

A STUDY ON MANAGING THE DEVELOPMENTAL PROJECTS OF RURAL AREA

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ABSTRACT

The objective of this work is to enlighten the knowledge and procedure of management of project for the rural development. An effort has been made to scrutinise the opportunity for the use of management skills in rural development projects. It does not matter how methodically a project is scheduled, there would be still some variations between the standard output expected and actual output achieved. The variations may be in time listed, utilisation of resources and movement of welfares from the projects. The major cause found for these variations has been poor and ineffective management. It happens whenever we talk about the management the queries like what management is about? How can we look management? What is the difference between the good management and the bad management?

The current study aims to answer these queries to bring out the clear understanding about the management of the projects planning to be undertaken or is in process for developing the rural areas. This attempt would bring into our knowledge about the acts of management in our society which is very essential for the progress of our economy and development of human capitals. It supports in satisfying a great need of our time in improving the standard of people living in the rural areas through real and active use of limited available and material resources.

This study concluded the management as an art of getting things done through others by guiding their hard work of people so as to make possible the best allocation and utilisation of human, material and financial resources to realise the goals. We also marked the points of difference between the administration and management pointed by some experts. The basic function of management recognised is planning, organising, staffing, directing and controlling. It was marked that because individuals, area and actions form the background for rural development, their clarification is a prerequisite for actual and active management of projects.

Keywords: Management, Rural Projects, Development, Functions of management.

THE PERCEPTION OF MANAGEMENT

Management is said to be a universal process. It is not delimited to the factory, shop or office. It is a running power in all organisation and aim to attain the stated mottoes. Management is thus important for the business firms as well as government enterprises and departments. Management means the art of getting things done through the efforts of others by guiding the efforts of other people. Administration in any ground of human effort perform distinctive managerial functions regardless of what they are managing. It is tough to attain the finest possible apportionment and employment of human, financial and material resources without the efficient and effective management.

The definition given by Peter Drucker, "Management is a multiple purpose organ that manages a business, manages manager, and manages worker and work."

The definition given by Harold Koontz, "Management is the art of getting things done through and with people in formally organised groups. It is the art of creating an environment in which people can perform as individuals and yet cooperate towards attainment of group goals. It is the art of removing blocks to such performance, a way of optimising efficiency in reaching goals."

Stoner and Wenkel have defined management as "the process of planning, organising, leading and controlling the efforts of organisation members and of using all other organisational resources to achieve stated goals."

The experts reflect management as an art, yet number of experts emphasised on management as science. Koontz and O Donnel stated “Managing like the other practices is an art. Management is know-how. It is doing things in the light of the realisms of a condition. However, the practice of managing will be healthier by making application of systematic and organised knowledge which originates from the science. Thus managing as rehearsal is an art, the organised knowledge, existing in it may be called as a science.

MANAGEMENT AND ADMINISTRATION

There is difference between the administration and management. The experts pointed out the difference between these. To manage the process of management in order to gain the stated objectives and guiding the efforts of human capital following differences were stated:

Administration	Management
It results in effective direction	Certifies effective execution
Plans Organisation	Applies the organisation
Outlines goals	Effort to achieve the aims
Organises finance , production , distribution	Manages activities of others to achieve aim.
Delivers guidance , leadership and control	Things are get done through the efforts of others.

We can say that management is the basic term for the procedure of decision-making control including obligation for effective planning and supervision of the processes of an enterprise.

On the other hand, administration is carrying out the procedures by which the plans are laid down and conveyed and the activities are monitored against the stated plans.

PROCESS OF MANAGEMENT

Management is a process of planning, organising, staffing, directing and controlling. The controlling task is further classified in Coordination, Reporting and Budgeting. The term POSDCORB came into fame. The POSDCORB – Planning, Organising, Staffing, Directing, Controlling, Reporting and Budgeting.

