

# **A RELOOK AT INDIA-75: CHALLENGES AND PROSPECTS**

**Collected Papers of International Seminar-2022**



**The Department of History and Research Centre  
Nesamony Memorial Christian College (NMCC)  
Marthandam**



**Kanniyakumari Academy of  
Arts and Sciences (KAAS)**

**KAAS PUBLICATIONS  
Nagarkovil, 2022**

**International Conference – 2022**  
**A Relook at India-75: Challenges and Prospects**

**© KAAS Publications**  
**First Edition: September, 2022**  
**ISBN: 978-93-81658-36-9**

Text © KAAS

Kanniyakumari Academy of Arts and Sciences (KAAS)  
553/60C-2, Daniel Compound, Near Water Tank,  
Nagarkovil - 629 001.  
Tamil Nadu, S. India.

Ph : 91-6452-279208, 227677  
Mob : (0) 99949 08647

e-mail : kasacademy@gmail.com,  
kasacademy@rocketmail.com  
website : www.kasacademy.co.cc

**Copyright**

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the author.

தம்மின்தம் மக்கள் அறிவுடைமை மாநிலத்து  
மன்னுயிர்க்கு எல்லாம் இனிது.

- திருக்குறள்: 8

Nothing is more pleasing to all parents  
on this great earth than that their children  
should possess real learning.

*The Sacred Kural : 8*

**Printed at**

Shanlax Publications  
61, Vasantha Nagar, Madurai – 625 003  
Ph: 7200303383

	<b>E.L. Gifty</b>	
24	Social Inequality in Ruskin Bond's Novel <i>The Blue Umbrella</i> <b>R.J. Jenifa</b>	223
25	Towards Ensuring Religious Harmony and Unity Through Kevin Missal's Novel <i>Dharmayodha Kalki</i> <b>F. Samson &amp; S.A. Kowsiga Varshini</b>	229
26	Ecological Balance in Indian Culture in Amitav Ghosh's <i>Jungle Nama: A Story of the Sundarban</i> <b>F. Samson &amp; M. Mahiba</b>	236
27	Self- Reflection on Estrangement in Saranya Umakandhan's <i>One Day Life Will Change</i> <b>M. Remya</b>	244
28	Female Infanticide: Crime In India in the Novel <i>Witness the Night</i> by Kishwar Desai <b>G. Reshma</b>	249
29	Adverse Impact of Scientific Advancement in Aroon Raman's Novel <i>Sky Fire</i> <b>F. Samson &amp; D.V. Vini</b>	256
30	An Encounter with India's Past <b>K. Sherly</b>	263
31	Role of Mahatma Ayyankali in the Land Struggles of Dalits in Kerala <b>S. Divya</b>	267
32	<b>Impact of Rural Tourism through Gandhian Ideology with Special Reference to Madurai Region</b> <b>B. Poornimasethupathi</b>	284
33	Is there Freedom? <b>R.B. Rindhu</b>	294
34	Political Cognizance of Travancore Women and Malayalam Writing	297

## **IMPACT OF RURAL TOURISM THROUGH GANDHIAN IDEOLOGY WITH SPECIAL REFERENCE TO MADURAI REGION**

**B. Poornimasethupathi**

*Assistant Professor in History*

*Fatima College (Autonomous), Madurai*

*Email: poornimahardworker@gmail.com*

### **Abstract**

*This paper tries to present the ideology of Mahatma Gandhi as an origin of alternative development and experiment with rural community. The first section of the paper provides Gandhi's criticism of modern civilization, that of economics and that of Marxist socialism and communism. The second section analyzes his ideas for a "post-modern" construction of India, where his views on Swadeshi (self-reliance), his theory of trusteeship (theory of class and distribution) and his images of an ideal village economy are examined during Pre and post Independence period. Rural tourism is emerging as an important segment. Rural tourism has countless variants, tourists spend time on leisure activities or education in a rural environment and local communities are involved that can be referred as rural tourism. The relationship between tourism and the environment is particularly close in rural areas.*

### **Introduction**

Rural tourism is emerging as an important segment. Rural tourism has countless variants, tourists spend time on leisure activities or education in a rural environment and local communities are involved that can be referred as rural tourism. The relationship between tourism and the environment is particularly close in rural areas. Thomas cook was the first person who organized a package tour to rural Switzerland in 1863. The rapid industrialization and urbanization has forced the people to move out of villages. This is the main reason for the development of rural tourism

because the parents are keen to show their children the idyllic surroundings of their native villages. The attractiveness of rural areas for tourism is closely related to the traditional idea of the “good old days”. TamilNadu has tremendous potential in rural tourism, where almost the important tourist destinations are situated in around the rural areas. Tamil Nadu State Tourism Department has identified rural tourism areas for development.

