CHAPTER I

REVIEW OF LITERATURE ABOUT RURAL SOCIAL CHANGE AND RURAL DEVELOPMENT

The review of the literature in this chapter will describe the generality of the rural sociology. The main point of this review emphasizes the rural social change and the rural development. So several books that cover the structure of rural sociology, rural social change, rural development and rural problem will be accounted.

This selected literature deals with various aspects of rural life, such as, living of villagers which refer to family, housing, income, occupation, rural urban amenities, education, health, religion and political life. At the present moment, several problems are being faced in villages such as poverty, illiteracy and ignorance, low standard of living, casteism and exploitation. These problems are generally related with rural social change and rural development in those villages.

Rural Sociological Approach

Rural sociology is the branch of 'Sociology' that studies the social and economic aspects of rural society. This branch of Sociology studies the social interactions, institutions, activities and social changes that take place
in the rural society.

Different sociologists and social thinkers have meant rural sociology in different ways, but the crux of these meanings is the same.

A.R. Desai has said: "Rural Sociology or the science of the law of development of rural society in general has come into being only in recent times."¹

As referred to above, rural sociology is the important tool bringing to develop rural society that the past social thinkers had made an attempt to comprehend the life process of the rural world and to advance solutions of the problems arising therefrom.

Although rural sociology studies the rural life and the method of the development in rural society, it is difficult to separate completely the urban society and the rural society because people living in rural society may also be progressive and urban in outlook while people living in cities may have a traditional outlook.

In fact, rural sociology does not only study the rural society from a geographical or social point of view, but also from a particular angle or point of view. Most of the villagers depend on the influence of nature. So rural sociology has to study several factors that have influence on the life of villagers or the social structure of the rural society.

Alvin L. Bertrand has said: "Rural Sociology is the
study of human relationship in the rural environment. This definition correctly implies that it is no more nor less than the sociology of life in a rural setting.  

Rural Sociology is, therefore, the study of rural environment and social facts throughout the process of social change as well as social interaction that take place in rural society. The life of villagers is concerned with social phenomena, rural environment as they have to engage in agricultural occupations. Hence the study of rural social relationship may be referred to as rural sociology as well as having applied value in assisting rural villagers to live well.

This explains the significance of studying social relationship of man with the nature as well as the other existing social and cultural phenomena in order to understand the nature of social change.

M. Rogers has said: "Rural Sociology is the scientific study of rural people in group relationship." 

Further, he has described rural people in this way. Rural population consists of (1) rural farm and (2) rural nonfarm people. Rural farm people live in the open country on farms. People living in villages or in the open country, but not on farms are considered as rural nonfarm people.

According to Rural sociologists' idea, Rural Sociology has researched and studied the rural phenomena of
human living and environment that have influenced rural people. So these ideas and statements can be concluded in the sense that rural sociology has studied people living in the rural villages and the environments that they are concerned with.

Most of the rural people or villagers dwell in the natural phenomena such as soil, water, wind, sunlight, forest, mountain, etc. and these phenomena are unpredictable and hence make rural people often to struggle for their living.

Rural people concern with several kinds of environment (such as geographical, social and cultural which appear in their surrounding environment) which is being faced by human being. Rural life, therefore, is a combination of natural and manmade elements.

Another important point of rural sociology is the study of rural people and those environments in which they live and they behave to improve, and develop those environments in order to be good and to respond to their human needs. "Rural socio-economic change" has gained great importance in the study of rural society because of the fact that due to technological and cultural changes, various political organizations have undertaken the task of rural development and as a result rural people in every nation are being brought into the change process.
Aspects of Rural Social Change

A saying 'Time and tide wait for no man' means that the change in all things is compared with the period of time and current of water which also change continuously.

What is the meaning of change and how is it referred to 'Social' is to be explained here.

M. Rogers has said: "The word 'change' means a difference in anything observed over a period of time and its relationships with other factors. Social change is a continuous process over a period of time in which differences in human relationship take place."1

In other words, it means that every thing, concerned with human being and the phenomena which are uncertain to the situation, alters, modifies or adapts all the time. The only difference is that the period of change of things in a society is different. For human society, social change occurred slowly in primitive and folk societies and rapidly in modern societies. This social change may be gradual and slow or rapid and spectacular. Social change does occur irrespective of the type or location of human society. Similarly it is inevitable in all societies when exposed to the process of development.

