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IMPACT OF RURAL-URBAN INTERACTION ON RURAL PEOPLE'S OCCUPATIONAL STATUS AND LIFE-STYLE : A SOCIOLOGICAL STUDY IN A VILLAGE OF PATUAKHALI DISTRICT OF BANGLADESH

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ABSTRACT

This paper seeks a better understanding of the role of rural urban interaction on rural people's occupation and rural labor market. It also focuses on the present nature of life-style of rural people occurred due to rural urban interaction. By employing a general survey on different types of professional people, and conducting case studies on diversified professionals, the researchers have attempted to show how rural labor market is being changed and brought a change in their lifestyle. The total number of respondents for conducting survey is eighty and eight case studies have been conducted in this study. The findings of the review indicate that increasing interaction with town plays a major role in rural labor market. Emergence of new occupations, link with urban market, service and production facilities create major change in rural economy. On the other hand, agriculture is being squeezed by non-agricultural pursuits and non-farm activities. Rural people are also changing their life style pattern due to rural urban interaction. Developed residential facilities and infrastructural development, women empowerment, habituation to modern life, treatment facilities have signified the changes of rural culture and tradition of Bangladesh.

KEYWORDS: Rural-urban interaction, labor market, life style, non-farm activities.

1. INTRODUCTION

Rural-urban interaction is considered as linkages across space reflected in the flows of people, goods, services, finance, and information between urban and rural areas. Rural-urban flows can be considered as manifestations of livelihoods and because of the multi-locality and multi-dimensionality of livelihoods, flows of goods, services, people, finance and information, they are not usually limited within the regional boundaries of a town and its hinterland (Rondinelli, 1985). The intensity of rural-urban interaction has been increasing with decreasing size of land holdings in rural areas and declining share of absorption of labor force in agricultural activities for other alternative jobs leading to a greater interaction (Lynch, 2005). On the other hand, employment opportunities in the cities has been attracting rural folk for greater scope of employment, income and other facilities of urban areas. The city stimulates rural economy through the provision of services, facilities and markets for agricultural products, as well as absorbs surplus labor as agriculture production become more labor efficient (Ibid). Urban areas diffuse economic development to rural areas through food imports, absorption of surplus labor, export of manufactures and provision of services such as health and education the interaction between the

two tends to enhance incomes and social status of rural farm households (Islam, 1994). The urban centre affect both the character and structure of the households in rural settlements especially their occupational structure, social structure (education, sex ratio), consumer behavior patterns, shopping pattern, changing attitude towards rural way of life etc. (White, 2005).

2. BACKGROUND OF THE STUDY

The interaction comes into existence when rural and urban areas mutually act and react, adapt and adjust in terms of a systematic relationship (Asfar, 1999). Cities expand and extend their influence on the countryside, which in its turn modernizes many aspects of social and economic life (Ibid). Migrants can go to a variety of places, including international destinations, and goods and services can be sold and purchased in many different locations. From the perspective of a rural household, the pattern of flows is thus more likely to resemble a network involving multiple linkages with a number of villages and towns, rather than revolving around a single urban centre (Tacoli, 1998: 12). Export crops and food production for urban markets have made agriculture gradually more market-oriented. Urban markets influence rural settlement patterns and production, in the sense that rural population densities have increased along the same geographical lines as urban markets have developed (Boss, 1998). Urban and rural economies are increasingly interdependent and that they are increasingly seen as complementary parts of a larger economic entity (Leewen, 2010). Rural economy of Bangladesh greatly depends on the rural urban linkage and it is important for rural poverty alleviation (Hossain, 2002). In 1970 only 8% people of Bangladesh was urbanized where as the figure was 28% in 2004 and by 2020 more than 40% of the population will live in cities and towns. Rural migration was responsible for almost 6% of urban growth during the 1970's and 1980's. Natural urban growth and a redefinition of 'urban' and 'rural' have contributed the remainder (Garret and Chowdhury, 2004:1). So the discussion about rural-urban interaction has become an important issue for scholars and policy makers. Not only migration system but also other economic factors contribute to the emergence of different non-agricultural occupations and bring revolutionary changes of market sector of Bangladesh. Due to rural-urban interaction implied in Bangladesh, agricultural activities, processes of production, marketization and distribution system have been changed. Due to the process of reformation and structural changes in recent years, the rural-urban differences in Bangladesh have been reducing significantly. Rural areas are increasingly integrated with urban areas through physical, infrastructural, communications, market and institutional facilities. Again, non-farm activities and sub-sectors of farm activities are increasing substantially (Garret and Chowdhury, 2004). Due to the relevance of the topic, the focus of this study is to find out the role of rural-urban interaction on rural people's occupation and rural labor market.

