INTRODUCTION
Since Independence India has made a significant progress in various sectors of rural development. The Ministry of Rural Development is striving to bring about rapid and sustainable development and socio-economic transformation in rural India with an integrated approach towards improving the quality of life of rural poor and ensuring equity and effective people's participation. The thrust of rural development programmes has been to make a frontal attack on poverty through special employment generation programmes, rural development implies both the economic betterment of people as well as greater social transformation. Over the years, rural development has emerged as a strategy designed to improve the economic and social life of a specific group of people - the rural poor. It involves extending the benefits of development to the poorest among those who seek a livelihood in the rural areas.

Nilokheri Experiment: S Jc Dey (1948):
The greatest contribution of Nilokheri efforts was to demonstrate the spirit of community. It also demonstrated successful working of rural-urban township which preserved the atmosphere of rural life in its total setting and also provided the basic amenities of urban life.

Fiscal Commission- Sir V.T. Krishnamachari (1949):
While the Etawah and Nilokheri experiments were being tried, the Government of India appointed the Fiscal Commission which recommended establishment of an extension service with the object of bridging the gap between research and the practices of producer. The Fiscal Commission had then envisaged an extension agency.

Sarvodaya Plan (1952):
The sarvodaya workers also drew up a plan which was Gandhian in principle and also highlighted scientific development of agriculture. This scheme was worked out by non-officials in the states of Maharashtra and Gujarat. It received guidance from Vinobaji and Sri Jayaprakash Narayan and later on embodied within it the Bhoodan and the Gramdan movements.

Community Development Programmes (1952):
The programme was launched in the year 1952 by Government of India with 55 projects with the basic functions such as:

a. To educate the villagers regarding the technological and social changes taking place in the country and the rural scenario.
b. To mobilize local support for the various projects.
c. To provide extension services at grass root level and
d. To develop local leadership and self-governing agencies.

Community development programme is a blending of all the features of various attempts made in the past. It reflects a synthesis of divergent approaches which represents the culture of people of India. Further, it represents the aspirations of a young democracy.

Planning Commission
The Government of India appointed the planning commission in March 1950 under the chairmanship of Late. Sri Jawaharlal Nehru. The Planning Commission makes an assessment of the material, capital and human resources of the country and formulates plans for utilization of the country's resources and defines the stages in which the plan should be carried out and proposes the allocation of resources for the due completion of each stage. All the five year plans laid great emphasis upon all rural development along with large scale industries.

Rural Development Programme in Post-Independent India: After the Community Development Programmes, the Indian Government formulated and implemented rural development programmes covering various sectors of rural society. From time to time, several rural development programmes were introduced from 1952 onwards. Such rural development programmes are National Agricultural Extension Service (1953), Applied Nutrition Programme (1958), Panchayati Raj (1959), Intensive Agricultural District Programme (1960), Hill Area Development Programme (1962), Tribal Area Development Programme(I 963), Intensive Agricultural Programme (1964), High yielding Variety Programme (1965), Drought Prone Area Programme (1970). Rural works Programme (1971), Employment Guarantee Scheme (1972), Minimum Needs Programme (1974), National Rural Employment Programme (1980), Rural Landless Employment Guarantee Programme (1983), Indira Awass Yojana (1986), MP’s Local Area Development Scheme (1993), etc. All those programmes are meant for creating self .a and wage employment thereby alleviating poverty in rural areas.

Panchayatiraj:
Panchayati Raj is a system of rural local self-government and its contribution could be visualised in short term, middle term and long term perspectives. It encourages micro level planning and contributes to the implementation of rural development programmes by mobilizing and utilizing the locally available resources and this set up gives ample opportunities to the people to take part in the process of planning and implementation of the development programmes taking into account the felt needs of the people. Among the rural development programmes implemented during the last decade, Integrated Rural Development Programme (IRDP) and Jawahar Velai Vaippu Thittam (JVT) or (JRY) continue to be major poverty alleviation programmes in India.

Jawahar Gram Samridhi Yojana
Jawahar Gram Samridhi Yojana (JGSY) is the restructured, streamlined and comprehensive version of the erstwhile Jawahar Rozgar Yojana (JRY). Launched on 1 April 1999, it has been designed to improve the quality of life of the rural poor by providing them additional gainful employment. The objectives of the Yojana are: creation of demand-driven village infrastructure including durable assets for increasing the opportunities for sustained employment, and generation of supplementary employment for the unemployed poor in the rural areas. People living in villages constitute the target group of JGSY. Preference is given to SC/ST families living below the poverty-line and physically handicapped persons.

Swarnjayanti Grammeen Swarozgar Yojana
Swarnjayanti Gram Swarozgar Yojana (SGSY) is the single self-employment programme for the rural poor. Launched on 1 April 1999, the programme replaces the earlier self-employment and allied programmes-Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-Employment (TRYSEM), Development of Women and Children in Rural Areas (DWCRA), Supply of Improved Tool-Kits to Rural Artisans (SITRA), Ganga Kalyan Yojana (GKY) and Million Wells Scheme (MWS), which are no longer in operation. The Yojana takes into account all the strengths and weaknesses of the earlier self-employment programmes.

