

ISSN: 2249-0132

# THE ESSENCE

JOURNAL OF MANAGEMENT SCIENCE & RESEARCH

---

2011-12 VOLUME 1 NUMBER 1



**SIR PADAMPAT SINGHANIA UNIVERSITY**

**Udaipur**

## THE ESSENCE

S. No.	Title	Author	Page No.
1	A Systematic Method for Discovering Effective Patterns of Virtual Project Management	Deepak Khazanchi Ilze Zigurs	1
2	Branding of 'Intangibles': A Critical Literature Review Highlighting Emerging Services Sectors	Amlan Bhattacharya	19
3	A Comparative Study of Performance based Training Need Analysis in Insurance Sector	Leela Vedantam	27
4	Empirical study of volatility in stock market: application of CAPM model	Rajesh Kothari, Sumeet Gupta & Narendra Sharma	43
5	Rural industrialization in india :problems and prospects	M. L. Vasita	63
6	International Financial Reporting Standards: The Case of East Africa Community (EAC).	Anita Shukla, Martin Onsiro Ronald	70
7	IT Mergers of 2009 - a Barometer of Optimism	R. Hemalatha	84
8	Marketing in the e-commerce era and Indian strategy	Ranjeeta Phukan	98
9	An Exploring The Relationship Between Effectiveness of Leader And Their Stress At Workplace	Amit Sharma, Ravi Choudhary	107
10	MSMEs in India: Issues & Challenges in the time of Globalisation	Ashish Vora	120
11	Response of Indian Monetary Policy Against Global Financial Crisis	Girraj Kishore Varshney	133
12	Reflection on the changing scenario of indian& international financial market	Asha Sharma	140
13	Green IT: initiatives for growth	Ashish Adholiya, Vineet Chouhan	146
14	A Comparative Study of Trends in Quality Improvement Approaches in Higher Education in Europe and India	Jitendra Shreemali	153

### SHARING VIEWS

1	Trusts – an ancient and modern way to protect and enhance global family wealth in the 21st century	Martin Bowen	166
2	Think globally and behave ethically	Mahender Khari	171

# RURAL INDUSTRIALIZATION IN INDIA: PROBLEMS AND PROSPECTS

M. L. Vasita<sup>\*</sup>

## Abstract

*The goal of any country is development. Development means increase living standards and improves quality of life. Industry provides goods, services and material comfort to increase living standards. Social values such as human dignity, self-reliance and gainful employment for every person set the quality of life.*

*Indian economy suffers from high incidence of rural poverty, unemployment and underemployment. The agricultural sector by itself cannot provide employment to the growing labor force- whose potential needs to be tapped structurally to overcome the economic crisis. The employment potential of the agricultural sector is also limited thanks to low employment elasticity. There is therefore the need for the intensifying non-farming activities in rural India. If this is not done, more and more workers will consider migrating to towns and cities. Swelling the informal sector both in the rural and urban areas. Diversification of agriculture through animal husbandry, dairying forestry, fishery, sericulture etc. would benefit both the landless and the landholders and this should form an important ingredient of any strategy for integrated rural development.*

*Too much dependence on the agricultural sector is not desirable. The occupation structure should change in favour of the industry. The emphasis on rural industrialization is very topical and timely for us in our current phase of demographic transition. The proportion of the population in the working age group of 15-59 years is going up significantly. One of the most daunting challenges facing us is to improve the skills and capabilities, and provide decent employment opportunities, to this young population.*

*Key Words: Underemployment, Productivity, Infrastructure*

---

<sup>\*</sup>Department of Business Administration, Jai Narain Vyas University, Jodhpur (Raj)