3. RATIONALITY OF THE STUDY

Given the importance of the context, this paper attempts to explore the diverse occupational strategies emerged in rural areas due to integrated relationship between rural and urban areas. Especially, we have to know to what extent urbanization, industrialization and globalization impact on emergence of new rural labor market in Bangladesh. It is also an essential task to know the nature of rural-urban interaction and how the link can contribute to the economic development of Bangladesh. This paper will describe these interactions and meet the spatial considerations in planning and policy making.

4. OBJECTIVES OF THE STUDY

This paper has examined the salient features of rural economy of Bangladesh based on transitional aspect of a village of Patuakhali district situated in Bangladesh. The objectives of the research are as follows-

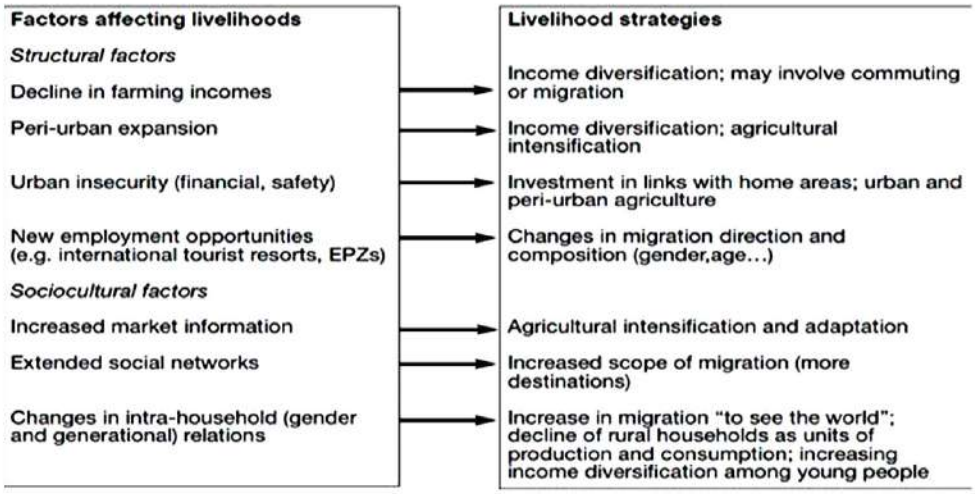
i. This article attempts to gain further insights about the link between rural-urban interaction and rural people's occupational status.
ii. To find out diverse occupational sector in rural area of Bangladesh created due to rural-urban interaction.
iii. To examine whether rural-urban interaction has any impact on rural labor market of Bangladesh or not.
iv. To explore the role of rural-urban interaction in changing rural life-style of Bangladesh.

5. LITERATURE REVIEW

Rural areas are generally regarded as places of low population densities with predominantly agricultural economies whereas "urban" areas are regarded as places with high population densities distinguished by a service economy. Characteristics such as infrastructure, population density and administrative functions are often used in demarcating urban boundaries (Cecilia Tacoli, 1998). The manufacturing and service sectors have rapidly expanded in rural areas. Gaps between rural and urban areas with respect to service provision are also narrowing. Rural population is increasingly adopting urban behavior, or becoming socially urbanized. A growing inter-dependency of rural and urban dwellers on resources they offer to each other makes rural-urban linkages. As rural-urban linkages increase and intensify, global land use faces changes and new opportunities in cities and the rural hinterlands (Unwin, 1989). According to Unwin (1991: 13), "the distinction between periphery and core geographically concerns levels of linkage and access" of all sorts, e.g.- markets, services, resources, information, technology etc. The core (urban) tends to play a dominant role in this linkage and accessibility process, while the periphery (rural) plays a dependent role. Infrastructure improvements, including more and improved roads and bridges, have brought rural and urban areas closer to each other in terms of marketing and socio-economic linkages. Improvements in infrastructure, seasonal or long-term migration and remittances from urban to rural areas have substantially affected rural livelihoods (Jones, 2004). Urban settings serve as markets for rural and small town Home based business products such as crafts, artworks, and food products. Urban areas also provide business information and inputs such as computers, small machinery and working tools in rural area (Preston 1975).

The sharp reduction in subsidies to agricultural inputs has affected the incomes of small-scale, under-capitalized farmers in most nations, whilst the retrenchment of workers in the formal sector has deepened financial insecurity in the urban centers (Tofique and Torton, 2002). At the same time, the increase in the cost of food and the introduction of user fees for education and health services has forced many households to seek cash incomes through employment diversification including non-farm occupations for rural residents, The increased emphasis on producers' direct access to markets, following the dismantling of marketing boards which used to be the main outlet for small agricultural producers, has strengthened the links with urban centers, where local markets and links to wider regional and national marketing systems are located (Mylott, 2009).