Employment Assurance Scheme
Employment Assurance Scheme (EAS) was launched on 2 October
Rajiv Gandhi National Drinking Water Mission

The Accelerated Rural Water Supply Programme (ARWSP) was introduced in 1972-73 by the Government of India to assist the States and UTs to accelerate the pace of coverage of drinking water supply. The programme was given a missionary approach with the launch of the Technology Mission of Drinking Water and Related Water Management, also called the National Drinking Water Mission (NDWM) in 1986. The NDWM was renamed as the Rajiv Gandhi National Drinking Water Mission (RGNNDWM) in 1991. Rural water supply being a State subject, the State governments have been implementing the rural water supply programme under the minimum needs programme (MNP). The Central government, through the RGNNDWM supplements the efforts of the State governments by providing assistance under the Accelerated Rural Water Supply Programme.

Rural Housing (Indira Awaas Yojana)

To meet the housing needs of the rural poor, Indira Awaas Yojana (IAY) was started in May 1985 as a sub-scheme of Jawahar Rozgar Yojana. From 1 January 1996 it is being implemented as an independent scheme. The Indira Awaas Yojana aims at helping rural people below poverty-line belonging to SC/STs, freed bonded labours and non-SC/ST categories in construction of dwelling units and up-gradation of existing unserviceable Jcutcha houses by providing grant-in-aid. From 1995-96, the IAY benefits have been extended to widows or next-of-kin of defense personnel killed in action. Benefits have also been extended to ex-servicemen and retired members of the paramilitary forces as a special benefit for households below the poverty line (BPL) on the death of defense personnel killed in action. The objective of the scheme is to provide gainful employment in manual work to all needy able bodied adults in rural areas during the lean agricultural season and the creation of community, social and economic assets for sustained employment and development. The IAY would be open to all adult rural poor. A maximum of two adults per family would be provided wage employment, subject to availability of funds.

Credit-Cum-Subsidy Scheme for Rural Housing

The Credit-cum-Subsidy Scheme for Rural Housing has been conceived for rural households having annual income up to Rs 32,000. Households below the poverty-line belonging to SC/STs, freed bonded labourers and non-SC/ST categories will be given Rs 10,000 per eligible household in plain areas and Rs 11,000 in hilly/difficult areas.

Innovative Stream for Rural Housing and Habitat Development

With a view to encouraging the use of cost effective, environment-friendly, scientifically tested and proven indigenous and modern designs, technologies and materials, a scheme called Innovative Stream for Rural Housing and Habitat Development has been launched with effect from 1 April 1999. The objective of the scheme is to promote/propagate innovative and proven housing technologies, designs and materials in the rural areas.

Rural Building Centers

The Building Centres Movement popularly known as the Nirmithi Movement was started in 1985 in Kerala with the aim of technology transfer, information dissemination, skill upgradation through training and production of cost effective and environment friendly building components. The rural building centers will be involved in transfer of technology from lab to land. A rural building center can be set up by the State government, rural development agencies, credible NGOs, public sector enterprises, professional associations, autonomous institutions and corporate bodies including public sector agencies. For setting up of a rural building Centre Rs 15 lakh will be provided as one time grant.

National Social Assistance Programme

The National Social Assistance Programme (NSAP) came into force on 15 August 1995 to provide social assistance to poor households. It includes three benefits, as its components, viz., (i) National Old Age Pension Scheme (NOAPS) - Central assistance is available at the rate of Rs 75 per month to persons who are aged 65 years or more and are destitutes. The State governments may add to this amount from their own sources. Upper ceiling on the number of beneficiaries for a State/UT is prescribed by the Central government; (ii) National Family Benefit Scheme (NFBS) - Central assistance is available as a lumpsum family benefit for households below the poverty-line (BPL), construction of individual sanitary latrines for households below the poverty-line (BPL), conversion of individual sanitary latrines, construction of village sanitation complex for women, setting up of sanitary marts, intensive campaign for awareness creation and health education, etc.

Council for advancement of people's action and Rural Technology

With a view of encouraging, promoting and assisting voluntary action in rural development and with focus on injecting new technologies and rural prospects. Government of India through ORD founded Council for Advancement of People's Action and Rural Technology (CAPART), a registered society under the aegis of the Department of Rural Development, by merging two autonomous bodies, namely, People's Action for Development India (PADI) and Council for Advancement of Rural Technology (CART). CAPART has a setup of nine Regional Committees/Regional Centers at Jaipur, Lucknow, Ahmedabad, Bhubaneswar, Patna, Chandigarh, Hyderabad, Guwahati and Dharwad. The Regional Committees are empowered to sanction project proposals to voluntary agencies up to an outlay of Rs 10 lakh in their respective regions.