The structure or function of social forms change and social interaction involving social processes in society, take place in accordance with the existing norms and values in all societies. Social change concerns with
cultural change because both occur and exist together.

Chitrangar described social and cultural change as "the difference between social and cultural change is largely theoretical, for the two are so closely interwoven that distinction is very difficult. Social change refers to change in social structures and social relationships. Cultural change refers to changes in the culture of society. Culture is the pattern of learning behaviour including technology and dimensions of science, both material and non-material. Society is people, group relationships and interaction together with the resulting structure and forms, which share a culture; when changes in culture take place as adjustments of interrelations to cope with cultural change become necessary."^5

These statements describe the generality of social change, but particularly describes an aspect of rural social change. Rural society or the life of villagers does change as other society, but rural society change occurs slowly and gradually because villagers put their faith in old customs, traditions, religion and primitive pattern, etc. more in cultural and non-material life than in the technology. Their adaptation to new culture remains slow.

Desai has said: "Like all other phenomena the rural society too has been changing since long as its technology, economy and social institutions, its ideology, art and religion have undergone a ceaseless change. This change
has sometimes been imperceptibly slow, sometimes strikingly rapid and at some moments even qualitative in character resulting into the transformation of one type of rural society into another type."

Whatever the change of life among villagers in rural society it refers to the several factors that involve a change in the structure or function of social forms of rural society such as nature, economy, technology and human beings, etc. There are innumerable factors that are responsible for change in rural villagers. Some of these factors in the rural society will be analysed. These important factors for the convenience of study may be classified into the following heads:

**Natural Factors**

Natural factors such as flood, earth-quakes, famines, and others affect the territorial region in which the rural people live. These are responsible for changes in the rural society and rural villages. These include the geographical conditions and other physical factors that influence man's livelihood. Heat, cold, atmospheric conditions, drought and earthquakes, are forces whose interplay conditions the man. The plenty or scarcity of topographical factors like the social and its resources of gas, chemicals, oil and other minerals influence the possible development of dust and agriculture. On the other hand, in the biological factors, human beings themselves are a part of
man's biological environment. In rural social change, changes in the genetic character of human beings and changes in the density, composition and numbers of population in villages are important factors. Change in density, numbers and composition of human beings have a definite influence on rural social change.

Of course, the most of the human beings want a life full of abundance, convenient for living, secured and interesting. Human beings in search of prosperity migrate from old places to another one full of opportunities. As a result, rural-urban migration becomes a social process.

**Economic Factors**

Economic factors of rural people concern with agriculture, local industry, trade and commerce, manufacture, etc. But special type of occupation in rural areas is agriculture or agrarian products.

According to Desai's idea: "Rural society is based predominantly on agriculture. Village agriculture is sharply distinguished from urban industry by the fact that it is based on direct extraction with nature by man. Land is the basic means of production in the countryside and is a part of nature. The rural people produce a variety of agrarian products, such as grains, milk, cotton, jute, tea, coffee, tobacco and others."  

At present, all countries in the world are interested in improving agricultural production. Because town people,
industry or industrial products are based on agrarian raw material. But a country which is agriculturally backward becomes different when improvement in agricultural system takes place. And when agricultural system improves while industries or business have been developed, the village society improves in many respects. Rural people can have higher income, better houses and can maintain high standard of living. Because of the economic factors, the social structure and moral values of the village society also change. Young boys and girls of conservative families associated with modern way may have various experiences, when they go to town or city and these experiences and ideas may change their behaviour habits, outlook and other ways of life. When particular industry is set up in a village the whole approach to life is changed. So if the economic conditions have improved and developed, outlook of the villagers, their social status and standards of living are likely to change. People in progressive or developed countries have good conditions, live well and have the good things of life and the citizens in the rural areas of that country also seem to be civilized.

**Technological and Scientific Factors**

The growth of science and technology involve the knowledge to human beings and we can know various facts in the world with technological and scientific achievements. Although villagers now take to the creation of his own
progress, the rural society in the world has to progress. It means that the rural people have to be educated in order to make conscious efforts for the new development of the society and also encouraged to take to various types of new methods of farming. The rural development project is intended at rural reconstruction and development of rural life. The projects of rural development are aimed at bringing about over-all development of the village life in a rural society.

So the rural development of each country embodies two major ideas: conscious logical and planned social change. A village or rural society which has problems, it relates them to projects that have obvious local significance and which can be initiated and carried out by local people, for their own progress.