Figure 1: Livelihoods and Rural-Urban Linkages



Source: Toufique& Turton, 2003

It has been observed that, rural livelihoods are increasingly being affected by structural changes, non-farming incomes, peri-urban expansion, new employment opportunities, market information and social network. In many rural settings multinational and national suppliers have replaced local shops, enhancing linkages between villages and national and international markets (Toufique& Turton, 2003).Similarly, products generated in villages are being sold further away, reaching regional, national and international markets (Jones, 2004). Infrastructure improvements, including more and improved roads and bridges, have brought rural and urban areas closer to each other in terms of marketing and socio-economic linkages. Improvements in infrastructure, seasonal or long-term migration, and remittances from urban to rural areas have substantially impacted rural livelihoods (Jones, 2004).Many village households depend on urban areas for their livelihoods and are now sufficiently connected to district headquarters, town or large urban centers (Toufique and Turton 2003).

The economy of Bangladesh is primarily dependent on agriculture. Approximately 77 percent of the total population live in rural areas (BBS 2003, Population Census 2001, and National Report) and are directly or indirectly engaged in a wide range of agricultural activities. In 2004-2005, the combined contribution of all subsectors of agriculture (crop, vegetables, livestock & forestry) to GDP was about 22 percent, with 75 percent of that being contributed by crops and vegetables (GOB, 2005). Agriculture and fishery also employ 51.7 percent of the total labor force of the country (BBS 2003, Bangladesh Labour Force Survey 2002-2003). However, as the share of labor employed in agriculture has declined, rural areas have experienced a concurrent rise in a diverse range of micro businesses and small farms, industrial sectors have been increased (Ahmed, 1990). Today, the physical distance between urban and rural areas forms less and less of a constraint on social relations. Migration from the countryside to the towns is rapidly increasing, and migration trajectories are becoming more complex In Bangladesh most of the rural areas have moved to a transitional economy that is driven by

consumption – and those consumption demands are associated with a largely urban society (Hossain and Ahmed, 1990). As a result, rural goods and services are directed toward and consumed disproportionately by people with strong ties to urban and big city populations. Urban expansion has a significant impact on farming systems in the surrounding peri-urban and rural areas, where agriculture is often resident's traditional and primary occupation. Increasing demand from urban markets and consumers stimulates the intensification of production, especially high-value and perishable horticulture. Availability of fertile farming land and water is a precondition for agricultural intensification, but urban proximity also often entails increased competition for natural resources (Hossain, 2002). Agriculture has declined as the primary source of household income from 69% in 1987 to 51% in 2003. Although agriculture remains of paramount importance to most rural households throughout the country, this data suggests a decline in the number of employment opportunities in the agricultural sector (Saha, 2003). A gap between industrial and agricultural wages has emerged; industry pays wages of 1.7 times higher than does agriculture, encouraging off-farm employment and urban migration (Lynch, 2004.) The greatest expansion in the non-agricultural sector has been in the services sector, which includes small shops, rickshaws, small-scale construction, carpentry, and petty trade.

6. THEORETICAL FRAMEWORK

Tacoli (1998) argues that empirical evidence points to "linkages between urban centers and the countryside, including movement of people, goods, capital and other social transactions, rites, ritual, activities play an important role in processes of rural and urban change" (p. 147). As incomes from agriculture decrease, rural households are forced to develop new and more complex livelihood strategies that include both agricultural and non-agricultural incomes, including remittances from seasonal and permanent migrants. At the same time, low income households in urban areas may rely on agricultural goods from rural relatives to supplement their income. (Tacoli, 1998; Tacoli, 2003; Rosenthal, 2000)

Rondinelli(1985) described the rural urban linkages such as market patterns, capital flows, income flows and interregional commodity flows that confronts to the transformation of market in rural economy. The economic flows and interaction associated with livelihood and income diversification, new employment opportunities, access to urban market and business.

Both Rondinelli (1984) and Tacoli (2003) have described how the mutual effects of urban and rural development are manifested. Ruddle (1978) and Rondinelli (1985) identified major linkages in spatial development, as illustrated in Table- 1, which provide a useful insight into the complex nature of rural-urban interaction. He considered these linkages as 'crucial' because (a) the urban centers provide major market facilities for the surplus products in rural areas; (b) most agricultural inputs come from organizations located in cities; (c) workers seek employments rising agricultural productivity frees rural labor; and (d) many of the social, educational, health and other utility services necessary for rural people are distributed from urban centers (Rondinelli 1978, p.160) .

