



RUBANISATION: IMPACT ON AGRO BASED INDUSTRIES- EVIDENCE FROM MYSURU RURAL

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ABSTRACT

Rural people mainly rely upon agriculture for their livelihood and they contribute for about 6.1 of GDP in India. Agricultural products are main source of raw material to the agro based industries. At present agriculture is neglected in rural areas which results very slow growth in agriculture and it effects agro based industries as well. It happens because of migration from village to town for employment opportunities. Economic policy of India concentrates on sustainable growth, as a result, rubanisation introduced to uplift the agro based industries in ample amount. Rubanisation is concept of human settlement in which the villages and the city are considered as one space. The research aims to know the opportunities of rubanisation and its impact on agro based industries.

Keywords: Rubanisation, Rural economic development, Agro based industries.

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1. INTRODUCTION

Rubanisation is an idea of human colonization, a combination of the Rural and the urban form. The core idea is, a critical analysis of big-city urbanization of the form we see in Asia. It also recommends for an integrated form of living, assorted from the kind of urban living boosted within large, middle-class urban centers. In this aspect, rubanisation is a counter-thesis; that healthy human life in large cities has been disconnected by the urban-industrial methods. Rubanisation is the substance of feasible choice to live in small, networked settlements, within the folds of nature and farms, and points out towards the crises that become obvious as urbanization reaches its phase (Tay, 2008)

Rubanisation apprehends urban and rural as one space to crack the urban-rural contradiction. Rubanisation allow people to stay in the villages and work for the development of the same and it also encourages a reverse migration of the people from the urban area back to their home. It is playing an important role in reduction of slums by providing quality education and better health

care facilities to the local population, it also generates employment opportunities to the for the unemployed and under-employed individuals in the villages by giving them better career opportunities or by creation new entrepreneurial activities, it also provide better infrastructural facilities by giving the labour force a good environment to work, introduction of new technologies in rural areas is another step of improvement taken by rubanisation, increased transportation helps the industries situated in rural areas easy to reach the markets and it increases overall standard of living of the people in rural areas. The above mentioned are some of the points which defines the importance of rubanisation.

2. EVIDENCE OF THE STUDY

Rubanisation is neither the urban nor the rural, it is the combination of both says Tay, Kheng Soon in “Behold the countryside: the urban\rural divide”. state that rural areas are left behind from development. People who lived in rural area migrate to towns in search of better opportunities which resulted over population in urban areas. Villages should be self-contained, they must be provided with what the cities provide to the people without harming the environment thus to make the villages independent the concept of rubanisation took birth. It focus on improving the agricultural activities as a main occupation of most of the people in villages, which would automatically improve agro-based industries. Secondly it helps in reverse migration of the people from urban to rural areas, which in turn increase labour force in villages and it allows the overall growth of the rural economy. Countryside and urban areas must grow hand by hand to attain the overall growth of the economy.

Mr. Lim and William S.W “Social and Spatial justice for Slum and city Dwellers”, says the main reasons for underdevelopment of the villages are lack of proper education which is one of the main reason for poverty. The people who are settled in slums of rural areas live an unhygienic life without proper education facilities, health-care amenities, poor transport services and enormous unemployment problems. The author says all the areas which are recognized as slums should be converted into rural areas and the people living there be given all the conveniences, the conversion of slums to rural areas are one of the goals of rubanisation, it provides education and health facilities and so on, which would result in reduces poverty and boost up the standard of life style of the people.

Rubanisation is that theme which already thought before independence says the Senior President and Global Convener, YES Institute, YES Bank, Published on February 02, 2017. Rural people should also get all the amenities which the urban people are enjoying, it is possible through the development of rural areas. As villages have abundance of agricultural land they can use the land wisely to produce plenty of crops helps for the agro based industries which uses agricultural products to produce the finished or semi-finished goods. Therefore, encourages agro industries situated nearby rural areas which results in overall development of rural economy.

