PREFACE

Any initiative to serve the cause of humanity should be applauded. The classical perception of Adam Smith regarding the role and strength of invisible hands of demand and supply in promoting economic prosperity has once again started gaining ground. The wisdom of maximum social welfare is also reviving. These factors put together led to increasing momentum in the process of globalization.

The skewed individual growth of a few countries on the world map, experience of World Wars and intercourse with the great depression has forced the world community to strive for the promotion of balanced growth world over. During World War II, Prof. Dextar White from U.S.A. and Sir Keynes of UK, have proposed restructuring model for the World economy. This project got translated into the Britton Wood agreement. The agreement conceptualized and formalized the establishment of to important International Organizations namely International Monetary fund and International Bank for Reconstruction and Development popularly known as the World Bank.

These two institutions were entrusted the responsibility of helping and advising the restructuring of war torn and weak economies. The primary responsibility of IMF is to bail out countries with the
balance of payment crisis in the short run. The World Bank on the other hand sponsors projects leading to restructuring, revitalization and capacity building.

It may further be pointed out that gradually the world perception towards growth and development is also tilting towards principle of maximum social welfare. Advocacy of economists like Paul Strean for the adoption of “Basic need approach” and many other economists have proved that mere economic growth and development is only important but not the sufficient condition for Human Welfare.

These attempts have paved the way for the Human Development Index introduced by United Nation Development Programme (UNDP) in its first human development report. All economic efforts need to culminate into optimization of human welfare. Hence, human development is fast emerging as an integral part of the developmental process of any nation. Without human development and welfare, no development can be rated as complete and justified. It is a positive change towards enlarging the choices of the people. The choice may be infinite and ever changing yet three essential needs are aspired by one all at every level of development. These include health and longevity of life, to acquire knowledge and to have access to resources required for a decent standard of living.
For over two decades the United Nation through its human development report and advocacy at various platforms has been in forefront of an effort to generate awareness in the contemporary development discourse, the policy focus on the broader attributes of well being.

Since then, many international agencies are working in this direction. They are advocating and advising the national governments for increased investment leverage in social sector in their respective macro policies. In the initial stages, World Bank’s contribution to many nations was largely in the field of economic growth and development. However with the shift of emphasis from economic growth and development to the Human Resource Development, the perception and the role of the World Bank in India has also shifted. The third world countries in general and India in particular has successfully hosted a number of programmes assisted by the World Bank so as to develop the human resource - Health, Physical environment, education and literacy. The World Bank has provided not only financial assistance but has also extended its technical and managerial assistance.

It is against this backdrop that the study has proposed to analyze the role of the World Bank in nurturing the HRD in India. The study further proposes to make reference of Health and Education sector and
suggests to make them the prime areas of assistance from the World Bank to India.

**Objectives of the study:**

The present study mainly aims to achieve the following objectives:

1. To study the policies of the World Bank in Developing Nations.
2. To study the role of the World Bank in Human Resource Development (HRD) in India.
3. To assess the health and education sector in India.
4. To analyse the World Bank assistance in health and education sector in India and to see whether it is sufficient and whether the outcomes are in congruence with the outlays.

**Hypotheses:**

Based on pilot research and literature review the following hypotheses have been formed and tested –

1. The role of the World Bank in providing assistance to India for human resource development is not commensurate to requirements of India.
2. Government is putting in a plethora of resources, raised through domestic sources as well as foreign borrowing.
3. Health and Education are the basic prerequisite to develop the human resource factors.
4. In spite of huge investment the outcomes are still limited.

5. There is a lack of quality products in terms of quality health service and quality education offered to the commuters of these services.

Methodology :-

The project is based on the sound cannons of social research and endeavor is made in this project to analyze the ongoing funding pattern in the areas of Health and Education. It is observed that an integrated marketing strategy has not been adopted by the government so far to promote this social cause of Health and Education. Based on the hypothesis testing an effort is made to plan and suggest an integrated marketing strategy for promoting the social cause of Health and Education with considerable economy and affectivity. Most of the analysis work is based on secondary data. Primarily, Human Development Report, World Bank Reports and Plan Documents are extensively used to cull out required data. Appropriate statistical tools are used at required places.