Table 1: Major Linkages in Rural Society Due to Rural Urban Interaction

Type	Elements
Physical linkages	i) Road networks, ii) River and water transport networks, iii) Railroad networks, iv) Ecological interdependencies
Ecological linkages	i) Market patterns, ii) Raw materials and intermediate goods flows, iii) Capital flows, iv) Production linkages- backward, forward and lateral, v) Consumption and shopping patterns, vi) Income flows, vii) Sectoral and interregional commodity flows: "cross linkages"
Population movement linkages	Migration- temporary and permanent journey to work
Technological linkages	i) Technology interdependencies, ii) Irrigation systems, iii) Telecommunication systems
Social interaction linkages	i) Visiting patterns, ii) Kinship patterns, iii) Rites, rituals and technical service patterns, iv) Social group interaction
Service delivery linkage	i) Energy flows and networks, ii) Credit and financial networks, iii) Education, training and extension linkages, iv) Health service delivery systems, v) Professional, commercial and technical service patterns, vi) Transport service systems
Political, administrative and organizational linkages	i) Structural relationships, ii) Government budgetary flows, iii) Organizational interdependencies, iv) Authority-approval-supervision patterns, v) Inter-jurisdictional transaction patterns, vi) Informal political decision chains

Source: Rondinelli, 1978 & Rondinelli, 1985

Decreasing incomes from farming, new process of agricultural production, distribution and supply system, developed transportation system and diversity of occupational system means that increasing numbers of rural residents are becoming educated, engaged in non-farm activities and changing their livelihood pattern. For those who continue farming, their land ownership and access to markets without the help of intermediary are essential for their better livelihood. Rondinnelli (1984) stated that, with the expansion of urban centers, land uses change from agricultural to residential and industrial, and in the peri-urban interface, these processes go hand in hand with the transformations in the livelihoods of different groups – with the poorest often losing out. Transformations in the ways in which households and individuals make a living are perhaps the most striking aspect of rural–urban linkages and, in many cases, involve multiple occupations ranging from farming and services to processing and manufacturing. Diversification can be described as a survival strategy for vulnerable households and individuals who are pushed out of their traditional occupations and who must resort to different activities to minimize risks and make ends meet (Afsar, 1999). Conversely, wealthier groups with better education and skills can be pulled by new opportunities and their accumulation strategies aim to draw maximum benefits from the changing context. But the reality is more likely to be some combination of "push" and "pull" factors, along a continuum between these two opposite poles. Moreover, occupational patterns are largely influenced by gender, age, education and skills, inclusion in social support networks facilitating access to specific activities (Tacoli.2003).

Table 2: Rural-Urban Interaction and Changes in Rural Labor Market and Livelihood Pattern

Markets	While rural areas provide many of the consumption goods for urban areas this relationship implies dependence in the opposite direction as well. Urban areas provide goods, materials, equipment etc. for the business and marketing sector in rural areas (Rigg, 1997).
Jobs	Metropolitan will continue to act as a magnet of economic opportunity for young people from rural areas. Conversely, urban populations provide essential seasonal labor, particularly in high-amenity and tourism areas, that help to generate income and wealth for rural businesses and communities (Rigg, 1997).
Workforce	Well-educated young adults move in search of economic opportunities in cities and larger metro areas. The relative lack of such opportunities in rural areas has led to net out-migration from the Heartland states (Mylott, 2009). Increased access to information on different and often distant places has an important role in younger generations' desire to migrate to experience the wider world, and to move out of farming in favor of more "modern" types of employment in services (Lynch, 2005).
Economic Exchange	Economic exchanges are an important link between rural and urban areas. Gifts and cash have also been sent from rural to urban areas, particularly in the form of food to urban relatives and assistance with the expenses of family members moving to the city (Lynch, 2005).
Migration	Due to internal and external migration, there is a lack of rural labor force affecting agricultural capacity and rural infrastructural needs. Rural people are considered to be comprised primarily of extended, inter-generational families with agriculture, coupled with off-farm rural employment, a predominant feature of the income-earning opportunities of these temporary or circular migrants (Chowdhury, 2007).
Lifestyle	Mobility and migration are closely interrelated with livelihood diversification. Migration between rural and urban areas has had a significant impact on both the rural and urban areas because of the number of people involved and the fact that most of these have been the young, often male, most productive members of the rural population (Alexander, 1985).

7. METHODOLOGY

To conduct the research, the researchers have used mixed methodology. The study area is Kachipara village under Bauphal thana of Patuakhali district under Barisal division of Bangladesh where we have found improved communication and transportation system, and diverse occupational status. Total population of the area is around 4000 and near 1500 is involved with different occupations. Only occupational groups are the respondents of this study. 80 respondents have been selected purposively to collect data for survey. Semi-structured questionnaire for survey and unstructured interviews with 8 different working persons have been used as the data collection tool in this study. Case-study analysis and survey analysis have been used as data collection method. The data was collected from July 10 to August 13, 2016. SPSS program and Microsoft Excel have been used for data analysis and data processing. Graphical and descriptive presentation is used to display research findings and analysis very attractively and easily.

