



# Role of Corporate Social Responsibility in Rural India

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**Abstract:** *More than 60% (appx.) of the total population of India reside in rural areas and depends on agriculture. Today rural India is suffering from several issues like agriculture, infrastructural development, socio-economic conditions etc. Therefore, it is important to address the issues related to infrastructure, communication and other public utility services across the rural India. Rural development in India revolves around issues related to agriculture, socio-economic standards and infrastructure. Hence, it is necessary to address the problems related to Infrastructure, Public utility services and Communication. The anteriors to improve Health, Education and clean living space are developing infrastructural facility, public utility services and communication and networks. The aim of this kind of development is to generate potential employment oppourtunities in rural areas. Since India is agricultural country so, more than 60% of rural people depend on it for employment. Hence, a sustainable agriculture development is necessary to establish a stable economic activity. The major problems in rural development are lack of infrastructural facilities, public utility services and communication. Due to this the progress in education and employment is hindering consistantly. Poor economic status and un-hygienic living spaces and standards are leading to health related issues. Hence, social investment is necessary in rural area in the form of corporate social responsibilty.*

**Keywords:** *Health, hindering, corporate, agriculture, poor, living, social*

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## I. INTRODUCTION

Rural development in India consists around sustainable agriculture and livelihood in subsidiary enterprises with a better socio-economic because 68.8% of country's population lives in rural villages. However, the government's efforts to grow rural economy and the change are slow for reasons of poor acceptance by farmers, poor policy implementation and lack coherent thinking among stakeholders. Rural development envisages providing urban facilities like health, education and employment opportunities in villages. A enormous human resource is available in rural area which needs to be deployed in constructive job for making rural economy effectively. Indian agriculture contributes less than 18% to the GDP even though the share of agriculture in rural employment is 67.9%. The population below poverty line constitutes 25.7 percent. The issues plaguing rural development are poor on farm income, employment, infrastructure and health. This articles address regarding rural demography and issues related to the development in the light of recent Corporate Social Responsibility (CSR) bill.

## II. RESEARCH METHODOLOGY

This paper is based on secondary data obtained from various data sources available. Author has used several published journal and records and web resources to frame the comparative conclusion. This article throws light on the importance of corporate social responsibilty in context to rural India. This paper put emphasis on social investment for the development of rural India.

## III. FINDINGS AND INTERPRETATION

The major geographical area supported with diverse agroclimatic situations, agriculture can offer economic incentives if it is done with appropriate planning, policies and methods. The change is this sector is necessary to overcome present agricultural system and make it more profitable commercial venture for more on farm employment and sustainable economic development. Dilating new and advanced technology for bringing in high value crop/system is the order of the day to improve the agriculture. A diversified agriculture system in place of traditional one pays more in times of weather vagaries and crop failure, a kind of insurance to the farmer. In the country Out of 150 m.ha only, 60 m.ha is irrigated making agriculture more weather dependant a major setback in rainfed situations. Adding to the problem is the fast urbanization which is fades away the fertile land further



limiting the cultivable land. In certain cases poor yields and losses due to pests and diseases is due to lack of knowledge, poor storage and lack of skills to add value addition wherever possible. The net agricultural and allied activities contribute 26.6% as against all India Net state domestic output (NSDP) of in billion Rs. 44,885/-. The share of agriculture in rural employment was 67.9%. The below table-1 represents the change in share of agriculture in rural employment between 2004-05 to 2008-09 is -4.8 with -3.3 changes in Share of total value in NSDP (% points).

The farmers contribute in total output by size is 29.1%, 22.1% and 51.2% by marginal, small and small and marginal farmers respectively. Though the net percentage value output/hactare is more in marginal farmers, the cost of farming is also more. The percentage indebtedness among farm households is very high in medium and large group of farmers as given in table-2. The income pattern of marginal, small and semi-medium is low compared to consumption pattern with highest difference among marginal farmers. The average income pattern of medium and large farmers is 5,681 & 9,667 with 4,626 and 6,418 consumption per household respectively.

