

RURAL DEVELOPMENT: STRATEGIES FOR POVERTY ALLEVIATION IN INDIA

Mr. M. Muniraju*

**Assistant Professor, Department of Economics, Tumkur University, Tumkur, Karnataka– 572 103.*

ABSTRACT

The bulk of India's population lives in rural areas. According to the 2011 Census, the rural population formed 68.8% of the country's total population. The country's Ministry of Rural Development co-ordinates, implements, and fund schemes which aim to ensure that the fruits of economic development reach the villages and the common man. Rural development implies both the economic betterment of people, as well as greater social transformation. The increased participation of people in the rural development process - along with the decentralization of planning, better enforcement of land reforms, and greater access to credit and inputs - go a long way in providing the rural population with better prospects for improved quality of life. Improvements in health, education, drinking water, energy supply, sanitation, and housing also facilitate.

KEYWORDS: Decentralization, Development, India, Poverty, social transformation.