8. DATA ANALYSIS

To observe the impact of rural urban interaction on occupation and rural labor market in rural society, we have worked in a village of Patuakhali district of Bangladesh and have collected information based on semi-structured questionnaire following survey method. Depth interview with eight respondents have also been conducted to know the real situation. The data found from the field has been analyzed with the help of graph, chart and table showing frequency and percentage if necessary.

8.1 Biographical information of the respondents

Table 3: Age of the respondents

Valid Range	Frequency	Percentage
21-25	16	20.00
26-30	33	41.25
31-35	11	13.75
36-40	11	13.75
41-45	9	11.25
Total	80	100

Source: Survey Data Collected from Field Research, 2016

Table 4: Respondents' educational background

Education Level	Frequency	Percentage
Post graduate	3	3.75
Graduate	4	5
HSC	9	11.25
SSC	30	37.5
Below SSC	18	22.5
Illiterate	16	20
Total	80	100

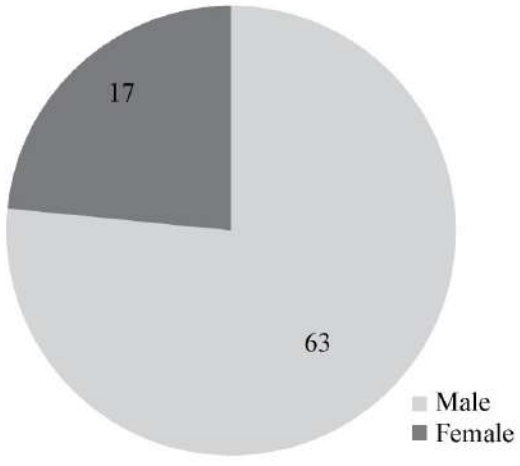
Source: Survey Data Collected from Field Research, 2016

The aforementioned tables indicate the educational background and age of the respondents. 41.5% of the respondents' age is between 26 to 30 and 37.5% of the respondents educational qualification is up to SSC. Only 5% respondents have graduation degree and 3.75% respondents have post-graduation degree.

Table 5: Occupational Status of the Respondents

Occupations	Frequency	Percentage
Rich farmer	3	3.75
Seasonal businessman and farmer	12	15
Day laborer	20	25
Businessman	16	20
Migrant worker	10	12.5
Fisherman	4	5
Driver	3	3.75
GO employee	7	8.75
NGO employee	5	6.25
Total	80	100

Source: Field data, 2016



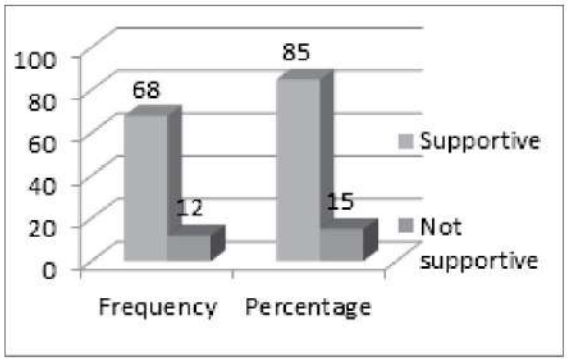
Source: Field data, 2016

Figure 2: Respondents' Gender

The empirical data of above table and graph depicts occupational status of the respondents. Only 3.75% respondents are rich farmers and 15% respondents have taken double tasks as their profession (Seasonal businesspersons and farmer). The proportion of laborer, businessman, migrant worker, fisherman, driver, GO and NGO employee of the respondents is 25%, 20%, 12.5%, 5%, 3.75%, 8.75% and 6.25 % respectively. Occupational diversity of the respondents clearly indicates the decreasing rate of dependency on agriculture of village people. Female employment is also a visible contribution of rural-urban interaction in accordance with other reasons. Out of the total respondents, 17 are female.

8.2 Diverse occupational sector in rural Bangladesh

Respondents were asked about major spheres of change being created due to rural -urban linkages. 90% of the respondents told about economic changes of the village including changes in occupations, structural development and improved living standards. Respondents were asked about the present nature of occupation and which type of occupation is higher in their areas. According to their given information, there is having no single dominated occupation in their village as people are facing loss in agricultural activities. Multi-occupational activities have become common in villages as a positive impact of rural-urban interaction.



