

RURAL- URBAN INTEGRATION: A NEW PERSPECTIVE

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ABSTRACT

Rural Bharat holds immense untapped latent potential and unrealized resources both natural and human to leverage the capital and technology available with urban enterprises for enhancing and sustaining productivity, progress and prosperity of the nation concomitantly contributing in India becoming a developed economy by 2047. The core purpose of the present study is to highlight the role and responsibilities of the urban communities and enterprises to promote and sustain a kind of entrepreneurial culture in rural areas for remunerative and reliable quality livelihoods. The study posits that a planned rural development shall curb unplanned displacement of rural folks to urban areas for earning rather urban entrepreneurs shall move to rural areas for setting new enterprise using local sources creating synergy for improving quality of jobs, new job creation and hence higher income catalyzing the demand so necessary for giving boost to investment setting in the virtuous cycles of balanced regional growth. The present work accentuates that urban-rural integration shall involve and inspire rural enterprises to become valuable partners in the global supply chain further creating new pathways for job led growth. The study suggests that rural-urban integration shall form a harmonious rural dynamic society and reduce the burden on urban areas

Keywords: *Potential, Enterprise, Entrepreneurial, Pathways*

I. Introduction

“One District one Product” an innovative endeavor of the UP government is the perfect example of creating synergy through collaboration and cooperation of rural artisans with district entrepreneurial eco system for manufacturing and selling local high value products using local expertise and resources. It is so amazing and awesome that each of the eighty districts of the state of Uttar Pradesh has inherited master craft for manufacturing value laden most sought after products with pent up demand. The only regret is that enterprises engaged lost their remunerative potential in the absence of planned and reliable supply chain. For generation rural artisan working and adding value in the glass factories of the district Firozabad for manufacturing myriad utility product could have been a global leader but unfortunately this remained a dream as they go neither guidance nor incentives for learning new techniques. The state of Gujarat could take its traditional skills of diamond cutting and silk saris to make mark at the world stage because the urban entrepreneurship realized the potential of value creation through collaboration with local craftsmen. The potential of woolen garments and fruits and horticulture sector of the

Jammu & Kashmir and the handicrafts and aquatic sector of the North Eastern states in value creation remained unrealized as urban entrepreneurship remained insouciant in the absence of incentives and transparent policy framework. The rural-urban integration is concerned with developing and managing supply chain at local levels wherein rural artisans shall be provided new technology for value creation and addition using local raw material and firm promise of payments for final products. The basic principle of economics is using improved technology for dealing with increasing scale reduces cost, minimize wastage and improves quality leading to higher productivity and income. The onus lies on urban enterprises to enhance scale and scope of rural enterprises by creating new reliable sources of demand both at the national and international level. The promotion of rural enterprise shall be inclusive as women folks who are doing unpaid family and farm labor work shall be contributing and earning. Rural women have innate skills to manufacture products which can be leveraged for product differentiation and diversification. Rural women in the Northern states apply skills and knowledge to prepare collectively papadam (papad), pickles and paste from local agro products for self consumption. These could have been highly remunerative had there been proper mechanisms of processing, packaging and marketing.

Sustainable Development Goals (SDGs) particularly SDG-11 for making cities and human settlements inclusive and safe, resilient and sustainable can be attained in time if rural communities are inspired and involved in the process and practices and that is possible when rural –urban linkages are strong and interdependent. Agriculture-industry should no longer be related to rural-urban syndrome rather industrialization in true sense prevails when mega industrial projects promote, nurture and sustain mini rural enterprises for partnering in value generation. Industries looking at agriculture for inputs and source of demand for their products and without involving them supply chain of value creation is unsustainable. In the light of the recent Kisaan Aandolan (Farmers' Protests) and myriad other protests by farm communities across India expressing their grievances on low and uncertain returns in agricultural and related activities, it is very imperative to have insights into the genesis of unrest among farm community across states. India being designated as the most populous economy, there has to be a new approach on sustainable development as quantity and quality of food, fodder, fertilizers, fiber, fire (Biomass) and now fuel (Ethanol) shall influence productivity, prosperity and peace.

