

RURAL ECONOMY AND PHYSICAL WELLNESS: A THEMATIC REVIEW PAPER

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Abstract

India is a developing diverse country with diverse in people, society and religion. People living in urban areas where they get all facilities and services. Oppositely people living in rural areas get less of the resources and services. They are having fluctuations in literacy rate birth and death rate GDP NDP and so many things. The back ground of physical fitness is generally more than the urban areas because people involvement and profession make them fit and connecting nature. Although they are having a less sports resources but after that people are today enough aware about sports and they starts participations and today Govt. of India is giving facilities of games and sports in so many schools and collages so that children younger's and elders are always filled with inner enthusiasm and generally this enthusiasm is seen in rural areas people. The games participation at state national and international level where their enthusiasm takes a platform. While in rural areas people are suffering with infrastructure facilities and products such as indoor and outdoor facilities of grounds.

Such Schemes is run by Govt. India Rajkumari scheme, HVPM, LNIPE, NSNIS, SAI and so many institutes in India which was set up after Independence and Independence which works is to provide coaches, teachers, players, physiologist, physiotherapist, dietician and so many people today appears due to this institution and many of the brands today supports India's economy like 'ShivNaresh' is one of the brand in sports.

Keywords: Fluctuations, Enthusiasm, Economy, Schemes, Diverse



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Introduction

- The journey of world is starting from the barter system in base of economics where the people directly exchanges goods or services without using medium of exchange like as

money. Money came after so long of time as a medium of transaction and from that to now it is same and still in work.

- Economist distinguishes barter from gift economies in many ways the rising of so many literature, stories and philosophies includes the system of barter system. As after so long money is used as a exchanging goods providing services so it become a source of fulfil of requirement and to completing their daily task.
- India is developing country we are improving the level of rural areas and their economy but there will always having distances between rural and urban areas. As rural areas having less resources facilities and mode of transport and many things as compare to urban cities. Off-Farm Labour
- The sports are having itself a great histories and it will make as to know how sports comes in a trend. All the sports today we see is having a deep history and stories some of the sports arose for the recreational activities while some arises due to religion, some arose due to war and some arose from the survival tactics.
- Today the government is concerned about sports and games as they provide all services, diet, infrastructure, environment and etc. So people could play and working hard to do something for the nation.

Trends and Sports Facilities'

- Today people having a massive enthusiasm of sports among everyone. Today every child every person interacts with games and sports with a particular interest in field as they involved in their particular interesting subjects. The demand of people increasing day by day in accordance of games and sports and for that government of India and private sectors set up infrastructure such grounds of cricket, hockey, basketball, handball, volleyball, football, horse riding, lawn tennis, table tennis, badminton, kabaddi and so may indoor and outdoor grounds and platform made by people.
- The curricular activities started approximately in all the schools today playgrounds and indoor fields is seems to having important feature and part of development for children as it appears at the time of national and sports meets.
- Trend of sports is seen in everyone and a player is not categorised into society,
- religion, gender their identity is only of a player. Many sports arises from thee religion but finally having equal among all the people such as yoga. Yoga is a very old traditional practise which seen in Vedic period of time in gurukuls and we have listened a lot of maharishi's doing tapasya in high hilly areas like Himalaya and their they

practises of yoga such as asana pranayam mudra bandha and many other practises to reach the level of Samadhi and today it is common among all people with purpose to give physical and mental strength to the body and mind and straightening of mind in a direction , also yoga is practised by people to prevent and cure from the diseases.

Rural Area People

- The people in rural areas are mostly farmer workers fish catchers and many are having small shops and small business to provide secondary services. Generally there is generally state board of control as they provide education somewhere having private schools while other students whose parents are aware of study learn in government schools and colleges and those children who do not go to schools for the education either he is doing other work or supporting in his parents profession.
- In rural areas people are connected with the nature and they are having the best tuning with it. Often they use nature to determine time, weather, humidity, fertility, level of deepness of water, soil, flow of wind, tuning with the birds, animals, insects and etc. For their work purpose so they are deeply connects through nature and know the science which worked by the influence of the nature.
- The India is still a developing country and a lot of people struggle for food and shelter the situation is common in all the places either rural or urban areas. As we are going ahead and talking about the technology and modern development so that urban areas people literacy rate is high as compare to the people in urban areas.