Source: Field data, 2016

Figure 3: Supporting Occupational Diversity

Table 6: Major Changes in Rural Occupations

Types of changes	Frequency	Percentage
Less dependency on agriculture	24	30.00
Migration to city	12	15.00
Oversees migration	9	11.25
Diversities in business	10	12.50
Opinions about all above changes	25	31.25
Total	80	100.00

Source: Field data, 2016

The above-mentioned table and figure clearly indicate the impacts of rural-urban interaction on different rural occupational status as the majority of the respondents clarified their views on this issue. Out of the total respondents of the study area, 85% support occupational diversity created by rural urban interaction. Side by side, 30% of them viewed on less dependency on agriculture, 15% opined about diversity in occupations, 11% respondents told about internal and external migration and 12.50% respondents regard the diversities in business as the contribution of rural urban contribution. Besides, 31.25% of the respondents told about all of the aforementioned changes also. However, 15% respondents did not recognize the role of rural-urban interaction in creating occupational diversity. Rather they opined that the contribution of industrialization, urbanization, education and globalization is bringing changes in rural occupational status beside rural-urban interaction. We have also seen an important variation in all types of business, labor and migration system.

Table 7: Variations in Different Occupations*

Different types of business	Types of migration	Changing labor system	One person, multi-occupations	Women's involvement in business
1. Agro-business 2. Middleman 3. Seasonal business 4. Cable network business 5. Trading of building construction materials	1.Seasonal migrants 2.Migration to local city 3.Migration to capital city 4.Global migration	1.Farm-labor 2.Non-farm labor 3.Both farm and non-farm labor	1.Agriculture and business 2.GO and NGO job and business 3.Grocery and Pharmacy business	1.Women's involvement in parlor and cosmetics business 2.Women's GO and NGO employment

** Based on Respondents' multiple opinions, Source: Field Research, 2016*

Out of 80 respondents, 20% people are involved in business and 15% respondents are involved in business and agricultural activities. Their businesses are somehow related with agriculture and industry. Respondents also observe the variations in occupations of village people. Based on their multi-responses, we have identified different types of business, migration system, labor system, one person's occupational variation and women's involvement in different occupational system. 85% respondents spoke of infrastructural development, communication system and close linkage with town gifted them to do both activities and increase their income level. Telecommunication system, internet facilities, and extension of different types of gazettes like computer and mobile business have brought about a significant change in this rural area. They were asked about the availability of mobile banking services and access to different internet sites in their locality. In response from them, it is found that 60% of the respondents have been experiencing mobile banking services and 40% of them have access to internet sites (Field Research, 2016). Shops of fashionable dresses and cosmetics, electric materials shops, computer and photocopy machines shop, fast food restaurant, parlors and pharmacy actually enrich rural market with urban characteristics. Percentage of service holder living in local city or capital city is also increasing day by day. Multiple occupational facilities, migration to town and enhanced income by non-agricultural activities-all have significant impacts on rural labor market. If we refer some in-depth studies, it will be clarified the role of rural-urban interaction in creating one person's multi-occupational system.

Case-1

His name is Karim (pseudonym) aged 30 years and is illiterate. He is married and have two school going children. Three years ago, he was involved in farming. He has 1.5 bighas of farmland, which was not enough to maintain his family. He told that he was hardly able to maintain his family by doing agricultural work. He had to buy seeds, fertilizer and technological benefits at a high price. He had to give hard labor and had to pay high price for buying agricultural materials. He also told that they did not get enough labors for agricultural activities recently. He did not get fair price by selling the crops. In a word, he lead a miserable life and

looking for another occupation. Then he started business of fruit and vegetables. He cultivates these crops by himself or buys from farmers at a cheap rate. Then he supplies those to local city at a high rate and gains profit. He has a plan to give supply of fruits and vegetables to capital city to earn more profit. Although transportation cost is high, he always expects to extend his business. He recognized the contribution of developed transportation and communication system that made easy linkage of his village with Barisal city. He has maintained his family and his two school going children with sufficiency (Depth interview conducted on 12.03.16).

Case-2

Md.Karim Hossain (Pseudonym) is a primary school teacher of his village and doing his business of agro-materials in his local market. The saliency of involving into business is to create the availability of agro-materials to farmers at a lower price who are not able to go town to buy these. He gave thanks to the government of Bangladesh to make digital network based relationship between rural and urban area. He normally orders his materials over the phone and gains the supply through courier service. According to his statement, it is impossible for the poor and illiterate farmers to make online connections with town and collect their materials. By doing this business, he helps poor farmers and gains extra income to maintain his family. He is an influential rich person in his village and his two sons studying in Dhaka city aim at going abroad for higher study. His plan is to extend his business after retirement. The strong communication with Dhaka city has changed his lifestyle and motivations according to his statement (Depth interview conducted on 12.03.16).

Case-3

Gopal (pseudonym) aged 26 is SSC passed person. He was unemployed person two years ago. His father is an old farmer unable to do hard work. Then he started business of cosmetics and fashionable dresses. He sometimes works in his own land and produces varieties of crops. Due to rural urban connection, he can bring his products from town and can sell his extra crops in town. He expects expansion of his business and desires to buy fashionable dresses from Dhaka city. He expects bank loan for this purpose but failed to get the loan. He told that due to lack of capital, he failed to take the opportunity of developed communication and transportation facilities. He can also use modern instrument in agricultural activities bought from local town (Depth interview conducted on 12.03.16).