Agricultural and industry are interdependent, interrelated and mutually reinforcing and hence rural-urban linkage require collective approach. The idea of realignment and rebooting the linkage go beyond the recipe of balance growth of both sectors adopted in various economic five year plans. The strategy of giving big push to industries only with the hope that agricultural shall takes its own course without public support has remained counterproductive in India where investment should have provided both employment and goods. The growth engine has to run on two parallel lines comprising agriculture and industry to reach the destination of an inclusive, progressive and resilient economy. Industries progressing and profiting through value creation by getting cheap labour and inputs from agricultural without engaging rural folks in entrepreneurship shall be counterproductive. Rapid industrialization for core inputs for

development, consumer goods for quality life and also for employment creation in the agriculture sector may stand justified in the initial stages of the development. At later stage to take advantage of economies of scale and scope the adoption of capital intensive processes substituted labour by machines culminating in low wages and employment. The onus lies on the government to relook into pattern, type and nature of industrialization so that it has positive impact on rural communities through promoting industry induced micro level activities at the village itself. The potential and potency of this linkage should be rebooted for creating jobs in the towns and rural areas so that influx of farm worker along with families to the urban areas for searching opportunities of work in urban informal sectors with low and uncertain is controlled. The state governments, corporate and rural landlords should collaborate and adopt new approaches for reintegrating agricultural and industry for sustainable inclusive progress, peace and prosperity.

Three of the sources of income growth for doubling of farmers' income as shown in the Annual Report(2020-21) are improvements in livestock production, diversification toward high value crops and shifts from farm to non-farm occupation require a new cultural of inculcating entrepreneurial spirit among masses engaged in the farm sector. Agricultural –industry collaboration, cooperation and convergence in action will help in mitigation of climate related issues through use of locally produces green energy, biofuel for tractors and pump sets and minimizing and recycling of both agriculture and industrial waste. Industries alone can't address twenty first century challenges of climate and food security and quality life. A rational scientific need based integration of agricultural and industrial sector shall give strong impetus to India's commitment of fifty percent non-fossil electricity generation capacity by 2030 and net zero emissions by 2070. The Economic Survey (2022-23) points out that the agriculture sector needs "reorientation" in the backdrop of challenges like adverse impact of climate change, fragmented holdings, sub-optimal farm mechanization low production, disguised unemployment and rising input costs among others. The present study has evaluated India's potential and performance vis-à-vis other members in the BRICS grouping as Brazil, Russia, China and South Africa have a very vibrant, dynamic and diversified agriculture sectors with higher productivity concomitantly higher share in global trade. In the light of above discussion the article shall dwell upon following issues:

- 1 To highlight seven decade of insouciance and apathy towards rural development
- 2 To highlight innovative ways for leveraging rural –urban integration for promoting rural enterprises.

II. Literature Review

The problem of transforming traditional agriculture is basically a problem of creating new investment opportunities in agriculture which require technological transformation (Schultz, 1964). In the hindsight Schultz favors inculcating skills amongst rural artisans and farmers so that local enterprise get boost. Integration of agriculture and industry gives rise to virtuous circle (as opposed to vicious circle) of economic development which is in the process give rise to institutions facilitating two way exchange of commodities (Metcalf, D, 1969). In the

