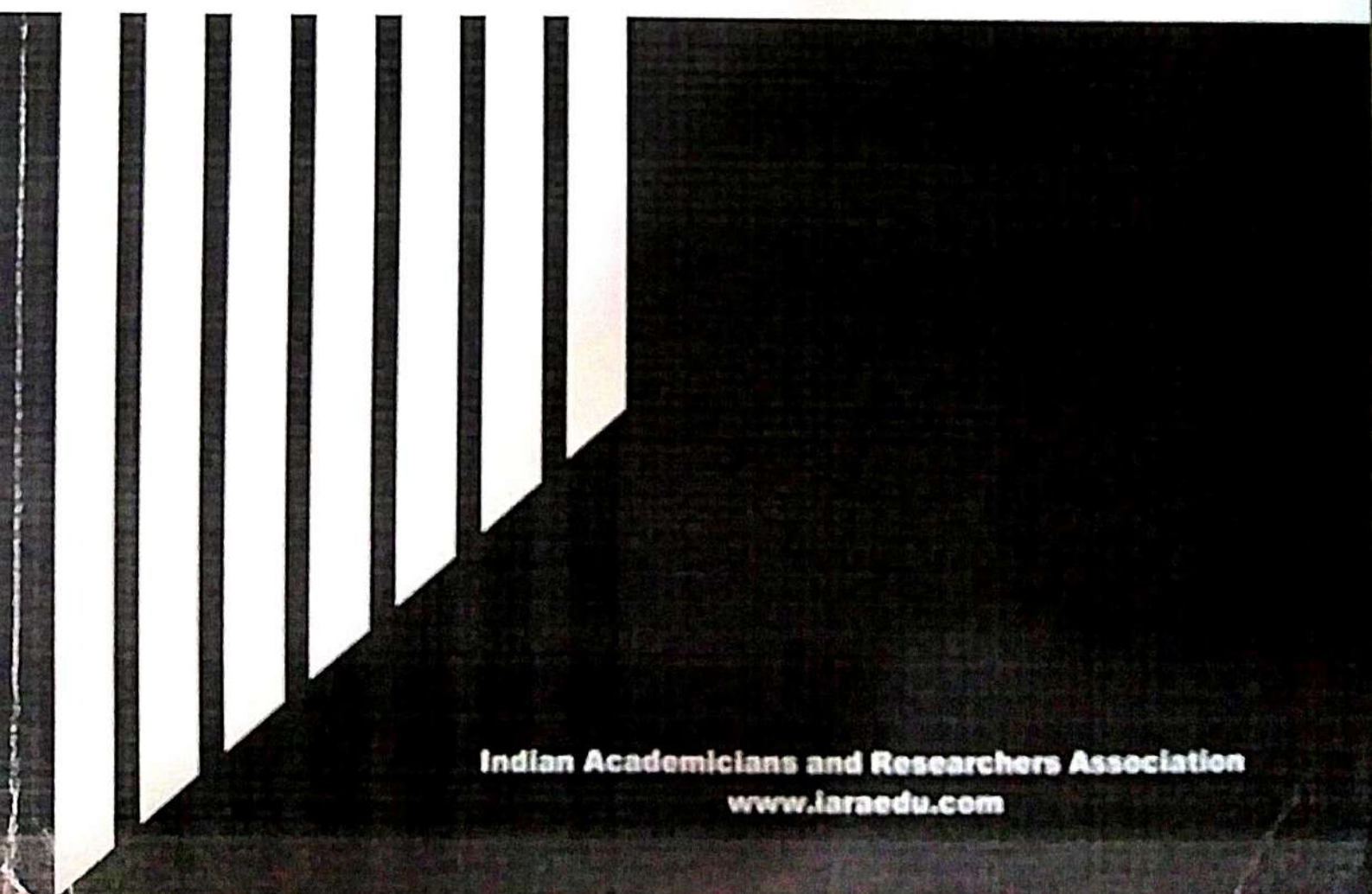


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**CORPORATE SECTOR INVOLVEMENT IN RURAL DEVELOPMENT: SPECIAL REFERENCE
TO ROHA TALUKA DIST. RAIGAD.**

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ABSTRACT

At present India is the world's second- fastest growing major economy, with an average annual Gross Domestic Product (GDP) growth rate of 5.8 percent for the past two decades. India's largest service industry account for 54 percent of the country's GDP while the industrial and agricultural sector contribute 29 percent and 17 percent respectively. Agricultural is the predominant occupation in India, accounting for about 60 percent of employment. The service sector makes up a further 28 percent and industrial sector around 12 percent of the employment.

Rural India to have experienced many changes in the last few decades. The changes in the rural economy and social environment were triggered by a few major revolution and interventions such as: the efforts of Central / State Government through various schemes for rural development and poverty alleviation. The green revolution in the agriculture sector. The white revolution in the dairy sector. The introduction of Non-Government Organization (NGOs) in the development sector. Rural and Micro finance, Formation of Women Self Help Group (SHGs). Introduction of Information and Communication Technology (ICT).

Keywords: GDP, Corporate Sector, Service Sector, Poverty, Green revolution, NGOs.

1. INTRODUCTION

Raigad is one of the 35 administrative districts of Maharashtra located in the south-western part of the state. (Map No. 5.2). The district was renamed after Raigad fort which was the former capital of Chatrapati Shivaji Maharaj. The District head Quarter of Raigad District is Alibug. Alibug is situated on the western coast of India and on the shore of Arabian Sea. Raigad has Approximately 240 km of coastline in the west.

The district is geographically subdivided into three parts as follows:

- 1) The Sea Coast
- 2) The Central Belt
- 3) The hilly areas of Sahyadri range

Such involvement of the corporate sector in rural areas is a new dimension to rural development initiatives. All policy makers agree that promotion of entrepreneurship and employment generation in rural areas can bring about rural development. It is believed that corporate sector can play a significant role in this direction by participating in promoting rural health, education and women empowerment. Role of Corporates in community and rural development is an issue being debated and discussed by representatives of industrial and financial sectors, public policy experts, representatives of development sector, member of academia at both national as well as international levels.

Corporates are being increasingly viewed as a catalyst to supplement the government's efforts for rural development. There are wide ranging opinions among stake holders on the role of corporate sector in rural development. The need for a proper clarity on the method and nature of corporate intervention in rural areas has been felt for quite some time. In the past Corporate activities in rural areas have been mostly limited to donations for various causes such as social functions, free food, free housing, free water, electricity supply or supporting in calamities such as floods, famine and epidemic.

In the present study briefly of the role played by a few select corporates in rural development in the two to three decades is carried out. This is followed by an objective analysis of the RIL-NMD's Community Development activities in a few villages near Nagothane area Taluka Roha of Raigad District of Maharashtra. Through the study an attempt is made to provide information on the relative merits and demerits of their work and to suggest the most feasible options for rural development. The study is also an endeavor to identify how a collaborative effort of corporate, NGOs and government can increase the pace of rural development.