Case-4

Mr. Monju (pseudonym) is a successful businessperson aged 35. His education qualification is HSC. He started his business of garments and cosmetic products one year ago. Due to rural urban connection, he can easily bring products from town to village. He can easily make contact with the dealers in town. His business is running successfully and customers are increasing day by day. He thinks that because of rural urban interaction, the customer's demand is changing rapidly and he has been supplying fashionable dresses according to their demand. He told the customers want Indian products or new dress pattern, which is also popular in town. His income is also increasing day by day. Rural –urban interaction brings a cultural change in rural life enabling them to adopt new urban life-style, which is essential condition to extend his business according to his opinion (Depth interview conducted on 12.03.16).

Case -5

Cable network businessperson Rashid karim (pseudonym) is 31 years old and graduated person. After graduation, he had been trying for a GO job for 4 years but he did not get. Then he started his business one year ago. He told that though it is a new emerging business, people are taking the dish connection in their house. Now more people are taking connection and want more channels. Due to rural urban interaction, he gets the cable line from the town area. He brings all his material from town. He will start another business of technological gazettes (mobile, laptop and tab) due to high demand and want to buy Wi-Fi connection from city to create a business oriented computer lab bringing the rural mass near the technological benefits. He has been benefitted a lots by rural-urban connection he recognized (Depth interview conducted on 12.03.16).

Case-6

Rojina Patowary (pseudonym) is 26 years old and education qualification is simple degree passed. She attended training on women's beauty and fashion in Dhaka 3 years ago. She applied her learning to open a parlor in her village 2 years ago. She told that rural women are becoming conscious about their beauty and diet. So, they come to her parlor for their beauty problems and enrich their beauty. On the occasions of marriage or other festivals, she adorns their faces added extra beauty. According to her opinion, like urban areas it has become quite common for village women to go to parlor on different occasions. Due to rural urban connection, she can easily bring her products from town. Four female workers work under her in her parlor. Her plan is to establish a training center on boutique and beauty to empower women of her village (Depth interview conducted on 12.03.16).

Case-7

Md. Farid (pseudonym) is 35 years old having no education. He has five members in his family. His household is semi building. He has two school going children. He is the only earning member of his family and agriculture is the only earning source. He has been involving in agriculture for 25 years. His total agricultural land is five bighas including leased and personal property. He uses modern agricultural tools to cultivate land. Asked about his intentness of agriculture, he said that he has no interest in agriculture but he has to do this due to having no another source of earning. He lost in agricultural activities and faced difficulties in maintaining his family. He has no agricultural tools, so he cannot cultivate his land timely. He also said that he do not get reasonable price of crops. High cost of fertilizer, insecticides and lack of needful agricultural tools are the main causes of his losses. As the solutions to those problems, he said that if he can manage fertilizer, insecticides and necessary agricultural tools at lower price and able to sell his crops at a reasonable profit margin, he can expand his agricultural production. His plan is that he wants his children achieve higher education and will be a government employee. He wants his children will not be involved in agriculture. As he has no link with town, he sold out his all crops to intermediary at a lower price and that is marked as one of the reasons for his loss in agriculture. In future, he wants to buy a pick-up van so that he could carry his crops to town, minimize his transportation cost and finally can reap significant profit margin (Depth interview conducted on 13.03.16).

Case-8

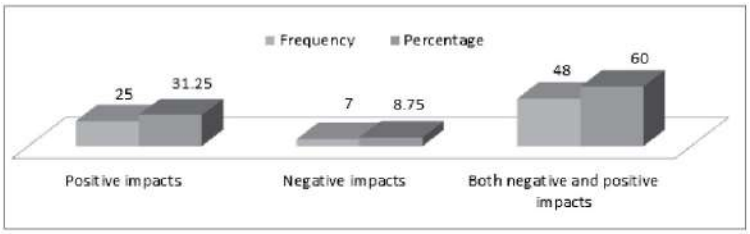
Mr. Jalal (pseudonym) is a laborer working in both village and town. This 29 years old young person has only primary education. During harvesting time of agriculture, he works as a farm

labor but at the off-season of agriculture, he goes to Dhaka to work as an industry laborer or rickshaw puller. He does not want to waste time without earning money as he has the possibility to earn money from both village and town. His plan is to educate his children so that they can get job in Dhaka (Depth interview conducted on 15.03.16).