initial stage, the manufacturing sector cannot develop unless the agriculture sector provide the former with agricultural supply. However, the rising agriculture population which is induced to grow solely because of the agriculture development proves to be major hindrance in the development (Jorgenson, 1961). Agriculture has strong direct forward linkages to agricultural processing and backward linkages to input-supply industries (Johnston and Mellor,1961).Structural transformation of the economy may be made inclusive if there is heavy investment in agriculture that would improve its productivity and also make these rural areas livable and create sub –centers of growth (Naqvi, 2015). The structural transformation of the rural economy entails promotion of rural industrialization in general and village small scale cottage industry in particular----and rural entrepreneurs such as village artisans, carpenters, blacksmiths, barbers, fishermen, dairy and poultry entrepreneurs and others are needed to be encouraged by the government(Pattanaik B.K,2017).Among BRICS nations, rural development process in Brazil provide an interesting example of integrated approach that support the family farming sector, promotes environmental protection an foster markets for locally produced goods and services(Schneider, Sergio & Shiki,2010).Free market economies where private sector are involved in industrialization follow a standard pattern of investment in three classes of first-stage industries comprising essential consumer goods, capital goods needed for consumption and natural resource export industries having common features of drawing domestic raw material, simple technology and moderate capital (George B,1966). An industrial unit is a source of demand and supply and doing so develops linkages. Economic development should be planned so that unbalance is created by setting up such industries which have maximum total linkage-forward and backwardlinkages (Hirschman, 1958).Research findings of various location theories demonstrated that traffic roads, urban centers and industries scale can generate centrifugal an centripetal forces in urban and rural areas, thus affecting their scale of development and direction of industrial development (Cheng X et al,2022). Railways, its network and infrastructures can be leveraged to minimize rural-urban disparity and facilitate transformation. Targeting policy support and investment in rural area in order to build vibrant food system and support agro-industries that a well connected to urban zones----and railway transport along with policy support could be vital to accelerate economic development across rural areas by aiding the commercialization of the primary activities(Jide E,2019).Due to roll out of the Swedish railroad network many non-targeted rural communities along these lines gained access to the emerging networks, which alleviate some endogenous concerns----but it has remained challenging for economic historians to identify the impact of railroads on local economic development since they often connected already rapidly growing places(Thor Berger,2019).In a case study of Bulgaria it was found that transport, hiring and renting of vehicles and infrastructure as well as terrain, buildings and equipment of different purpose are becoming more common ant it is possible to expect with railways whose activities (specialized passenger and freight transport—e.g.tourist train) concerning the efforts of state, local authority and entrepreneurs to revive and strengthen the rural economy(Patarchanov, P,2019).Transit lines provide an alternative to the automobile, allowing more people in specific area without increasing demand for roadways and parking and

more activities to occur in close proximity to a transit node such as rail or subway station (Mwatima S, 2018) and transit lines and nodes create jobs, increase property values and efficiently link labor and business (Esfahani, 2003). The present study makes an insight into the scope and potential of livestock, food processing industries and Indian Railways infrastructure for developing new linkages so as to ensure inclusive rural development. It is possible when livelihoods in these related sectors are recognized, formalized and are integrated with related industries. India is the largest milk producer in the world, the production of milk increased by 4.2 percent in 2019, compared to the previous year thus amounting to one ninety two Mt of milk (OCDE-FAO, 2020). The management of production and consumption of this huge quantity shall address both income and nutritious food security to rural people. While the dairy sector contributes to the fight against hunger, by trying to provide food security and improving the nutritious value of diets in a sustainable manner (IDF 2020). Processing of raw fruits, vegetables, meat and fish holds tremendous potential for job creation through new linkages for value creation. Unfortunately, in spite of India being the food basket of the world and the second largest producer of fruits, vegetables and buffalo meat but has one percent labor market share and process level in fruits and vegetables stand at close to two percent and wastage in fruits and vegetables annually due to lack of modern harvesting practices and inadequate cold chain information (MOFPI Report 2020). Rural entrepreneurial opportunities can address these challenges if integrated with related industries and rail network. SDG-7 ensure access to affordable, reliable, sustainable and modern energy for all and the achieving SDGs in time effectively requires local participation and rural development initiatives should incorporate plans for clean energy use. Securing energy supply and curbing energy contribution to climate change are the two over-riding challenges of energy sector on the road to sustainable future (Abbasi & Abbasi, 2010). Rural entrepreneurship holds the key to diseconomies and higher social cost due to concentration and congestion in industrial townships due to hyper exodus from rural areas in search of work. Through their entrepreneurial activity, rural entrepreneur with linkages to urban areas might constitute an opposite force to polarizing concentration of economic activities in cities and---urban-rural linkage might contribute to sustainable economic relationship between urban and rural areas (Herke, Antaine & Rahel, 2016). A sustainable interaction between agricultural and energy has to be achieved considering through higher production and enhance clean and green energy use tradeoff and the objective has to be to increase the energy-use efficiency in agriculture and transition to renewable energy sources without compromising agricultural production (Praveen, Jha & Ahuja, 2021). The onus is on industries to develop robust urban-rural linkages without which building urban-rural linkages achieving development in one area could compromise it in another area and achieving sustainable development need customized policy prioritization and implementation in both urban and rural area (Baffoe & Monuddin, 2021). Ignoring rural-urban linkages leads to inefficiencies and causes growth-inhibiting inequalities (World Bank, 2006). Energy efficiency in agriculture is one of the primary goals in countries with a significant agriculture sector (Inumula et al, 2020). In a seminal work on the use of renewable energy in agricultural sector in the EU it

