective is to prevent the child from losing interest in studies. Hence this project motivates the children to pursue higher education and also provides regular counselling services for that. The chief motive behind rural development initiative is to eradicate poverty, gender based biasedness, bridge the rural and urban gap and thereby assist in attaining eco-social and regional balance to ensure rapid growth and development. The tireless efforts made the community self reliant in natural resource management. The key idea behind rural development complex was built in attaining eco-social and regional balance to ensure rapid growth and development.

RURAL ENVIRONMENT
Tree plantation drives are conducted in schools and villages to promote greenery in the entire belt. Soil and water conversation are also promoted through the use of low cost and locally accessed technologies. Water harvesting structure such as check dams, gulli block at present. It can be said that it was just the beginning of a dream lived well which continues to grow from strength to strength every day.

RURAL GOVERNANCE, RURAL YOUTH AND RURAL HEALTH
- For any machinery to work effectively, it needs to be placed in well trained hands. This becomes even more crucial when it is about governance. The rural governance initiative of Navjyoti India Foundation aims to facilitate smooth functioning of Panchayati Raj Institution and empowering grassroots leadership this is done by training various stake holders of rural society through workshops and seminars. The idea helps stakeholders get a perspective on various issues and help them in getting clarity about their roles and responsibility. This is done to build responsible and accountable leadership capacities at grass root level. Thousands have benefited immensely because of the rural governance.

KEYWORDS: Quality Education, Rural Development, Educational Assistance, Remedial Education Classes, Navjyoti Rural Development Program, School Ke Baad School

Some of the objectives of rural development of the Gujarat state are as under:
- To upgrade the skills of the individuals.
- To provide superior quality and advanced technology that can be used as well afforded by the rural poor.
- To provide sustainable livelihood to majority of families living under the poverty line by introducing various employment.
- To develop a wide spectrum of welfare programs for reducing the poverty level among the rural poor, generate employment, develop.

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the infrastructure, and ensure security.

CONCLUSIONS AND SUGGESTIONS

- **Rural Development Drives** are being carried out extensively for the benefit of the rural sections of the country. It has been involved in the introducing newer schemes and has also been modifying the old ones to generate better results on the desired area over time.

- **Public Sector** is slowly moving towards management with the objective to bring balance between autonomy and accountability, i.e., to adopt the policy to reduce quantity of control and increase the quality of accountability and undertake social responsibility. In doing so these units with a few reforms should become market oriented. Public sector has made a good case for diversified industrial base. It has provided an organized sector employment.

- It seems that the **Central Government Public Sectors** would get more independent autonomy for taking and implementing decisions like this. This would support and prove to be more useful to the public sector growth in general. Rural Development is a very vital task in present situation. The number of educating the rural women and rural youth should be increased day by day.

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