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3. Sustainable Development and Non Agricultur (Rural) Business

Mr. Sandip Shinde
Research Student, Dattatray Govindrao Walse Patil College Pargoan.
Dr. Sambhaji Shinde
Principal Dattatray Govindrao Walse Patil College Pargoan.

Abstract

India is known as agricultural as well as rural based economy. However, rural society and rural business is traditional, conservative and detached from the sources of innovation. In industrialized nations where local economies are integrated components of the national economy and national policies reach citizens in all parts of the nation, it is reasonable to ask weather specific attention should be paid to rural areas, rather than simply relying upon national programs. To reduce the migration rate we need to have a sustainable solution like providing employment opportunities to rural public. Industrial development and rural business has greater potential in expansion of economic activities and it will eventually help in development of rural assets along with income generation, development of infrastructure, raising standard of living and per capita income for rural people. rural business act as an instrument both of the creating capacity to absorb excess labor power and of catering for the diversification of the market required at the higher stages of economic development. Rural areas are specialized more in agriculture while Industries are located mostly at urban location giving a weak rural-urban linkage which ultimately results in lower pace of Development in rural area.

Keywords: Rural Development, Industries, Agriculture, Rural Employment, Rural business Economic Development, .

Introduction

Agriculture and non agriculture business have the most important position in Indian economy. The role of agricultural sector in Indian economy can be seen during its contribution to GDP (Gross domestic Product) and employment. This sector also contributes much to sustainable economic development of the country. The sustainable agriculture development of every country depends upon the judicious mix of their available natural resources. The big

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