TamilNadu Tourism Development Corporation (TTDC) has initiated several initiatives to promote tourism in the rural areas. Many tourist destinations in panchayat union areas have been funded copiously to promote domestic tourism. TamilNadu tourism is keen to market rural areas to urban dwellers to change their mind set and make them understand the significance of agriculture, the art and crafts of the villages, tradition and way of life of the villagers.

### **Gandhian Ideology towards Rural Tourism: Programme for Economic and Social reasons:**

Initially, Gandhiji took up the khadi programme for economic and social reasons. During his tour to acquaint himself with the realities of Indian conditions, he was deeply distressed by the increasing starvation of the villages and widespread underemployment, specially unemployment of those engaged in agriculture. He came to the conclusion that the charka was the only solution to overcome their miserable situation. Charkha aims at putting this vast human resources to productive use which is otherwise going waste. Charkha as machine and human hand as mechanical Energy. An important aspects of khadi upon which Gandhiji insisted was self sufficiency of individuals, specially producers as well as the villages.

Gandhiji said “ **We must penetrate the spinner’s home and induce her to wear khadi made from her own yarn**”.

### **GandhianKhadi-(Pre-Independence)**

Mahatma Gandhi is not only the Father of Nation, but also the father of modern “Khadi”. He realized the importance of ‘Charkha’(Spinning wheel) in London in 1908 during discussions with fellow Indians regarding the conditions in India. When he finally came to India in 1915 Boycott of foreign goods, specially English cloth and Swadeshi movement was going on and he claimed that his khadiprogramme gave a concrete and positive meaning to Swadeshi. In 1919 he formally launched the Khadiprogramme in the country. The first khadi production centre was established in Kathiawad, Gujarat in 1921. In 1925 an independent autonomous body called All India Spinners Association(AISA) or AkhilBharatiya Charkha Sangha was formed for implmentingkhadiprogramme vigorously throughout India.In Proposing the khadiprogramme he said

**“Every revolution of wheel spins peace, goodwill and love”**

### **Major Impact of Rural Tourism**

The basic concept of rural tourism is to benefit the local community through entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, investment for infrastructure development and preservation of the environment and heritage (Mishra,2001). Rural tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. It will not only generate employment for the people but it can also develop social, cultural and educational values. In Asia, especially in India, rural tourism in its true

form is relatively new. The potential for rural tourism to be a major force in rural economic development resulting in poverty alleviation is yet to be realized to the fullest extent. Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle.

### **Impact of Rural Tourism in Our Society**

Rural tourism can bring various benefits such as foreign exchange, employment, higher government revenues and the transformation of agriculture into a modern service industry, it can also damage many indigenous societies.

### **Economic Impactpositive Economic Impact**

It will create employment for the rural people and generate income for them. The villagers will be able to provide better food and education for their children.

- Create employment especially for the rural youth.
- Income level will rise.
- Generate foreign exchange.
- Demand for other goods and services will increase.
- Improvement in the public services.
- Generate revenue for the government.

- Modernization of agriculture and other rural activities.
- Local small businessman will be benefited.

### **Negative Economic Impact**

The facilities provider and investors such as resorts, hotels and tour operators will be mainly from cities; who will take away most of the profits. Most the products consume will be imported from outside, not produced locally. The economic benefits may go to urban communities and entrepreneurs. There is a chance that limited employment will be generated for the rural people due to their limited knowledge and exposure.

- The rural people can be exploited.
- The rural people have to depend on the urban entrepreneur, so the benefit may not reach them.
- The urban investor will take away most of the profit.
- Food, drink and necessary products will be imported from outside and not produced locally.
- Rural people may be under paid.
- Local artisan may not get benefited.
- Due to competition the local handicraft and farm produce products will be sold at lower price. Increase in the price of local agro products.

### **Impact of Rural Tourism in post independence period of Madurai Region**

Formation of All India Khadi& Village industries Board and Khadi and Village Industries Commission in August 1948 the Government of India came out with its industrial policy for the first time in free India, which did make reference to the role of cottage and village industries including khadi in providing subsidiary occupation to the rural people. The congress Agrarian Reforms Committee was appointed under



the chairmanship of Dr.J.C.Kumarappa Which suggested guidelines for the development of Khadi and village industries(KVI) sector. As a result the central government constituted under Industry Ministry, the All India and Village Industries Board (AIKVIB) in January 1953. Later to remove procedural handicaps and financial difficulties experienced by the Board. It was replaced by an autonomous statutory body called Khadi and Village Industries Commission (KVIC) constituted under an Act of Parliament with effect from April 1<sup>st</sup>, 1957. KVIC was charged with the responsibility to plan, organize and implement the programme of promoting and developing khadi and village industries.