The Sports Economy

- The sports infrastructure and biomechanics is well as compare to the rural areas such as differences in between normal ground synthetic ground. But as compare to the physiological strength of the people are higher than the people living in urban areas because of fresh air daily diet connection with the nature and daily involvement in the activity The love for sport in India is moving beyond the game of cricket towards a wide variety of sports, resulting in the growth of viewership, participation, and sports-related industries.
- It has opened up new business opportunities for investors looking at the Indian market – from brand building and infrastructure to niche entrepreneurial ventures, emerging technologies, and services. India’s improving economic climate, rising disposable incomes, and changing outlook towards fitness is fuelling the increase in demand for sports-related goods and services.

- Investment prospects in the sports industry are dispersed across the entire supply chain, including the manufacturing and retail of equipment and apparel as well as in advertising, talent management, and training.

Traning and Talent Acquisition in India

- Due to its diverse population and size, India needs a specialized mechanism for recruitment and talent search throughout the country.
- While the government has set up schemes, such as ‘Khelo India’ for this purpose – there still exists a yawning gap in the market for talent acquisition experts and quality trainers. However, financial sustainability due to a lack of funding and commercial structuring poses a problem and hampers the further growth of these institutes.

Development of Rural Economy

- Rural economic realities challenge any oversimplified images of the peasant farmer. A striking illustration of these realities is a description of a highland Peruvian farming community, where only 9% of the farmers work solely on their own farms. The poorest group of farmers combines subsistence production with wage labor in order to survive. Other farmers invest part of their time in wholesale trading, and look to this as their principal economic strategy, seeking to reduce labor and other investments in the farm. Another group is involved in enterprises such as petty trade, which offers less scope for expansion, and they channel much of their earnings to further intensifying agricultural production. Although it still may be possible to combine own-farm labor with off-farm migration after the cropping season, the concentration of rural resources is making this less of a possibility. Many farms may simply not be viable, and an absence of external opportunities means that farmers end up seeking day labor with wealthier neighbors’, leading to a downward spiral of lower yields, followed by even greater dependence on off-farm income. Such a situation is illustrated by the ganyu labor system in Malawi, although a close analysis shows that the deployment of household labor at critical times, such as early-season weeding, responds to a very complex set of considerations involving a range of opportunities for earning the income needed to make up for maize deficits (Orr et al., 2009).

Some Schemes Implemented By the Govt. To Develop Rural Economy

- I would like to highlight two innovations that have revolutionized discussion of rural development strategies.

- First, India's MGNREGA is the only employment guarantee scheme which was launched with the commitment and right to rural employment through national legislation. As such MGNREGA is a valuable model that can be adapted to other countries with similar challenges. The more recent mobilization of Barefoot Technicians for MGNREGA is very much in line with the ILO past experience in rural development programs. In order to achieve quality, sustainable infrastructure, there is a need for a cadre of well-trained site supervisory staff. We would like to compliment you for your vision to start this new cadre and capability which will not only support the overall aim of creation of durable assets but also generate employment, with avenues for career progression, for a large number of women and men.
- Second, concerning PMGSY, the commitments made and the clear goals articulated when they were launched is of great interest. Back in 2000, the Government decided that the PMGSY would be their main vehicle for connecting rural India with all-weather roads. Many innovative features such as its financing arrangements, planning procedures, well-defined design guidelines, and the involvement of the private construction industry and adequate mobilization of project management resources are well recognized. As a result, the PMGSY is close to reaching its goals, having built more than 400,000 km of rural roads at high standards and highly competitive costs. We acknowledge your tremendous efforts to focus now on the maintenance components of these large programs. This also has potential for creating employment opportunities for the local populations through community contracting of off-carriageway maintenance of the road assets.

Conclusion

- “Despite its number of drawbacks and evil coming in, sport has the latent capacity to promote international understanding and good will among nation and their youths.

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