was found that agricultural was a sector that produces more renewable energy than it consumed and further the only chance to achieve progress in mechanization in agriculture without increasing its harmful impact on the environment by introducing renewable energy sources (Rokicki, T., et al., 2021). SDG-7 ensure access to affordable, reliable, sustainable and modern energy for all and the achieving SDGs in time effectively requires local participation and rural development initiatives should incorporate plans for clean energy use. Securing energy supply and curbing energy contribution to climate change are the two over-riding challenges of energy sector on the road to sustainable future (Abbasi & Abbasi, 2010). An industrial unit is a source of demand and supply and doing so develops linkages. Economic development should be planned so that unbalance is created by setting up such industries which have maximum total linkage-forward and backward linkages (Hirschman, 1958). Research findings of various location theories demonstrated that traffic roads, urban centers and industries scale can generate centrifugal and centripetal forces in urban and rural areas, thus affecting their scale of development and direction of industrial development (Cheng X et al., 2022). The onus is on industries to develop robust urban-rural linkages without which building urban –rural linkages achieving development in one area could compromise it in another area and achieving sustainable development need customized policy prioritization and implementation in both urban and rural area (Baffoe & Monuddin, 2021). Agriculture has strong direct forward linkages to agricultural processing and backward linkage to input-supply industries (Johnston and Mellor, 1961). Integration of agriculture and industry gives rise to virtuous circle (as opposed to vicious circle) of economic development which is in the process give rise to institutions facilitating two way exchange of commodities (Metcalf, D., 1969).

III. Data and Methodology

The article based on the secondary data retrieved from publication of reports of various ministries and international organization concerned with agro sector is analytical in nature. The work of development economists on rural development has been applied to review the past performance and scope of rural enterprises in India. The potential and scope of collaboration among BRICS nations for promoting rural enterprises has also been analyzed.

IV. Industrialization sans Rural Enterprises

The initial five decades saga of industrial development in India highlights overemphasis on promotion of heavy industries with foreign aid and technology and to the utter neglect of setting up rural enterprises for meeting local needs using local resources and knowledge. It was presumed that this kind of industries shall provide basic goods and also both direct and indirect employment. The public sector led industrialization had various drawbacks and desired outcome remained unfulfilled. This kind of industrialization in India had been labor intensive as the process could not be mechanized due to dearth of capital but subsequently use of heavy imported machines needed a few workers. The steel industry is a classic example where the steel sheets are loaded in the trucks by ten to fifteen workers involved in shifting the sheets from the warehouse to the parked truck and loading takes one full day, The same process require a few hours and two or three workers as the factory lay out is such that heavy cranes do loading and later on

unloading at the vendors' sight efficiently in cost effective way. The modern robot cranes being run on computerized programming require only drivers to park trucks in lanes resulting in heavy job losses. Developmental planning in India has prioritized public and private sector industrialization to the utter neglect of potential and scope of addressing and leveraging diversity in the agricultural sector. The flaw in this policy of promoting only heavy industries has been that agricultural sector has been taken as source of food and fodder without recognizing its true potential of contribution in value generation. Had steel, coal, cement and electricity been provided for rural enterprises in time, it could have created positive impact on social transformation and economic self sufficiency of rural areas? China has innovative policies to inspire and involve urban enterprises to set up units in the vast rural hinterlands and promote entrepreneurial culture. China always detests and discourages migration to urban areas by denying and depriving the migrants the benefits of urbane amenities. At the same time there are policies and practices to inspire and involve urban entrepreneurs to involve rural denizen in the rural enterprises. Chinese rural enterprises contributes value significantly in tiers, toys, locks, fans, car stereo, mobile accessories, showpieces and perfumes to name a few and Chinese companies taken away major share of world markets concomitantly destroyed these industries in various countries .

