To change the attitude of rural people towards development programmes have aimed at achieving the following objectives.

1. To change the attitude of rural people towards development.
2. To promote democratic leadership by setting up local self-government.
3. To provide basic needs such as drinking water, health care, sanitation, housing and employment i.e. to improve the standard of living.
4. To improve communal harmony and unity among rural people.
5. To develop farming and non-farming activities without adverse affecting the environment.

Programmes introduced for Rural Development: For the development of any country proper utilization of natural and human resources is inevitable. In India the land mark in the history of rural development is introduction of Community Development Programme on October 2nd, 1952. After that for the elimination of poverty and unemployment in the rural areas, the programmes like Small Farmers Development Agency (SFDA), Marginal Farmers and Agriculture Labour Development Agency (MFADA), Minimum Needs Programme (MNP), Food for Work Programme (FFP), Development of Women and Children in Rural Areas (DCRRA), Training for Rural Youth for Self Employment (TRYSEM), Ganga Kalyan Yojana (GKY), Jawahar Rojgar Yojana (JRY), Swarna Jayanti Swagam Yojana (SJSY), Anthyodaya Programme etc. Besides this, NABARD, RRB, SBI and other commercial banks are helping for the development of rural areas. During 1995-96 Rural Infrastructure Development Fund was established and maintained by NABARD. The budget expenditure for Rural Development during 2007-08 is 32,508 crores. In the plans Expenditure on Rural development has been increasing. In the 11th plan the government has target that an increase in forests and cover tree by 5 percent and provision of safe drinking water by 2009. But in the programmes there was no much more priority for the protection of environment.

Importance of Non-Farm Sector: Rural development: The Rural Non-Farm Sector (RNFS) refers all non-agricultural activities like mining and quarrying, household and non-household manufacturing, processing, repair, construction, trade and commerce, transport and other services in villages and rural towns undertaken by enterprises varying in size from house- hold own account enterprises to huge industries. The level and growth in urbanization is expected to have a positive impact on the level of non-farm employment in rural areas. In many areas, agriculture alone cannot provide sufficient livelihood opportunities. Migration is not an option for everyone and where
possible, policy makers may in any case prefer to limit the worst excess of urbanization with its associated social and envi-
ronmental problems. Rural Non-Farm employment can play a potentially significant role in reducing rural poverty and nu-
merous studies indicate the importance of non-farm enterprise
to rural incomes. Livelihood diversification is often character-
ized as being driven by two processes. 1. Distress push, where the poor are driven to seek non-farm employment for want of adequate on-farm opportunities. 2. Demand-pull where rural people are able to respond to new opportunities. In the former situation large numbers may be drawn into poorly re-
numerated low entry barrier activities, while the later are more likely to offer a route to improved livelihoods.

Rural Non-Farm activities may absorb surplus labour in rural areas, help farm- based households spread risks, offer more remunerative activities to supplement or replace agricultural income, offer income potential during the agricultural off-
season and provide a means to cope or survive when farming falls. So the policies must aim to improve the assets held by the poor or increase their productivity. The following differ-
ent types of assets provide an appropriate way in which to structure the evidence on livelihood choices and outcomes.

**Natural Capital:** The natural resource stocks from which re-
source flows useful for livelihoods are derived. (e.g. land, wa-
ter, wildlife, bio diversity environmental resources)

**Social Capital:** The social resources upon which people draw in pursuit of livelihood. (e.g. networks, membership of groups, relationship of trusts across to wider institutions of society)

**Human Capital:** The skills, knowledge, ability to labour and good health importance to the ability to pursue different liveli-
hood strategies.

**Physical capital:** The basic infrastructure and production equipment and means which enable people to pursue their livelihoods. (e.g. transport, shelter, water, energy and communications)

**Financial Capital:** The financial resources which are available to the people and which provide them with different liveli-
hood options. (e.g. savings, supply of credit, regular remit-
tances, pensions)

Under Globalization the following measures can be suggest-
ed regarding Rural- Non-Farm activities.