The Meaning of Development

Chodak has described the meaning of development as:

1. A spontaneous process of gradual evolution towards the higher stages of organization.

2. A process of the enterprization of a potentiality and of the realization of an embryonic capacity in a unilinear process of materialization.

3. A process of continuous structural-functional transformation, proceeding as a result of a greater specialization and structural differentiation in a simultaneous augmentation of the degree of cohesion and intricate
interdependence of the whole.

4. A self-generating, complex or going process of change, containing at any specific time, factors necessitating and inevitably producing subsequently new, even more complex self-revealing structures and interactions.¹³

There, the meanings of the development refer to a pure evolutionary understanding of the concept, a genetic and structural functional understanding and a stress on the element of inevitability. Development nowadays is being prescribed as a remedy for the problems of rural society because most of the rural people are going through enough unemployment and underemployment, indebtedness and exorbitant rates of interests for their loans, inadequate protection or insurance against natural calamities like recurrent droughts and floods, poor agricultural technology resulting in low productivity.

On the other hand, the term 'development' has come to acquire a fashionable expression nowadays. Its use seems to equal the more prosaic 'growth' or change and has become increasingly perplexing in its application. Most of the people understand 'development' along with growth but the development is the relational process of organisation and carrying out previously conceived and staffed programmes as one would organise and carry out military engineering operations.

Colm and Geiger have described: "The term 'development is not synonymous with growth. The development requires
social and cultural change as well as economic growth; that is qualitative transformations must occur concurrently with quantitative increases. There is, in fact, reciprocal relation between the two, and neither process is likely to continue for long or go very far without the other."14

The development refers to the rationalization and the consciously directed process which are the deliberate training of men for new tasks and new ways of behaving; the development therefore, means a changing as well as performance values, increasing efficiency, reducing castes, improving the machinery of production, the justice values of freedom, independence, equality and so on. The meaning of development is said about 'modernization is mainly used with a change in new traditions. The concept of modernization is considered as a systematic process involving complementary changes in the demographic, economic, political communication and cultural section of a society.

Sapru has concluded the meaning of development:

"In brief, development is a process of change from tradition to modernity which is greatly influenced by human being. Activity related to the development is generally directed towards nation-building and socio-economic process."15

Development, in fact, means quantitative as well as qualitative change. Because the development means change, which has meaning only when seen against some thing at a
particular time, it carries a meaning which is not only relative but also subjective. The given type of quantitative-cum-qualitative change is considered to be development in a positive sense. If the change is not of desired quality, and quantity, it is either mal-development or negative development.

The meaning of Rural Development

Misra and Sunderan have described rural development thus means development of the rural areas in such a way that each component of rural life changes in a desired direction and in sympathy with the other components. It also means development of rural areas within the framework of the national goals and objectives and without prejudice to the development of urban areas of the country, provided the urban development is not prejudicial to rural development. Furthermore, rural development means structural changes in the socio-economic situation in the rural areas in order that human welfare which is the prime goal of all development is secured at the earliest and that the society is able to absorb changes necessary in the field of technology, man-environment relationship, population growth.  

The rural development therefore may be broadly divided through its numerous elements into the following broad dimension, social, economic technological and natural which refer to the life of rural people and they
are inevitable. So rural development only means desired change in all these social, economic, technological and natural components.

However, conceptually rural development is taken as development of the rural areas. Often, the meaning of rural development is limited to the intentions of irrigation facilities, expansion of electricity, improvements in the techniques of cultivation, construction of school buildings and the provision of educational facilities, health care, etc. This is a very narrow view of the conditions of the locality and nation in order to enable people to contribute fully to their own as well as national progress. In fact, rural development is only the process, the method of rural self-help to be planned and implemented by the villagers themselves, the government offering only technical guidance and financial assistance.

Shah has described "the most important aim of rural development is to bring about the changes in the rural society. These changes are in fact intended at development of the rural society. Rural development project aims at a broad development of the rural society and raising the standard of living of village people and at involving particularly of rural areas in the development activities. Rural development can be included in developing rural people or villagers and their environments which concern
with their living in a desired direction, understanding their own development. Agriculture is at the heart but not the whole of rural development.17

As referred to above, rural development aims at improving the well-being of people living in rural areas. It will not be a balanced growth if only urban or only rural people develop. If rural people develop they will bring out change in urban areas also. We cannot think of these two areas as very much distinct from each other.