V. Rural Enterprises: Scope & Challenges

.Rural enterprises in India have the scale and scope of providing both goods and services. The growth of service sector shall further create job opportunities and improve quality of rural life. The article discusses three cases namely livestock, fruits and vegetable processing and Aligning Urban-Rural spaces through Indian Railways wherein innovative policies for integration and alignment have the scope and potential to create maximum total linkages creating new pathways .

Livestock

There are state monopolies in dairy sector and a behemoth like AMUL(Local Tiger) which operates through franchises across states .Entrepreneurial opportunities in dairy sector remained restricted to milk production and delivery and its immense potential of quality job creation through higher growth, diversified products through innovative value creation and nurturing of domestic animals at the bottom of pyramid has not been understood. Innovation led entrepreneurial ventures in the dairy sector shall spur both job opportunities and availability of more and diversified products. The Scandinavian countries and even china are calling shots in the word dairy products markets just because of scientific management of meager resources and promotion of entrepreneurial cultural in the rural dairy business which India overlooked and still state monopolies are thriving with least concern to promotion of rural entrepreneurships. Table 1 shows the production, consumption and processing of milk in the organized sector in the BRICS nations

Table-1
Dairy Sector (Milk)
Production and Potential in BRICS

Country	Production(2019) MT	Consumption(2013) (Kg/capita/yr.)	Organized sector%
Brazil	146.31	151.32	40
Russia	31	172.46	68
India	192	68.72	40
China	45	100	64
S Africa	33	57.92	53

Source: FAO

. The pent up demand in animal products market not met and exploited for gains to producers and consumers is an opportunity lost. The animal food vendors on the outskirts of towns and villages meet local demand with scant knowledge on animal culling, hygiene and absence of Cold storage facilities operate on low scale with low and uncertain returns. Informality in meat industry, an important rural occupation has deprived the rural community of quality jobs and consumers of economical nutritious diet. Rural entrepreneurial training and guidance on scientific processes for value creation has immense potential of inclusive growth. Table-2 shows the performance and potential of meat industry among the BRICS nations.

Table-2

Performance& Potential (BRICS Nations)

Nation	Total Live stock (1000 Heads)	Meat (1000tons)	Meat consumption per capita(Kg/person)	% Share in world Exports
Brazil	214894	24073	77.32	23.50
Russia	40744	9519	77.62	0.31
India	536761	7020	3,78	11.88
China	392004	87495	60.60	0.15
South Africa	148000	3282	60.3	0.49

Source: BRICS SNAPSHOTS, Joint Statistics Publication 2021/FAO/USDA 2020

Table 2 throws light on three untapped sectors. Firstly, given the relative huge livestock in India, the meat export can be increased by many times. Secondly, abysmally low meat consumption per capita can be increased through awareness and assuring hygiene and quality and scope of setting up rural enterprises. Thirdly, new partnership with our neighbours to boost exports of dairy products ,vegetables and animal products for taking advantage of proximity as this is a major factor in trade of animal products.

The potential of livestock's contribution in meeting local clean energy need is still in infancy and this need special attention. Making available, accessible and affordable clean energy require research and development to exploit the latent potential of livestock. Urban–rural collaboration and cooperation for using residue and waste from agricultural and livestock for generating renewable energy for meeting rural and industry need shall create a circular rural economy with

powerful positive impact on environment. Sustainability entails farmers generating and using energy produced at the farm itself. Energy being the key input in agriculture, its' accessibility and affordability play a *critical role* in enhancing farm and labor productivity. Political rhetoric for free electricity is unjustified, unsustainable and counterproductive. The sources and uses of energy for rural development are both entrepreneurial challenge and opportunities for contributions in global crisis through local community participation. Be it solar plates on rooftop or in fields, mini biogas plants for processing crop residue or generating electricity from animal waste or bio fuel from crops, rural enterprises have the potential to contribute in both energy security and climate security

