

# The Happiness of Rural Adolescents for Developing Sustainable Rural Society

**Yogita Kushwaha**

*Research Scholar, Amity University  
Amity Institute of Education, Lucknow Campus  
[Yogitaphd2020@gmail.com](mailto:Yogitaphd2020@gmail.com)  
Contact no. 9918041327*

**Dr. Ritu Tripathi Chakravarty**

*Associate Professor, Amity University  
Amity Institute of Education, Lucknow Campus  
Email id: [rituchakravarty@gmail.com](mailto:rituchakravarty@gmail.com)  
Contact no. 941566696*

**Dr. Aarti Srivastava, Professor**

*Department of Higher and Professional Education and Coordinator, National Resource Center for Education, National Institute of Education Planning and Administration, New Delhi, India  
Email id: [aartijnu@gmail.com](mailto:aartijnu@gmail.com)*

## **Abstract**

*Happiness is vital for the development of every country, society, and community and adolescents can play a vital role in contributing to sustainability. In India mostly, most people live in rural areas. In developing a sustainable rural society, the daily basic needs of rural populations must be covered by general utilities combined with technical, socioeconomic, and environmental conditions to support regional economies. This paper examines the happiness of rural adolescents in developing a sustainable rural society. For this, the researcher review previous research based on the happiness of rural people for a sustainable rural society. Researchers analyzed published papers from 2013 to 2022 through an extensive sustainable search in electronic databases (Google Scholar, SCOPUS, ERIC, Elsevier, and PsycINFO) Based on previous research, there is much evidence that the happiness of adolescents is necessary for developing a sustainable rural Society. This paper suggested that more research is needed on this printable topic as it is important for the sustainable development of rural society.*

*Keywords: Happiness, rural adolescents, sustainable development, rural society.*

## **Introduction**

Agriculture is the base for developing and rural economies and it is very vital to target sustainability for economic development and growth. The rural atmosphere is a complex system in which the differences in development are evident both at the national and international levels. Rural areas are presently unsustainable in at least two ways, environmentally and demographically, Understanding the role of rural adolescents is indispensable for rural development and sustainability. Indian adolescents today are anxious to participate in the onward march of sustainable growth. Communities and Societies need to have proactive adolescents who can work as social agents and bring positive development. The government needs to focus on formulating development policies that depict the inclusiveness of youth properly addressed. Youth can change today and tomorrow with their knowledge, observation, and action. Most young people grow up to become valued members of their communities, but for those who do not, the consequences personally and to society can be costly. Giving young people a sense of purpose, worth, and achievement through how their actions make a difference and enabling young people to deal with unknown challenges is a must for sustainable growth.

## **Sustainable rural development**

In the context of the definition of development, it is important to study the concept of sustainable development which is commonly used now a day. This term was highlighted as “Meeting the needs of the present generation without compromising on the needs of the future generations”(World Commission on Environment and Development) Sustainable rural development involves a holistic approach where the daily basic needs of rural populations must be covered by reliable public utilities combined with technical, socioeconomic, and environmental conditions to support regional economies and urban-rural linkages. Rural development is a process that seeks social change and sustainable economic development for the rural community’s on going progress.

## **Need for rural development for a sustainable future**

There are three basic needs in rural development for a sustainable future:

1. Improving people's welfare and fulfilling the rural-urban gap
2. Protecting and preserving the natural, landscape, and cultural resources.
3. Ensuring access to food with sustainable farming production.

FAO (Food and Agriculture Organisation) describes a series of challenges in the Sustainable Agriculture and Rural Development (SARD) process, like ensuring a sustainable diet for present and future generations; offering steady and sustainable jobs; reducing the vulnerability of the farming sector; maintaining or increasing the productive and regenerative capacity of natural resources. Developing a sustainable rural society requires the so-called new rural culture for a transition to sustainability. In this new rural culture, it is important to appreciate the role of the rural world in the preservation of nature, create a local consumption culture, facilitate the formative and management resources for a sustainable economy, make urban societies aware of the importance of rural areas

### **The happiness of rural adolescents**

Happiness is something that people seek to discover, yet what defines happiness can vary from one person to the other. The true meaning of happiness, It can say that happiness is an emotional state characterized by feelings of joy, satisfaction, contentment, and fulfillment. How they feel in the present moment or referring to a more general sense of how they feel about life overall. Well-being and happiness play an important role in developing society. Bringing changes to sustain adolescents' happiness requires an understanding of the multifaceted interacting formal and non-formal factors that influence human behavior. There is growing awareness regarding the sustainable development and happiness of adolescents across the globe, which has lived effects on individuals and society.

### **Challenges for rural sustainable development**

1. The utility of various types of organizations is dependent on the problems faced by the community (Michael and Rajendra Kumar 2008). The following areas have been identified as problems attributed to rural poverty.
2. There is limited access to natural resources in rural areas.
3. There exists a constant degradation of resources which results in lower agricultural productivity.
4. The technologies used in rural areas are outdated.
5. Supply of critical inputs and finance is limited.
6. Infrastructure and support services are poor and do not provide strong support.
7. Competent Management and managers are not available.
8. There exists the problem of frequent failures which has resulted in chronic poverty and dependency on relief.
9. Lack of confidence in themselves and others.

