

# IMPACT OF COMMERCE EDUCATION IN RURAL DEVELOPMENT IN INDIA

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## Introduction –

According to Swami Vivekananda education refers to great thoughts of impassion words in “Education is manipulation and perpetuation already men” in the words education reforms in the world.

In India, over 60-70% of the people are living in rural areas and about 80% of this population is dependent on agriculture for its livelihood. And who neither have adequate land holdings nor alternate service opportunities to produce or procure these commodities. In the absence of adequate employment opportunities, the rural people are unable to generate enough wages to sustain their livelihood. Presently, about 25% of the villages do not have assured source of drinking water for about 4-5 months during the year and about 70-75% of the water does not meet the standard prescribed by WHO. Poor quality drinking water is adversely affecting the health and diarrhea is an important cause of infant mortality.

## Objectives of the study :-

1. To study the concept of rural development.
2. To understand role of education in rural development.
3. To study problems in rural education.

## Explanation –

**Development** is an event constituting a new stage in a changing situation. So development means the systematic use of scientific and technical knowledge to meet specific objectives or requirements. When such happens for rural areas then it is called as rural development.

**Rural development** in general is used to denote the actions and initiatives taken to improve the standard of living in non-urban neighbourhoods, countryside, and remote villages. Rural development has traditionally centred on the exploitation of land-intensive natural resources such as agriculture and forestry. However, changes in global production networks and increased urbanization have changed the character of rural areas. Education, entrepreneurship, physical infrastructure, and social infrastructure all play an important role in developing rural regions. Rural development is also characterized by its emphasis on locally produced economic development strategies. In contrast to urban regions, which have many similarities, rural areas are highly distinctive from one another. For this reason there is