Processing Industry (Fruits, Vegetables and Animal food)

In time efficient processing of fruits, vegetables and animal products (Meat, chicken, Pigeon etc) has the potential of value generation creating myriad opportunities for employment creation and income generation. The great paradox of Indian agriculture “penury in plenty” wherein spite of bumper crops of apples, oranges, mangoes to name a few. Neither tillers get it due return nor buyers relish consumption as these get rotten in the field or in transit due to non availability of requisite infrastructure in the rural areas. Rural enterprises in processing sector shall have dual effect: Creating job opportunities for both skilled and unskilled within the villages itself and also making available nutritious food every time everywhere so as to mitigate the rampant malnutrition and undernourishment responsible for stunting, wasting, and anemia among children in time effectively. The per hectare productivity of fruits, vegetables, cereals and grains, meat and fish showing a significant rise, but per capita consumption is reflection insignificant rise and is very low as compare to minimum required for a balanced diet. With nearly two hundred million people undernourished. India ranks 107th among 121 countries with a score of 29.1 on the India has a level of hunger that is serious (Global Hunger Index 2022). The development of food processing industries holds the key to food security, stability and sustainability. There is immense potential of food processing industry at the village levels through micro processing units have never been realized. A unit of fruit processed contributes in value generation, reduces wastage and makes available and affordable nutritious food round the year and farmers also get assured return. It is both an entrepreneurial challenge and opportunity to create micro rural enterprises to be part of supply chain of processing of fruits, vegetables and animal products. Conglomerates running industries should share resources and experiences for fostering research and development to nurture rural entrepreneurship at each stage of value generation of processing industry from Sowing, harvesting, animal breeding and caring, transportation, packaging and then marketing need recognition and recalibration of policies for promoting and leveraging rural enterprises to share the benefits of growth equally. Table 3 shows that among BRICS nations India's performance is dismal and disappointing. The planners could not envision significance and potential of this industry as all industrial policies (1948, 1956, 1977, 1980 & 1991) have no specific agenda for this strategic sector. The Ministry of Food Processing industries (MoFPI) was set up so late in 1988 and Foreign Direct Investment allowed

only in 2000 reflect apathy and insouciant attitude of policy makers and this delay is one of the major causes of deepening and widening rural-urban developmental gaps.

Table-3
Commercial Processing of Fruits &Vegetables (F&V)
BRICS (2019)

Country	% of F&V Processed
Brazil	53
Russia	34
India	2.2
China	23
South Africa	28

SOURCE: Business Wire November 25, 2019

The key to motivation to farmers for enhancing production and inculcating crops diversity is assurance of demand and price in view of uncertain vagaries of natural catastrophes. Corporate led developed, integrated and innovative processing industry at the block or town level shall infuse inspiration among masses to take up entrepreneurship.

Aligning Rural-Urban landscape through Railways

The scope and potential of world's fourth largest rail network and infrastructure for promotion of rural enterprises through rural –urban integration remained unrecognized and hence unutilized. Railway tracks are like arteries and veins integrating the megacities and pass through vast rural hinterlands. This has immense scope of creating economic opportunities for promoting rural enterprises. Rural railway stations and rail tracks remain deserted and dormant most of the time except when high speed trains passes through or a few local trains make a halt. Rural communities can use these assets for promotion of respective enterprises through leveraging seamless connectivity with urban areas. The entrepreneurial challenge is to form rural cooperatives comprising villages abutting the rural railway stations or tracks for collectively utilizing rail networks and infrastructure for providing impetus to manufacturing and marketing of local products using rural resources with active involvement of rural people in the towns and cities. Rural cooperatives should take on lease goods trains from railways and modify wagons to ferry fruits , vegetables and flowers, dairy products, products of rural cottage industries both eatables and durable household products ,bovines , poultry and fisheries for sale from railway sub-stations .Railway terminals and junctions are preceded and succeeded by sub-stations or halts which shall be used for marketing with convenience and comfort and city dwellers need not remain dependent on dairy cooperative societies and local meat suppliers. The vending from the railway wagons shall bring small farmers and rural artisans in direct Contact with consumers and the consumer surplus will enhance as the commission agents have no scope to intervene in free play of market forces culminating in market efficiency. This shall provide rural community hedge against dominance by cooperative societies who never think of promoting rural entrepreneurs to make them partners in value creation. That is certainly not detrimental to