On the other hand, the most commonly understood meaning of rural development is to strive the development of the rural society at all levels, economic, cultural, and social. Rural development refers to the process by which the efforts of the people themselves are authorities to improve the economic, social and cultural life.

Approaches to Rural Development

Development is the new idea or concept to involve a change in a desired direction. These ideas or concepts are of interest to everybody, because of the present moment, the development concerns with significant changes such as economic, political, social and technological. In the past, there was limited scope for development. The present conditions of development, differ greatly from those in early times.

Sapru has quoted from U.N. Publication: "Development administration for national development" The new phase of
development which started after the second world war differs from the old phase not only in scope and substance but also in the pace of change. In the period extending from the middle of the 1940s to the middle of the 1970s more technological changes have occurred than in the whole period of human history up to 1945. Similarly, social and economic changes have been rabid and turbulent. Under such changes, no economy can be self-regulating or self-adjusting and no invisible hand would be enough to guide the working of the economic system. New management technology would be required to cope with the situation.\textsuperscript{18} 

Political turbulence and also the emergence of many colonies, which were long under the foreign rule, as independent nations resulted in many changes and these changes were pregnant with conditions favourable for development.

Chodok has said: "The recent growing interest in problems of development, social change and modernisation was stimulated especially by the emergence of the new nations and their search for solutions to their mounting problems. After the achievements of independence, leaders of new nations, scholars, and even the masses of people in new countries had to face the question."\textsuperscript{19} These questions or problems refer to accomplish nation-building, to increase economic output so as to raise the
standard of living and to solve many problems protected and accumulated in the past.

These stated problems concern with the development but the present development as used for countries is rather an euphemism designated not a spontaneous process of growth, but a process of induced change, induced by consciously formed policies of indigenous as well as of assisting agencies. They aim at introducing new institutions, new social forces into the existing field of social reality. It reorients those existing forces and tries to motivate them in a new way. It frames new instruments to produce that particular brand of social change, called 'development'.

On the other hand, the influence of technology and national policies on the rural development are an approach to develop rural society. Misra and Sundaram have described:

"The other forces have been the western tradition of technological changes, of mastery over nature, of industrialisation and urbanisation and the relegation of rural areas and their main activities to a secondary position in the overall scheme of natural economy and polity. It essentially meant that ultimate disappearance of rural sector and its replacement by the urban industrial section."\(^{20}\)

There are various forces which are approaches to
rural development, but here, the main forces of this item are policy, agriculture and connected work, communication, education and health.

The national policy on the rural development during the last three decades, if there was any policy - had tend to swing between these two extremes. In matters of agriculture, it has favoured the western model. Modernization of crop farming, animal husbandry has been aimed at with chemical fertilizers, irrigation, water, breeds of cattle, etc., in order to improve production. All this has paid good dividends.

The stated national policy is an important approach to rural development. National objectives being of varied character mainly aimed at increasing national income and raising standard of living of the people and to secure them justice, freedom, equality and security in the society.

In several developing countries, there are some conditions which characterize rural societies and those conditions and problems concern with agriculture, communication, education, health services, training facilities, for workers, facilities for employment, housing facilities, and social welfare work. These stated conditions also concern with local environment, culture, socio-economic progress, and turbulence of nature. All stated forces, conditions and problems are approaches to rural development.
Agriculture and connected work. Agriculture is a predominant sector of the national economy in developing countries. About 60 to 80 per cent of the country's population in the early stages of economic development is found to be engaged in agriculture. Agriculture is the chief source of capital and its income as a potential source of savings in developing countries. It contributes both human and material capital for economic development. Rural development project, therefore is also aimed at bringing about the development of agriculture facilities. These facilities include tilling the barren land, providing improved implements to the agriculturists, providing them with improved seeds and better irrigation facilities and making arrangement for improving the breed of the animal and so on. The real task is to bring about the improvement of the agriculture so that the condition of the rural society may improve. When the agricultural conditions are improved or developed, the agricultural products will increase and transform the economy from one which is dominantly agricultural to one containing a large and growing urban industrial sector.

Rural communication: Most of the villages lack facilities of the means of transport and communications, the road surfaces are not at all pleasing and neither is there any proper facility for motor vehicles for the transportation of goods. The trade activity moves at a
snail's pace because there is no facility in the means of transport and communication. So rural development of every country aims at construction of new roads and also makes arrangements for transport and communication facilities. Because rural society can improve when means of communication and transportation in the rural areas are also safe and speedy.