Robert B H (2016) stated that the concept of rural- urbanization gives path to development of rural areas and create a path for entrepreneurial progress in rural areas. It helps in the growth of small and intermediate towns. He also discusses some of the current emerging factors driving the rural people to cities. The factors which lead to rural development by rural entrepreneurship are technological changes in agro based industries, land grabs, logistics, dynamics in labour markets, rural debts etc. are some of the reasons which made a path for entrepreneurial growth in rural area and its development

The main reason for the migration of the rural people to the urban areas are stated by Robert Chambers in his book “rural development-putting the last first”. Said the opportunities given in cities are more. The people get attracted to the facilities given by urban areas hence rural people tend to migrate from rural places to cities. He says it can be resolved by giving all these facilities

in their local areas so that migration of rural people will become less and all the resources will stay in rural areas which results in rural development.

J. Wilkinson and R. Rocha¹, “The Agro-Processing Sector”: Empirical Overview, Recent Trends and Development Impacts” have taken outline of agro based manufacturing sector world over and given out recent trends in it. The study emphasized the growing impact of agro based manufacturing sector on the economy of the country. The study discovers Agro based manufacturing industry plays a vital role in generation of employment, especially the food manufacturing sector remains significant at different levels of economic growth. It further states the role of agro based manufacturing sector GDP in the socio-economic development.

According to Mishra and Sharma (1979), rural agro-based manufacturing industries contribute to the overall economic growth, but they are facing many difficulties like Shortage and irregular supply of raw materials, Migration of human resource, Low Level of Technology, Limited Transportation facilities, higher cost, poor infrastructural facility, low standard of living, unemployment problems and so on. These challenges can defeat by developing rural areas. Growth of agro based industries provides rural development.

N. Rangaswamy, 1988 says, the necessity for initiation of non-farm based employment possible in villages to reduce the population explosion in urban areas and to give out a wide base for the rural economic sector. There are industries which add value to agricultural raw materials by processing the agricultural raw materials and converting them into finished goods or semi-finished goods. These goods are further introduced in the market and profits are made. Basic source of raw materials for the agro based industries are agricultural outputs. But this sector is facing certain problems like lack of opportunities have forced the recent youth to migrate to urban areas, Poor market reach is hindering the growth of rural industries, deficiency of transportation, poor infrastructure, low education, usage of ancient technology, inadequate opportunities in rural area and so on. To eradicate this issues there are various ideas and solutions that have been brought down and in which even rurbanisation may contribute its part.

Tay, Kheng Soon. The Rurban vision. 6 May 2009 stated The concept of rurbanisation is based upon the ideology of the local people. The gigantic projects such as construction of buildings, land use plan, infrastructural facility are controlled by the local environmental concerned people and individual’s creativeness within the shared values of the settlement in rural areas. The local raw materials should be defining charterers of the system and style. This would lean towards a natural localism, confronting the tendency to copy the industrial aesthetics of the 'defunct age.

How the concept works: (spatial geometry)- there are infrastructurally autonomous cell situated in rural areas. Each cells should be situated within the radius of 500 meters-with optimal walking distance, location and its economic requirements. These cells are autonomous which means it has its own facilities like power, its own water supply, health care centers and school facilities and basic services which are required for the people in that area. In this way, the concept of rurbanisation guarantee that every individual or family can enjoy standardized living with any choice of lifestyle, location and location.

Existing cities

Rurbanisation helps the rural sector to grow, but on the other hand it is not opposing the concept urbanization. Cities are required for research and development purpose, administration and teaching research and high level of manufacturing purpose. Rurbanisation also helps in modifications of existing cities by inserting green bodies and water spaces in cities

Transportation:

In the current days, the transportation system is widening and the roads are developed in a way which is making the transportation between the rural areas easy. The wide spread of transportation is making the reach to the most remote areas easier. Mainly the buses were ample

in number but now the government transport have gradually increased, through these mediums the rural industries are getting quick and easy market reach.

Rurbanisation may be a new concept but the ideology of this was generated long ago. The 'Rurban' concept found its roots in Gandhian economics and principles. He always believed that making villages self-sufficient is necessary to overcome poverty, unemployment and under-development of remote areas. Re-interpreting his concept of 'Rurban' as rurbanisation to this modern day may help to get over the problems of rural areas. Though Rurban concepts have been again mirrored through regional ideas and government schemes such as 'Provision of Urban Amenities in Rural Areas' (PURA), their happening is limited. We feel a two-fold Rurban idea designed for economic re-formation and the growth of rural infrastructure can root the rural-urban division and promote harmonious growth in both areas.

