

RURAL DEVELOPMENT PLANS

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Abstract: *Rural development is the main strategic tool used to diminish social and economic disparities between regions, discrepancies determined by different level of endowment with natural, human and financial resources. The development of rural communities can be described as a process of territorial development, including economic, social, cultural, political aspects, by favoring endogenous development, mobilizing human and financial resources that concur to this, and by ensuring their convergence.*

Key words: *rural development, social and economic disparities, policies and strategies, sustainable agricultural exploitation*

INTRODUCTION

In the last decade, the awareness of complex problems of rural areas and the need to develop appropriate policies and strategies for building a united Europe, characterized by cancellation, or, in the worst case, by drastic decrease of major discrepancies between the levels of development of different regions, on one hand, and by the achievement of social and economic cohesion, on the other hand have led to an obvious tinting of the perception of decision makers, whose main consequence was found in shifting focus from agricultural policy, in its classic sense, to the concept, as actual as it is available in the future, of „rural development” more complex and covering. [4]

MATERIALS AND METHODS

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

RESULTS AND DISCUSSIONS

Rural development (or rural communities development) can be described as a process in which the community is actively involved in order to mobilize all initiatives for their own resources, available, in the social, economic and ecological benefit of community. In the following steps, we will try to expose on each plan separately, the problems that can arise when combining with the other plans. [7]

Economic development should aim any action and activity undertaken to achieve in terms of profitability at the entity level of production and to act by all means to optimize them. The share of employed population in rural areas working in agriculture is the largest one, relating to other activity fields of rural area. So, the agriculture is the decisive activity and mainstay around which the economic activities of the rural area should gravitate. The basic cell of rural development represents the sustainable agricultural exploitations and their existence leads to vitalize the rural economic life.

The diversity of agricultural exploitations is given by the diverse spectrum of vegetal and animal production sectors, able that through their activity to provide fresh products or quality raw materials for industrialization of the food or textile industry, leather or other sectors that use as raw materials the agricultural products; this is the engine of motivations, of attracting investment in rural areas and their diversification, generating alternatives to obtain incomes for rural population, ensuring stability and prosperity.

The sustainable agricultural exploitation can be characterized as follows: [6]

1. it is organized in order to ensure a competitive offer, expressed in quantities of homogeneous products and in large part by types of agricultural and food products of high quality, obtained with low cost;
2. it achieves positive economic and financial results under a appropriate specific management
3. it provides the necessary conditions to achieve income and social protection of family members, similar to other types of businesses;
4. it has high payment capacity and solvability, which allows to ensure a decent standard of living for its members and to make the investments necessary to its development and strengthening;
5. it sells her products obtained on a contractual basis, not only directly, through its own stores or markets arranged for agricultural producers.

An important and determinant element in the activity of an agricultural exploitation is the *vocation*. This can be divided in *specialized vocation* and *technical capacity vocation* of production. *Specialized vocation* is given, generally, by skills and knowledge that the manager of exploitation has and his ability to apply them in order to obtain the best results. *Technical capacity vocation* of production represents the technical equipment available to the exploitation to achieve the best activity that holds the largest share of the total activities they perform.

It should be noted that, in addition to the vocation of managers of exploitations, there is also the *vocation of the area*, which translates into the whole natural and/or anthropic factors which influences or could influence an economic activity (present or future).

By combining the two types of vocations, specialized and technical capability vocation, we can estimate the viability of an activity undertaken by an agricultural exploitation. So, we can have exploitation whose manager has vocation in a specific field, but he will have difficulty if he wants to practice this activity in a region where the vocation is not suitable and vice versa. Although, from a purely economic point of view, the practice of an activity in an area without vocation would be unprofitable, however, thanks to new guidelines existing in different countries of the world, an external support is provided (mainly by the relevant national authority) as subsidies, fiscal facilities etc., so that the activity will become profitable. In these cases, the external support is mainly based on the repercussions of that activity in social and cultural plan (the abandonment of agricultural activities can lead to the increase of the unemployment rate as well as the abandonment of some traditions, customs or traditional crafts), in ecological plan (the investments for environmental protection would make the business to become unattractive) or in both plans.