DRDA, Administration

District Rural Development Agency (DRDA) has traditionally been the principal organ at the district level to oversee the implementation of the anti-poverty programmes of the Ministry. The agency was created originally for implementation of the Integrated Rural Development Programme (IRDP) but was subsequently entrusted with a number of programmes, both of the Central and State governments. Since inception, the administrative costs of the DRDAs were met by setting apart a portion of the allocations for each programme. The result was that while a minimum cost was to be incurred towards the administration of DRDAs, the provisions available to the DRDAs for such costs under different programmes were not sufficient. A number of States represented for an increase in the administrative costs.

Drought prone areas Programme

The Drought-Prone Areas Programme (DPAP) was started in 1973. The objectives of the programme are: (i) to minimise the adverse effects of drought on production of crops and livestock and...
productivity of land, water and human resources through integrated development of the natural resources base of the area by adoption of appropriate technologies; (ii) to conserve, develop and harness land, water and other natural resources including rainfall for restoration of ecological balance in the long run; and (iii) to improve the economic and social condition of the resource poor and disadvantaged sections of society.

Desert development Programme
The Desert Development Programme (DDP) was started in the year 1977-78. The programme was started both in the hot desert areas of Rajasthan, Gujarat and Haryana, and the cold desert areas of Jammu & Kashmir and Himachal Pradesh. The thrust of the programme is on capacity building and empowerment of village community, ensuring participation of Panchayati Raj Institutions and NGOs in the programme implementation at grassroots level and transfer of funds as well as decision-making power to local people.

Waste Lands Development
The Integrated Wastelands Development Project (IWPDP) has been under implementation since 1989-90. From 1 April 1995, the scheme is being implemented on watershed basis under the new guidelines for Watershed Development. The Scheme also helps in generation of employment in rural areas besides enhancing people's participation in the wastelands development programmes. Up to May 1999, 248 IWPDP projects were sanctioned in 25 States with a total outlay of Rs 778.12 crore to treat total project area of 15.98 lakh hectares.

Major Poverty Eradication and Employment Generation Programmes
Poverty eradication may either be left to the automatic mechanism of growth process and/or to programmes aimed at direct assault on poverty. The initial thinking of the Government relied on the automatic benefits of growth coupled with a progressive taxation policy. However, this strategy did not work on desired lines. As the Eighth Five Year Plan (1992-1997) observed, the equity objective was sought to be pursued through redistribution of assets. But, land reforms could not be implemented effectively. The problem of poverty could not be tackled through growth, which itself was slow over a long period of time. Hence, direct intervention through poverty alleviation programmes became necessary. (5) Lately, the Government has increasingly resorted to direct attack on poverty through rural development and rural employment schemes. Integrated Rural Development Programme (IRDP) was launched in 1978-79 as a programme of total rural development. Some major anti-poverty programmes of the Government of India are the following:

Jawahar Rozgar Yojana:
The National Rural Employment Programme (NREP) was started as a part of the Sixth Five Year Plan to help those who depended largely on wage employment in the agricultural sector. Similarly, Rural Landless Employment Guarantee Programme (RLEG) was launched on August 15, 1983 with a view to expanding the employment opportunities for the rural landless. In February 1989, Government announced a new scheme called Jawahar Lai Nehru Rozgar Yojna for employment creation in 120 backward districts of the country. On April 1, 1989, the three employment schemes, viz. NREP, RLEG and Jawahar Lai Nehru Rozgar Yojna were merged into a single rural employment programme named Jawahar Rozgar Yojna.

Pradhan Mantri Gramoyaya Yojana (PMGY):
PMGY was launched in 2000-2001 in all States and Union Territories (UTs) in order to achieve the objective of sustainable human development at the village level. The PMGY envisages allocation of Additional Central Assistance (ACA) to the States and UTs for selected basic minimum services in order to focus on certain priority areas. PMGY initially had five components viz., primary health, primary education, shelter, rural drinking water and nutrition. Rural electrification was added as an additional component. From 2001-02. For 2002-03 as well as 2003-04, the allocation of ACA for PMGY was Rs. 2,800 crore. Both financial and physical monitoring of the programme is being carried out by the Planning Commission.

Conclusion
The poverty alleviation and employment generation programmes may have to be restructured to meet the newly emerging demand for employment. An anti-poverty strategy that is fiscally sustainable...
should be devised which directly targets those who are unable to benefit from the opportunities offered by growth. Safety nets should focus on those who either cannot participate in the growth process (for reasons of extreme deprivation or vulnerability combined with poverty) or face continuing exposure to risks.

REFERENCE
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10. Sources: Sample Registration Survey (SRS) 2004-2006, State of the World’s Mother 2011, WRA-India leaflet 2011 – WHO defines maternal mortality as the death of a woman during pregnancy or in the first 42 days after the birth of the child due to causes directly or indirectly linked with pregnancy? Globally, every year over 500,000 women die of pregnancy related causes and 99 percent of these occur in developing countries.