The time is now ideal for a change in the strategy to bring about rural sustainability through youth. The rural development program should assist in identifying the problems of the rural poor and address their local needs, instead of forcing them to accept pre-conceived plans. Rural families should be encouraged to take an active part in the program. Equal opportunities should be provided for youth to participate in Rural Sustainability. Programs to facilitate sustainable management of natural resources and environmental protection and lead to a better quality of life should be introduced.

Adolescents can contribute to rural sustainability in the following ways:

Bringing positive change by increasing productivity in the agricultural sector and by taking measures to develop is very important for our nation to enable young people to deal with unknown challenges as they arise, by improving their mental and physical health, and the way they behave.

### **Objectives**

1. To study how the happiness of rural adolescents can contribute to developing a sustainable rural society.
2. To establish the correlation between the happiness of rural adolescents and rural sustainable development.

## Method

Literature Review approaches adopted to study the happiness of adolescents for rural sustainable development and reviewed published papers from 2013 to 2022 through an extensive sustainable search in electronic databases (Google Scholar, SCOPUS, ERIC, Ebsco, Elsevier, and PsycINFO) and prepared a theoretical model for the happiness of rural adolescents in developing rural societies as well as secondary data from books, articles that aid the study of sustainable development.

## Review literature

Reviews are helpful in searching research gaps, whereby it was noticed that almost a lack of academic work was done in the area of rural sustainable development. Probably because it is a newer concept. However, work has been done on some related elements. The research shall probably be able to close the visible academic gap. The variables identified in the research have been drawn out from the systematic literature review. These emerged single or multiple times in the search.

Ghambarali, Alibaygi, Rasekhi, Pezeshki, Ghasemi, & Akbari, (2013) conducted a study on the challenges of rural areas for achieving sustainable development in the Iranian community. using the survey method 323 farmers were selected as a sample of experts. Found that five factors economic, cultural-social, Institutional, environmental and infrastructural have explained 63.85% of challenges to achieving sustainable development in rural areas. They concluded that diversification of the rural economy, supporting job creation activities, promoting sustainable rural tourism, business, and industrial activities, and establishing a stable urban-rural network are among the important agenda which can create appropriate conditions for sustainable development in Iranian rural communities.

Sobczyk, (2014) stated actions taken for the concept of sustainable development in the fields that represent the pillars of economic, environmental, and social governance. They described objectives and conditions for the economic development of rural areas. He also stated the criteria for human resources development as well as the perception of villages as a place where local communities live and work. They Found the possibilities produce healthy food were discussed, as well as the methods of obtaining energy from alternative sources and environmentally-friendly technologies of waste treatment. The importance of widespread environmental education among rural communities for sustainable development was emphasized.

Panackal, & Singh, (2015) investigated the relationship between youth and rural sustainability and assessed the contribution of youth towards rural growth and prosperity. Using literature review and ISM modeling reflect an understanding of the various areas of youth contribution towards rural sustainable development and found a significant relationship between youth and rural sustainable development.

Fong, Songan, & Nair, (2017) investigated Self-efficacy and sustainable rural tourism development of local communities, and the results indicated that local communities' self-efficacy has a positive relationship with social, cultural, economic, and environmental sustainability.

Salemink, Strijker, & Bosworth, (2017) studied rural development in the digital era and found that rural communities are most in need of improved digital connectivity to compensate for their remoteness, but they are least connected and included. Future research should therefore focus on specific places and communities combining both connectivity and inclusion issues – in order to inform ‘customized policies’ for poorly connected and digitally excluded rural communities.

Zinchuk, Kutsmus, Kovalchuk, & Charucka, (2018) studied the challenges of sustainable development of a rural economy. They concluded that the development of mechanisms for implementation of the sustainable development policy of rural areas, including promising directions of local areas development and innovative solutions to environmental and social problems.

Shamah, & MacTavish, (2018) investigated perceptions of family social location in rural youth and emphasized the differing ways that young people from high, average, and low-purpose groups make sense of themselves and their experiences within the context of rural life. They found that how young people make sense of their family’s social location has critical implications for purpose development.

Shamah, & MacTavish, (2018) investigated perceptions of family social location among rural youth and emphasized the differing ways that young people from high, average, and low-purpose groups make sense of themselves and their experiences within the context of rural life. They found that young people making sense of their family’s social location has critical implications for purpose development.

Khan, S. Y. (2019) studied Sustainable development on social, economic, and ecological dimensions explored the approaches embracing the well-being of rural communities and initiated with the description of sustainability by providing its comprehensive dimensions, proceeds to development by explaining the essential steps of developing the process as analysis, requirements, planning, implementation, and evaluation. After an in-depth interpretation of sustainability and development, the chapter focused its discussion on sustainable rural development by emphasizing the demarcation of rural communities, their distinctive features and portrayal of, needs confronted by rural communities, the core values and importance of sustainable rural development for the general awareness and setting grounds for policymakers. Rural zones are subject to socioeconomic problems.

