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### STRATEGY AND ROLE OF AGRO INDUSTRIES FOR GENERATING EMPLOYMENT IN RURAL INDIA

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In a strategy aiming at diversification of rural economy, agro-industries are destined to play major role. Development of agro-industries can go a long way in reducing unemployment and under-employment and raising the standard of living in rural areas. Agro-industries would provide employment to rural people, help increase their income, improve their dietary intake and prevent exodus of people from rural areas to urban areas. A close collaboration between industry and agriculture is needed for rapid economic development. In this way agro based industries helps industry and agriculture where both take the benefit of their mutual existence. The complementarity of the two sectors makes the pace of economic development rapid and cumulative.