The principles of *rural development in the ecological plan* must be in accordance with economic and social development of rural areas and must avoid environmental degradation. The environmental protection is the basic element of sustainable development and must be in accordance with the principles of sustainable agriculture practice.

Currently, the majority of cultivated land receives a certain dose of pesticides and chemical fertilizers in order to increase the yields per hectare. The modern technologies applied in agriculture and offered as alternatives to farmers are diversified and with different influences of the environment. If, through the technology, it is aimed to increase the production per area unit by stimulating soil by fertilizers and pest control by chemical substances, negative effects are recorded on the environment and natural ecosystems. Under the current conditions of the economy, it is necessary to find an optimal balance between the technologies applied, the production obtained and the ecological restrictions.

There are known the principles of action, both of alternative and sustainable agriculture, which consider the practice of a competitive agriculture in balance with nature. The result of integrated action of alternative and sustainable agriculture principles leads to define a new model of modern agriculture based on:

- increase of mechanization level;
- use of highly productive varieties and suitable to local conditions;
- irrigation and drainage;
- intensive fertilization with natural fertilizers;
- use of pesticides for pest control.

Rural development in social plan must be conceived as a guarantee of ensuring living conditions in the human condition for all localities and regions where human activity is present. It is known that not all regions offer the same conditions of economic and social development; they are differentiated both by natural conditions and by changes in the level of development of the region economically.

In general, social development of a region is based on the level of economic development of the region and is in dependent relationship with it. Thus, the region is economically prosperous, much less recorded negative effects leading to social regression.

Large gaps appear in the same communities where we meet prosperous social groups more than others, which cause that in the rural economy to appear new traffic flows and training revenue and profit. What is obvious and visible in the income is that they grow in the operation and management of rural activities and decrease or missing from landowners and especially those who can not or do not have the material conditions for direct exploitation. It follows the importance of supporting rural activities in general and agriculture in particular.

Social implications are multiplied also by the structural changes in industrial activities. For example, through a political decision, it reduces the production of electricity from solid fuel use, which can trigger a chain reaction on the mining and quarrying industries serving side, ending with great force availability work, and the general lack of alternatives. As a result of these structural changes we are witnessing today at situations where regions have ordered and declared economic potential in social point of view, as deprived areas because they were not prepared for alternatives or economic conversion.

The increase of rural welfare is seen when there is a positive effect to economic and social phenomena that dominated and still dominates the rural areas such as: [5]

- Stopping the population migration from rural to urban areas by creating alternatives to motivate the existence and stimulate Initiative to provide the necessities of life;
- Fighting poverty;
- Stimulation and diversification;
- Equity of opportunity;
- The right to a better life, right to health, education and security.

CONCLUSIONS

Activities taking place in rural areas are less diversified economic life of the Romanian village dominated by agriculture. The industry sector is diversified and economically less developed in the rural areas. If we talk services in rural areas, they are not only undeveloped, but in some areas almost totally lacking.

The agriculture is a sector with great potential, occupying by tradition an important place in the structure of the Romanian economy. It is an important factor of social stability and maintaining the ecological balance; population is the branch that provides food and large quantities of raw materials for food and nonfood industries.

Integrated sustainable development policy in rural areas is focused on individuals and groups other than farmers. It takes place the transparency of development and program management. There are identified and encouraged a number of services to farmers. It is diversified the food production, in parallel with a reduction of guaranteed prices, offset by direct prices to farmers. It is improved the supply / demand balance in the common market of agricultural products and agricultural revenues develops favorably.

Rural development aids are more flexible and are based on subsidiarity, decentralization and simplification. Legislation is becoming more accessible. It was also established, a basis for EU enlargement and negotiations in the World Trade Organization.

Economic development should aim for any action and activity undertaken to achieve in terms of profitability in the production entities and act on all the ways to make them viable. The share of employment in rural areas working in agriculture is the largest, relating to other fields of the countryside. So, the agriculture is the mainstay activity determining which should revolve around economic activities of the rural area. Cell based rural development represents a viable farm and farm viable existence leads to vitalization of rural economic life.

Rural development in social plan must be conceived as a guarantee of ensuring living conditions in the human condition for all localities and regions where human activity is present. It is known that not all regions offer the same conditions of economic and social development, they are differentiated both by natural conditions and by rate evolution of development of the region economically.

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