1. Provision of adequate and suitable infrastructure support
2. availability of fiscal and financial incentives
3. Provision of marketing outlets
4. Information about improved technology
5. Maintenance of harmonious relationship between farm and non-farm activities.
6. Policy review and changes in must be made as per re-
quirement.

**Degradation of Environment:** At present, the most danger-
ous common problem to mankind in the world is degradation of environment. In order to make comfortable life, human beings are going to exploit natural resources by applying modern technology and on the other side, totally neglect-
ing future generation's needs. Industrialization, massive de-
forestation and urbanization result in downfall of quality in land, water, air and depletion of ozone layer, acid rains, green house effects, global warming etc.

**Sustainable Development:** The concept of Sustainable De-
velopment conveys the message that environment and eco-
nomic development are closely interdependent and mutually supportive. It deals with quite simply the largest and most extreme problem ever faced by humanity. The term Sustain-
able Development was probably coined by Barbara Ward 
(Lady Jackson), the founder of the International Institute for Environment and Development, who pointed out that Socio-

Economic Development and environmental protection, must be linked. The World Commission on Environment and De-
velopment (WCED) 1987, headed by Brundtland defined Sustainable Development as follows.

“Development that meets the needs of the present with-
out compromising the ability of future generations to meet their own needs.”

**Rural India:** Environmental problems: The problems like lack of sanitation, shortage of drinking water, ill-designed habitats and kitchens, living of animals and human in close proximity etc. are very common. The farmers and agricultural labours are suf-
fering from soil erosion, chemical seeding, chemical fertilizers, pesticides spraying etc. Unscientific agriculture is also causing for environment problems in rural areas. India is sixth largest and second fastest growing producer of green house gases (GHG) in the world. Regarding soil pollution in the country, out of 329 million hectares of total geographical area, 144 million hectares are subject to water and wind erosion and 30 million hectares through salinity, water logging etc. Recently noise pollution is also becoming as major environmental hazard in rural areas. There is a forecast that there will be more pressure on water and other natural resources in India by 2020.

**Policy Measures for Sustainable Rural Development:**

For the overall development of the country in the long run, protection of environmental resources, particularly in the rural areas is needed. India has two-tier system for combating pollution i.e. Central Pollution Control Board (1974) and State Pollution Control Board. In this regard, the Indian Constitution adopted the articles like 48A, 51A(g) and 253. On the basis of these articles, the Indian Parliament enacted Water Act of 1974, the Prevention and Control of Pollution Act (Air Act) 1981, the Environmental Protection Act 1986, The Public Liability Insurance Act 1991 have been made for the protection of environment resources.

The following measures are useful to protect environment es-
specially in rural areas, while performing non-farm activities.

1. To educate and train the politicians, bureaucrats, NGOs and policy makers who are responsible for making and implementation of laws over environmental degradation in rural areas when undertaking the non-farm activities.
2. By keeping non-farm activities in mind Vanasamakhsha Samithis are to be upgraded with knowledge, mission and vision.
3. The sarpanches or administrators of villages and their ward member are given exposure to environmental pro-
tection and their merits for farm as well as non-farm ac-
tivities.
4. At the cost of non-farm activities, a strong dose of adver-
tisements would be given in press and electronic media about degradation and result of sustainability in rural.
5. Environmental clubs in schools, colleges, universities are to be prompted and made it mandatory in villages by giving priority to the non-farm activities.
6. In connection with non-farm activities, Environment budgeting and auditing is to be introduced in village panchayats.
7. Public participation is needed for sustainable develop-
ment. For this motivation of the people about the im-
portance of sustainable development is needed while in-
roducing non-farm activities in rural areas.
8. Brining awareness among the rural people regarding non-farm activities and undertake them at suitable envi-
ronment by using the services of NGO and other volun-
tary organizations.

**Conclusion:** For the prosperity of any economy either in Developed or Underdeveloped country sustainable rural de-
velopment is required giving priority to non-farm activi-
ties. Though governments are implementing number of pro-
grammes there is more focus on elimination of poverty and unemployment and less priority to protection of environment. It is necessary that by taking the strategies of developed coun-
tries, India has to go to achieve sustainable rural development.
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