On the other hand, communication can still spread news of the modern knowledge, innovation and serious events to rural society. Misra and Sunderam have described:

"Clearly, there was a lot of optimism about the role that mass media would play in modernising peasants, changing social attitude increasing knowledge, improving skills, and in developing nation. TV, radio and the cinema would magically multiply school rooms, teachers, and quality education for the consumption of peasants who had no such facilities."[21]

So the development of communication and transportation is the highest factor necessary for living of villagers so that they will know the news around.

**Rural education**: Education is the process by which is passed on or transmitted to learners knowledge about the world. Education is any type of culture-learning or formal training that takes place in a classroom situation under the guidance of a trained teacher. But the level of education in rural areas has been significantly lower
than in urban areas. In some countries, most of the people living in rural areas are uneducated and the developing country is forced to improve education level for the whole of national population. About rural education, Vatsyayan has described: "Most of the people residing in the villages of India lack modern knowledge. Without the spread of education in the rural areas of India, no progress of any kind whatsoever can possibly be repeated. The community development projects have paid the desired and necessary attention to the education of children and adults, men and women, schools for primary and adult education have been opened. Arrangements have been made for social education."  

The rural development is forced to involve the education of national population, because education can create human beings to be creative. Heredero has said:

"Education is also a creative act for an educated man. It is in this area that technology is used to impart education. Thus to apply somebody else's agricultural technology to one's own fields requires much more creativity than we are accustomed to think. Many questions have to be answered, many problems have to be solved before an experienced farmer will be induced to try a new technology on his own land. Each village has to discover its own answers and its own solutions. And all this requires a lot of ingenuity and creativity."
Again, education or educated men can improve the working and solve many human problems which stand in the way. Education means training to raise the capacity and the intelligence of the participants to deal effectively with these problems.

On the other hand, the provision for compulsory primary education implies that even adults have to be educated. So the development of education projects, centres of social education have to be set up. These institutions aim at expansion of education and extension of educational facilities.

**Rural Health Services:** Health and medical care are major rural social problems because rural people have greater than average need for health care and have fewer doctors, nurses, dentists, and hospitals than those which urban people have, to meet this need.

On the other hand, in the villages epidemic and many diseases carry off many men, women and children, due to almost utter absence of medicine and facilities for delivery cases. The conditions of the health of women and children are extremely unsatisfactory. Again there are no adequate arrangements for their residence. Most of the rural houses are old fashioned and small and they are not conducive to health. So the development of health services projects have stressed the need to assist the villagers in building houses and have also provided them with modern
plans. Gramophone, radio and entertainment also help to enrich his knowledge.

In the same way, development of health services and facilities in rural areas needs improvement. It can be done by providing facilities for drinking water, medical and health services, maternity and child welfare services and so on. Apart from these stated conditions, rural development also concerns with training facilities for workers and social welfare work. One of the important points of rural development is that of training workers in such a way that they can discharge their duties properly. For all these things, training of the workers has to be properly organized. Once training on proper lines is given to the workers, they shall be able to change the face of the rural society. About social welfare work, it is forced to organize various social welfare programmes for the rural society.

**SUMMARY**

The review of related literature has included literature concerning rural social change and rural development. The rural social change has to be studied with a view to seeing the impact of socio-economic forces from outside on the socio-economic and cultural ways of life, attitudes towards life as well as acceptance and non-acceptance and new values which are different from those being adopted
through ages. The rural social development includes the introduction of modern ways and techniques of production, communication and exchange and the adaptation to these new forces by the rural people by bringing out changes in their outlook, habits, behavioural patterns as well as practices. As any rural society does not change by itself in an evolutionary fashion, it is equally true that it does not remain static even as it is. But when industrialization and urbanization paved their way to rural areas, the rural society not only remained static, but also became dynamic in various ways. Through the new means of production, new methods of agriculture, modern knowledge about political and educational systems the old ideas of rural people got new direction. It is not possible to accept new things within a short time, but with the hammering and continuity of new ways, there starts a process of replacing old by new. As a result, the rural social development aimed at is expected. The present thesis aims at studying the process of this planned and induced socio-economic change in the rural life of people staying in the Chi-Mun rivers' area who were leading more or less a traditional and static state of life for many years. The study further, aims at, pointing out the areas in which the life of people in these villages has shown change.
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