Tourism in the rural areas needs to be given an impetus by earmarking funds for pilot projects on the basis of the model plan for each state for the purpose. Madurai is a land of culture and heritage. The villages of Madurai have the rural cultural attractions. The Government of TamilNadu and the Department of Tourism and other Tourism relates organizations need to arrange tourism activities in line of the rural culture so that the regions roar in rapture need to create **“infrastructure.”** Several unique attempts have been made in the past to take foreign visitors to the countryside around Madurai. G. Vasudevan, former president, Travel Club, arranged a **‘Pongalmela’** in a village near Madurai a few years back where a typical rural ambience was created. The Dhan Foundation has been organizing **‘bullock cart rides’** for foreign tourists. In yet another attempt to boost tourism, the CII is in the process of identifying a **‘rural route.’** Tourists will be taken along this route to witness agricultural operations, rural festivities and traditional arts and crafts and also to watch birds that congregate in lakes near villages, says George, former chairman, CII, Madurai zone.

Already, there is a trend in the last few months of foreign tourists showing a keen interest to look at the unseen areas of Madurai, besides the famous Meenakshi Sundareswarar Temple and TirumalaiNaicker Palace. Many admire the majestic Yanaimalai from various vantage points on the city's peripheries. The flower market near Mattuthavani has regular visitors from abroad. An orderly central vegetable market will be another attraction once it gets shifted from its present congested location near the temple.

## **Strategies and Market Strategy**

### **Phase 1**

1. Prominent tour operators at Delhi ,Mumbai International may be invited for road show and the product may be launched with proper film brochures, posters etc .
2. The ancient monuments may be added in the itinerary of the tourists groups and some extra charges may be added .
3. Local arrangements/saftyetc would be organised by us .
4. Visits of handicrafts would also be arranged .
5. Some design trainings would be imparted to the handicrafts to be able to work on cluster/federation basis .
6. Bulk orders would also be taken in professional manner and the same would be fulfilled so that export is made

### **Phase 2**

1. On the basis of arrivels of the tourists some restaurants /cafeteria will be launched .

2. According to the need of the tourists 5/6 star hotels would also be constructed .
  3. Package for rural tourism with local handicrafts would also be developed.
  4. An exclusive website [www.rural-tourism .in](http://www.rural-tourism.in) is launched.
- 
1. Host communities from Rural Tourism sites existing and proposed
  2. Local governance representatives
  3. Community organizations/ NGOs
  4. Tamilnadu State Tourism Department
  5. Stake holders involved in Tourism sector
  6. Development Professionals working for Tourism promotion.

### **Measures and Steps to Promote Rural Tourism**

1. Improved infrastructure and connectivity of rural India can improve rural tourism.
2. Identification of strength's of villages in different states and introduction of customized trips like Cultural and Heritage walk in Rajasthan, Tribal tours in North-East India.
3. Promoting Farm and home stays to provide local and humane touch to tourists.
4. Destinations should be specific and proximate to the conventional tourist spots.
5. There should be an improvement in the accessibility, proper marketing and periodic maintenance of the destinations.
6. Home stays need to follow the traditional style of construction and lifestyle.

7. A concerted effort from both the Union Government and State Governments based on a proactive approach is needed.
8. Safety of tourists, especially females should be ensured.
9. Adequate finances must be devolved to the gram sabha for maintenance of basic infrastructure.
10. Training of villagers to avoid any kind of hostility towards tourists.
11. Adequate healthcare facilities must be provided.
12. Environment impact of increased number of tourists must be assessed .

## **Conclusion**

Tourism plays an important role in the economy for most of the countries. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only ", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". The tourism industry gives various opportunities in the country and also suggested that the Madurai Railway Junction should be developed and upgraded with all facilities, arrange for foreign and domestic planes should be operated from various places.

## **Suggestions**

The following are suggestions of the present study:

1. Frequency of bus is so limited and there is no special buses are available for local sightseeing and for shopping. Hence, the local authority should take proper steps to improve this situation.

2. The important inscriptions in temples should be translated in English for the convenience of domestic and foreign tourists.
3. A special training programme to be organized for cycle rickshaw, auto, cable operator and guides.

## **References**

1. Bakshi, S.R., *Gandhi and the Mass Movements*, Atlantic Publishers, New Delhi, 1988.
2. Chakrabarti Mohit., *The Gandhian Philosophy of the Spinning Wheel*, Concept Publishing House, New Delhi, 2000.
3. Heritage and Tourism Development plan, Madurai Corporation.
4. Circuits Development for Madurai Corporation, Madurai Corporation.
5. Detailed Project Report for Madurai, 2001.
6. Shalinisingh, Profiles of Indian Tourism, A.D.H. Publishing corporation, Ansari Road, Darya ganj, New Delhi- 10002.
7. Heritage Tourism, First published 2009, Samira Dasgupta, Rabiranjana Biswar and Gautam Kumar Maila.