- A. Planning:** Planning is the upcoming oriented act and controls an organisation's direction. It is the procedure of thinking about and organising the task needed to perform to achieve the goals. Patrick Montana and Bruce Charnav gave the steps of planning: a) Choosing the target b) evaluating the methods c) determining the systematic course of plan.
- B. Organising:** It involves a) accessing the activities needed to perform to achieve the aims. b) Grouping the operations to be performed into manageable units. c) Assigning group of task to managers. Defining the responsibility and authority relationship and coordinating these to be properly implemented.
- C. Staffing:** The task of hiring and retaining a suitable workforce at managerial and non-managerial levels. Management must be clear about the sociological and psychological upbringing of associates along with their technical and operational competence.
- D. Directing:** Leadership, communication, motivation and supervision to achieve stated purposes.
- E. Controlling:** Activities undertaken to guarantee that the happenings do not varied from the pre-planned routes. It refers to watching the growth and taking the corrective actions when desired. Controlling means the monitoring. This generates the information for variations and creation of the new plans on the basis of modification.

Here, we can say that planning and development of projects for the development either in rural area or urban area demands the decision making. The decision making is series of steps: know about the condition, diagnosis of the exact problem, find the other available alternatives, and choose the most appropriate measure, accept the solution for acceptance. Human capital, space and operations are design for the rural development project. This planning of the project for developing the rural area calls the process of decision making and management. Understanding the concept of management is the pre essential for planning and implementing the projects to develop the rural area. What happens is, scarce or defective idea of planning, organising, staffing, directing and controlling lands the potential project to the unsuccessful project. Personnels who were expert in management practices only without knowing the rural setting have applied management techniques but suffered losses. Personnels who had faced the opposite situations too landed themselves in loss area. Thus, what is required is the clear understanding of rural setting and management technique application in rural development project.

CARRYING OUT THE RURAL DEVELOPMENT PROJECTS

After the careful planning if the projects are not executed properly the efforts of managers put in the planning, organising, staffing, directing will be fail. Nothing is possible if the operation of decided plans fails. Proper implementation is taken as the procedure by which a set of prearranged activities are undertaken in a planned way with the objective of achieving the stated aims.

STAGES OF IMPLEMENTATION

There are two stages of implementation:

1. Preoperation stage.
2. Operation stage.

The planning and execution of the project to achieve the aims is also a kind of business which is handled by the project manager. The project manager has the responsibility to plan the activities to be undertaken, when it is to be undertaken, how it is to be undertaken, cost to be needed for the execution, time period to be undertaken. Project manager is responsible and accountable for the project management. The success of the project manager depends on the art of well plan and effectively and efficiently implementing those plans in terms of cost, activities, time period, arranging and utilising the available scarce resources optimally.

There are factors which have to be consider carefully while making decisions and managing the project. These influence the implementation of project and decides the result of project-success or failure.

- A. Mechanical factors: rural projects are in form of irrigation, waste land development, livestock. Recruitment of technical manpower and application of technology is needed which can make the execution of the project in the possible and smooth manner. Rural project development manager is supposed to have the knowledge of these technical factors.
- B. Commercial and Monetary Factors: credit, subsidies, pricing, selection of resources.
- C. Marketable Factors: Supply of inputs, promotion of productivity.
- D. Social-Cultural Factors: Tradition, socio-cultural values, social institution, social structure all do have their impact on these project. The project manager should have the knowledge of these factors for the proper execution of the project.
- E. Governmental Factors: Political parties, leadership pattern, power structure affect the undertaking of the activities.
- F. Public's participation: contribution of personnels in the functioning of the project is mandatory. The strategies by the project manager should be drawn to allow the people to involve in the project implementation.

- G. Combination and Organisation: merging of various necessary agencies are needed to bring the idea of project into reality.

CONCLUSION

The planning and implementation of the rural development project needs the management to have the knowledge of the managerial functions. Project manager's responsibility is to plan the activities of the project with the consideration of cost, time period, relationship of activities which has to be executed. The success of the project depends upon the managerial knowledge of the project manager. Project manager is responsible and accountable for the project management. The success of the project manager depends on the art of well plan and effectively and efficiently implementing those plans in terms of cost, activities, time period, arranging and utilising the available scarce resources optimally.

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