cooperative societies rather essaying fair competition between urban cooperatives and rural cooperatives as both shall compete on price, quality and freshness of products and consumers shall relish the gains from competition. The rail connectivity with the rural Rajasthan shall be most apt to authenticate and validates the hitherto argument on leveraging railways network and infra-structure for reviving rural enterprises and this shall be exemplar for other rural areas pan India. Rajasthan is known for its unique handicrafts, cuisine and cultural and rural artisans have immense role.

“On every fortnight a goods train having specialized wagons can ferry handicrafts, packaged traditional food items, rural artisans with specialization in cuisine, folk artists from the interior of Rajasthan to neighboring districts of states of Haryana, Uttar Pradesh and Delhi. The goods train halt at the sub-urban railway stations shall be like open air mega mart enticing people from urban localities. Urban commuters shall no longer faces traffic gridlocks, parking problems pollution so common in urban mega malls. The scope of diversification shall spur rural enterprises to provide superior products directly to the urban consumers”

VI. Partnership in Global Food supply chain

Rural–urban integration and collaboration has the potential not only to address domestic socioeconomic issues but also to place India as a leading partner in global food supply chain. The geographical position, climatic conditions and seamless border connectivity with neighboring countries are advantageous to India for enhancing trade and interment particulars with neighboring countries. The misplaced fear of foreign dairy products of good quality at low price flooding Indian markets compromising the millions of livelihoods that India hesitates to join international collaborations like Regional Comprehensive Economic Partnerships (RCEP), a group of fifteen countries including China and to be a partner in all pillars of cooperation in Indo-Pacific Economic Framework(IPEF) except the first-trade pillar. Insecurities, inefficiencies and infirmities in the domestic supply chain that escapism is only option which comes with insurmountable and irredeemable socioeconomic costs in terms of lost opportunities for growing and becoming a valuable partner in global food supply chain. Not only India’s BRICS partners but most of the G20 nations whose presidency India holds have significant share in global agro based trade because research led innovations in farm sectors and agro based industries increased production by many times and also promoted competition among domestic firms resulting in surplus quality products for exports. To leverage the classical assumption of zero transportation costs in international trade vis-a vis other dairy products exporting countries India need to make bridges across borders for export of both agriculture and animal food and that shall be mutually productive and beneficial. The CEOs of MNCs so enthusiastically share their experiences of visits to rural markets to gauge consumer sentiments and aspirations for demand estimation but it also hinges upon them to have insight into how to collaborate and promote rural enterprises for channelizing local resources and talent. Industry, large or small should have an executive position for promotion of rural enterprise (PORE), to be rotated among the heads of different sections in the company whose sole responsibility shall be to inspire, invigorate and involve rural

communities in entrepreneurial ventures. The partnership so formed shall spur innovations and value creation making them capable enough to be a contributor in global food supply chains.

VII. Conclusion

There is need for reimagining and recalibrating of policies and practices for realignment of rural-urban business entities so as to create a kind of rural entrepreneurial cultural where not only the quality of existing vocations improves but opportunities for new job creation arises. The onus lies on urban entrepreneurs at all levels to not assure provide capital, training and technology to artisans and farmers but also assurance of demand. This is possible when rural enterprises are linked with national and global supply chains which require seamless concavity both physical and digital as is the case in China. A robust and dynamic rural-urban integration shall make farmers and artisans' confident and capable enough to learn new skills for increasing scale, scope and profits. Rural-urban collaboration is concerned with micro management shall be giving strong impetus to diversity, inclusivity and equity leading to harmonious communities thriving in dynamic rural-urban landscape.

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