

## **Rural India - Problem or Solution?**

Rural India, for many is a synonymous to abject poverty. Rural India poses a picture of crying baby without much care and attention. Given Indian growth story has largely been the urban tech boom, increasing consumption power of urban well reflected in increase in pocket money of urban children which goes as high as 1900 per month for Delhi children. But is Rural India is all about poverty?



Probably I am not talking about something new and this gets featured every now and then in any esteemed person's speech. Promising government announcements (waiving of farmer loans etc) which generally results in nothing then a perfect vote attracting speech. Rural India certainly looks a big market ready to explode. But largely has remained virgin because of lack of the targeted policies. Probably rural India demands more thoughtful act than what has been done till now. Waiving of 60000 crore of farmer loans might be a respite for the moment but farmers want irrigation mechanism. This could have been developed provided instead of vote bank politics government had parked money to develop such mechanism.

Rural India is certainly not about the mainstream market as they have different problems which demands different solutions. It's about the innovative solution. Many a times we see unnoticed rural innovation in some form. These stories might be just a space filling stories for Media but they pose the innovative attitude of rural India to deal with problems. But they definitely lack resources to crystallize those innovation because an idea like Google can get funding from Venture Capitalist as they know how to approach them but rural people don't. The need is to empower them with the information and ways to increase the productivity. Government is crying for inflation but this could have been kept under control had they concentrated on increasing farm land productivity which should have resulted in more production and simple demand and supply equation.

Need of the hour is to act than speak; the need is to really do something about the rural India, to empower them so that they have equity in the India Growth story.