Ahmed, & Sallam, (2020) assessed the potential for improving the livelihoods of rural communities by conducting a cost-benefit analysis (CBA) and conducting a risk analysis using the Monte Carlo simulation method for the proposed agricultural interventions and concluded interventions are viable from both a financial and socio-economic point of view. The impacts of the interventions reveal real incremental employment opportunities at the farming level. They concluded that interventions have a very low probability of negative returns. and become almost zero when we add economic benefits to society.

Rivelli, & Morel, (2021) focuses on youth decision-making processes and how rural youth could benefit from its use in development projects and initiatives. They concluded that participation mechanisms for rural youth could produce substantial results to enhance the development and social inclusion opportunities through three channels. First, collecting rural youth’s opinions around issues relevant to them through platforms that are sensitive to the challenges, they face participant. Second, capitalizing on rural youth and their organizations,

improving their financial assets but also working on character skills and intergenerational partnerships that let them break the status quo. Third, articulating youth with new institutions, organizations, and territories through new links supported by diversification of the urban-rural continuum and new information technologies.

Li, H., He, H., & Zhang, J. (2022) analyzed the changes in the development level and development pattern of rural areas, prosperous industry, eco-friendly, civilized countryside, effective governance, and affluent living and then further explore the changes in their comprehensive rural development level and development pattern. They concluded that improving rural medical and health conditions, narrowing the urban-rural gap, and activating farmers' vitality are the main ways to promote sustainable rural development.

## Overview of review literature

After reviewing the related literature, it is found that the happiness of adolescents plays a vital role **in** developing sustainable rural society as they can contribute towards rural growth and prosperity. Adolescents are the main pillar of any society and the future of any society depends on its people, especially youth or adolescents. If the people of the society are happy and they know their responsibility, they contribute for better development of rural areas. For this, it is important that rural adolescents give opportunities to serve their society by diversification of the rural economy, supporting, job creation activities, promoting sustainable rural, business, and industrial activities, and establishing a stable urban-rural network are among the important agenda which can create appropriate conditions for sustainable development in rural society which creates happiness in adolescents.

## Conclusion

This study concluded that the happiness of rural adolescents plays a vital role in developing a sustainable rural society and its positive impacts on sustainable development in rural society. Adolescents can contribute to rural sustainability by bringing positive change, increasing productivity in the agricultural sector, and by taking measures to develop is very important for our nation to enable young people to deal with unknown challenges as they arise, by improving their mental and physical health, and the way they behave. For adolescents' happiness, it is important to give them a basic requirement, and proper opportunities for their healthy development so they can properly use the natural resources for the development of their society.

## References

- Midmore, P., & Whittaker, J. (2000). Economics for sustainable rural systems. *Ecological economics*, 35(2), 173-189.
- Ghambarali, R., Alibaygi, G., Rasekhi, B., Pezeshki, V., Ghasemi, S., & Akbari, Z. (2013). Challenges of sustainable rural development from the perspective of villagers. *International Research Journal of Applied and Basic Sciences*, 7(5), 253-258.
- Sobczyk, W. (2014). Sustainable development of rural areas. *Problemy ekorozwoju—problems of sustainable development*, 9(1), 119-126.

- Panackal, N., & Singh, D. A. (2015). Using Interpretive Structural Modeling to determine the relationship between youth and sustainable rural development. *IBM's Journal of Management and Research*, 4(1).
- Fong, S. F., Lo, M. C., Songan, P., & Nair, V. (2017). Self-efficacy and sustainable rural tourism development: Local communities' perspectives from Kuching, Sarawak. *Asia Pacific Journal of Tourism Research*, 22(2), 147-159.
- Salemink, K., Strijker, D., & Bosworth, G. (2017). Rural development in the digital age: A systematic literature review on unequal ICT availability, adoption, and use in rural areas. *Journal of Rural Studies*, 54, 360-371.
- Shamah, D., & MacTavish, K. A. (2018). Purpose and perceptions of family social location among rural youth. *Youth & Society*, 50(1), 26-48.
- Zinchuk, T., Kutsmus, N., Kovalchuk, O., & Charucka, O. (2018). Challenges of sustainable development of a rural economy. *Management Theory and Studies for Rural Business and Infrastructure Development*, 40(4), 609-619.
- Khan, S. Y. (2019). Sustainable Rural Development. In *Handbook of Research on Rural Sociology and Community Mobilization for Sustainable Growth* (pp. 296-311). IGI Global.
- Mihai, F. C., & Iatu, C. (2020). Sustainable rural development under Agenda 2030. *Sustainability Assessment at the 21st century*, 9-18.
- Ahmed, O., & Sallam, W. (2020). Assessing the potential of improving livelihoods and creating sustainable socio-economic circumstances for rural communities in upper Egypt. *Sustainability*, 12(16), 6307.
- Trivelli, C., & Morel, J. (2021). Rural youth inclusion, empowerment, and participation. *The Journal of Development Studies*, 57(4), 635-649.
- Li, H., He, H., & Zhang, J. (2022). Study on Rural Development Evaluation and Drivers of Sustainable Development: Evidence from the Beijing-Tianjin-Hebei Region of China. *Sustainability*, 14(15), 9570.