TABLE 1  
Contribution of agriculture to NSDP and rural employment in India

Indicator	1999-2000	2004-05	2009-10
NSDP (in Rs billion)	15,240	24,927	44,885
Total value output of agriculture and allied activities (in Rs billion)	5,546	7,436	11,924
% Share of total value output agriculture and allied activities in NSDP	36.4	29.8	26.6
% Share of agriculture in rural employment	76.3	72.7	67.9

Source: www.rural.nic.in

TABLE 2  
Agriculture and its contribution to net total per cent output

Parameter	Marginal	Small	Small & marginal	Medium & large
%Total output	29.1	22.1	51.2	-
Value output per ha	14,754	13,001	13,944	11,333
Net farm income	6,955	7,414		6,080
Indebtedness among households	45.8	50.8	46.8	57.8
Cost of cultivation/ha	6,945	6,046	6,530	5,252
Area under irrigation during kharif	47.5	43.8		47.6
Area under irrigation during rabi	61.4	55.5		47.6

Source: www.rural.nic.in

The demographic profile of rural India constitutes a cross section of people involved in cultivators, agricultural labourers, household workers and non-working people. Data suggests that both men and women are equally undertaking various activities for making economic gains. Out of the total working group in rural India women constitute 34.9 percentages out of them 30 percentages take part in agriculture works. The men contribute to 69.4 percentages out of them 56.9 percentages men as



agricultural labourers as shown in table-3. A holistic approach makes agriculture more remunerative halting the migration to urban areas for livelihood. The approach should focus on all aspects of the system development for growing agriculture sector.

TABLE 3  
Per cent population in rural area contributing to working group

Parameter	2001		2011	
	Male	Women	Male	Women
%Total workers	64.2	35.8	65.1	34.9
%Work participation	52.1	30.8	53.0	30.0
% Marginal workers	36.8	63.2	47.4	52.6
State wise non-working group	42.3	57.7	41.4	58.6
Cultivators	66.9	33.1	69.4	30.6
Agricultural labourers	53.4	46.6	56.9	43.1
Household workers	49.3	50.7	49.1	50.9

Source: www.rural.nic.in

Development is stationary in rural area because of poor infrastructural facilities. Rural India having poor roads, communication and educational facilities. Health facilities in rural area are also, poor and needs a greater investment to boost better health facilities. Healthy people are an important aspect of development in any country. Poor economic status and lack of awareness solely responsible for health issues in rural India Added to the problem is poor infrastructure in terms of hygiene dwelling, water and clean environment. In spite of good planning and implementation, there is a gap between urban and rural areas on the issue of health and it is yet to be bridged. A comprehensive planning addressing various issues with coincidence among various stakeholders will play a good role in bridging the gap between the rural and urban population for effective health delivery system. Due to poor economic status poor and agricultural labourers are unable to access to good and nutritious food. In India out of 3118309.39 sq.m area 94.86 percentages is rural with 640867 villages under 640 districts. The rural people in India on average constitute 68.8 percentages with 2.5 to 79.9% in different states. The average growth rate is 12.18 with 238 population density / sq.m in rural area as against Indian average of 17.64 with 312 population density/sq.m. The rural crude birth rate of 23.3 as against 17.6 in urban and 7.6 crude death rate as against 5.7 in urban are also, a concern. The infant mortality of 48 as against 29 in urban area is also, due to low socio-economic status. The rural health issues are 56% communicable and 29% non-communicable diseases.

#### IV. CORPORATE SOCIAL RESPONSIBILITY IN RURAL DEVELOPMENT

Corporates are operated in rural area for gaining profit but they are equally responsible towards the society and its betterment. The current opportunity of huge funding in the form of social investment by corporate houses under the new law a change can be made if proper investment policy envisaged under UNO charter of "Millennium development goals" is adhered to. Social investments in rural areas can be in the form of agricultural system advancement and related livelihood; Community development etc. Agriculture which is the back bone of rural development needs a lot of support to increase the farm income. Social investments in terms of creating knowledge parks for updating the knowledge on improved agricultural practices and cultivation of high value crops will enhance farm income and on-farm employment. The other important area for social investments is to establish small scale industries and village based industries which can employ major rural population in both in season and non-season for boosting the income. Social investments in the area of information and skill development will improve the yields and profits with more rural livelihoods. Information technology can be effectively utilized to provide the services in rural areas. Health which is seen as index of development needs an effective delivery system. Social investments can also be done in health sector by establishing rural health care units, conducting health camps to prevent major diseases. Information kiosks can be established by training the rural youth for delivering various services at the rural level. Training rural women in value addition to the farm produce and by creating market avenues will help in addressing gender issues in rural areas. A better infrastructure in rural areas can build the rural economy making easy access to all the available services. Social investments in creation of infrastructure help in providing urban facilities in rural area and also, prevent the urban migration in search of livelihood. At last, in rural area there are many factors which hinder the development of rural area and its progress. Hence, proper planning and government's policy need to be framed and legal policies should be made in response to Social investment.



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