India today is at the verge of rapid growth, soon to exceed the growth of China as per the report given by IMF. Minister Narendra Modi have a vision, which said, conserving the soul and ethos of the villages is something urban designers need to keep in mind. Hence balanced development of both urban and rural area is essential. (The writer is Senior President and Global Convenor, YES Institute, YES Bank, Published on February 02, 2017)

3. AIM OF THE STUDY

To know the impact of rurbanisation on agro based industries.

4. HYPOTHESIS

- 1) H_0 - rurbanisation has significance in the growth of agro-based industries.
 H_1 - rurbanisation has no significance in the growth of agro-based industries.
- 2) H_0 - rurbanisation creates employment opportunities to the rural people.
 H_1 - rurbanisation do not create employment opportunities to the rural people.
- 3) H_0 - rurbanisation has significant impact on rural areas.
 H_1 - rurbanisation has no significant impact on rural areas.

5. RESEARCH AND METHODOLOGY

The present study is piloted with the blend of primary and secondary data.

To know impact of rurbanisation on rural areas, questionnaire has been used to survey contributors and collect the data. 62 samples of rural agriculturists and agro based manufacturing industrialists have been selected from Mysuru rural. To know if there is any increase in the number of agro based companies and the employment opportunities generated from the agro-based companies, the data was collected from District Industries Centre, mysuru (DIC), over 30 years statistical data is put together and based on that data One Sample T-test is conducted.

The study has been both descriptive as well as casual in nature. Since Mysuru has a large rural geographical area, who already involved in agricultural and agro based manufacturing business are asked to answer in the study as respondents. "Convenient random sampling technique" employed as sampling techniques.

6. ANALYSIS OF THE STUDY

The tools used to analyse the gathered data is one-sampled T-test.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
total number of agro based companies registered	30	567.70	219.870	40.143

One-Sample Test						
	Test Value = 490					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
total number of agro based companies registered	1.936	29	.063	77.700	-4.40	159.80

There is a significant growth in agro based companies

One-Sample Test						
	Test Value = 5200					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
number of employment opportunities generated through these companies	.367	29	.716	269.500	-1233.17	1772.17

There is less significance in the employment opportunities generated.

One-Sample Test						
	Test Value = 1.8					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
annual income of the respondents	3.489	61	.001	.265	.11	.42

There is significant improvement in annual income.

One-Sample Test						
	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
increase in reverse migration	5.826	61	.000	.839	.55	1.13

There is significant result in reverse migration of people from villages to town

One-Sample Test						
	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
better standard of living	4.178	61	.000	.645	.34	.95

There is significant growth in the standard of living of the people

One-Sample Test						
	Test Value = 3.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
supply of raw materials	3.119	61	.003	.435	.16	.71

There is significant growth in the supply of raw materials to agro based industries

One-Sample Test						
	Test Value = 1.8					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
poverty reduction	3.033	61	.004	.394	.13	.65

There is significant improvement in the reduction of poverty in rural areas.

7. FINDINGS

Reverse migration of the people from cities to villages can be encouraged by rubanisation.

Rubanisation creates significant growth in the agro-based industry gradually.

Rubanisation can create a growth in agro based industry but not employment opportunity.

Rubanisation can gradually increase the annual income of the rural people.

As rubanisation can increase annual income of the people it can result in standard of living of the people.

The level of poverty can be gradually decreased by rubanisation.

Rubanisation can increase agriculture productivity and supply more raw materials to agro-based companies.

8. CONCLUSION

Rubanisation as a new concept, has influenced the rural economy. As a researcher I was interested to know what is the impact of rubanisation in agro based industries, can rubanisation help in the generation of employment opportunities in rural areas and can rubanisation positively affect on overall growth of rural areas. After the research study I came across with various different outputs showing a significant impact on the growth of agro based industries, there is no significant growth in the employment opportunities generated after the introduction of rubanisation but it can have a positive impact on the overall rural development.

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