From the echoed survey data and case studies, it is quite clear that the economic dependency on agriculture of rural people have become a past. They are involving in different types of occupations created by the industrial development, transportation facilities, urban extension and increasing migration rate of rural people. We have seen that they are not only working in agriculture but also trying hard to increment their involving themselves to other activities facilitated by rural-urban interaction. For example, during the off-season of agriculture, farmers or laborers who have no private land had to lie down without work once upon a time. But now-a-days, they migrate to local town or capital city in search of work and also earn money to maintain family with sufficiency. In short, the little distance between rural and urban area, expansion of urbanization and industrialization and internet facilities have brought about more employment opportunities for rural people.

8.3 Impacts of rural-urban interaction on rural labor market

Due to less dependency on agriculture, obviously rural labor market is being changed which creates crisis in finding farm labor for the rich farmer or they might buy farm labor at a high rate facing loss in agriculture. Emergence of intermediary also is responsible for decreasing dependency on agriculture. All respondents claim that rural labor market is being changed making difficulties in doing agricultural activities.



Source: Field Research, 2016

Figure 4: Impacts of Rural-Urban Interaction on Rural Labor Market

The aforementioned figure demonstrates that 60% respondents told about both positive and negative impacts of rural-urban interaction. In our study, 31.25% spoke about positive and 8.75% respondents mentioned the negative impacts of rural-urban interaction. High rate of farm laborer and loss in agricultural products are the prime concerns of this village people according to respondents' statements. Gradually, rich farmers loss their interest in agriculture and send their children oversees to earn money. As a result, remittance sent from them contributes to change the rural livelihood. Now-a-a days, migration of labor or educated employee whether it is national or international plays an important role to bring a revolutionary change in rural labor market. Among the respondents, more than 30% are national or international migrants playing an important role in rural labor market. Respondents also told about positive side of rural-urban interaction in regards of rural labor market. Multiple responses were being found about both positive and negative impacts of rural urban interaction.

Table 8: Respondents' Perception About Impacts of Rural-urban Interaction on Labor Market*

Positive Perception	Percentage	Negative Perception	Percentage
1. Employment opportunities during off season in agriculture	60%	1. Loss of doing agricultural activities	68%
2.Emergence of new occupations	88%	2. Decreasing contribution of agriculture on rural economy	58%
3. Change in labor system due to change in total agricultural production system	84%	3. Lack of agro-laborer	60%
4.Contribution of national and international migrant workers	83%	4. Loss of traditional occupations	25%
5. Access to urban labor market	80%		
6. Intermediary's contribution	51%		
7. Access to modern technology	42%		
8. Women's access to labor market	25%		

**Based on Respondents' multiple opinion, Source : Field Research, 2016*

Rural labor market is continuously being changing due to migration of farmers, female empowerment and multiple occupational facilities. Agro-businesspersons, rich farmers face difficulties in sorting out agro-labor and lose to gain profit from agriculture. According to the aforementioned tables, rural market of this village is organized with diversified occupational masses. The responses found from honorable respondents about the impacts of rural-urban interaction on rural labor market are typified into two types like positive and negative impacts. In our study, 91.25% of the respondents told about different types of positive responses like creation of employment opportunities during off season of agriculture, emergence of new occupations related with industrialization, change in labor system due to change in total agricultural production system, contribution of migration, women's access to labor market and access to modern technology. The negative impacts found from multiple responses of 68.75% respondents are loss of performing agricultural activities, decreasing contribution of agriculture on rural economy, lack of farmers and fading away of traditional occupations.

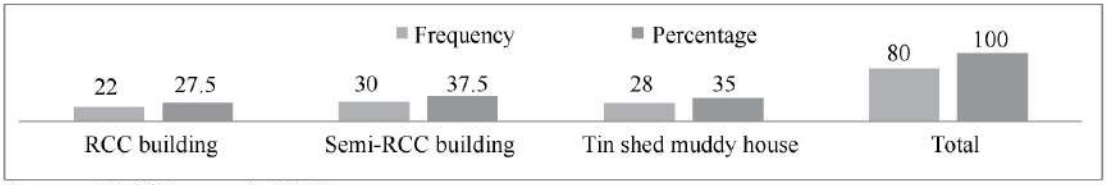
8.4 Changes in rural life-style due to rural-urban interaction

The changes in occupations and rural labor market are responsible to bring about change in rural people's life style particularly in food habit, outfit patterns and hobbies. From the data collected from survey and in depth interviews, it is found that wearing traditional dresses, living in muddy houses, catching fish, playing traditional games and gossiping under banyan tree etc. are being invisible from rural life. They are becoming educated and absorbing urban life style. They love to visit the town for marketing, wear Indian and Western dresses, use smart phone, prefer to see Indian channels on TV and computer and aim at developing their living condition found from respondents' statements.

Table 9: Changes of Rural Life-Style Due to Rural-Urban Interaction

Changes in life-style	Frequency	Percentage
Positive changes	29	36.25
Negative changes	4	5
Both negative and positive changes	47	58.75
Total	80	100

Source: Field Research, 2016

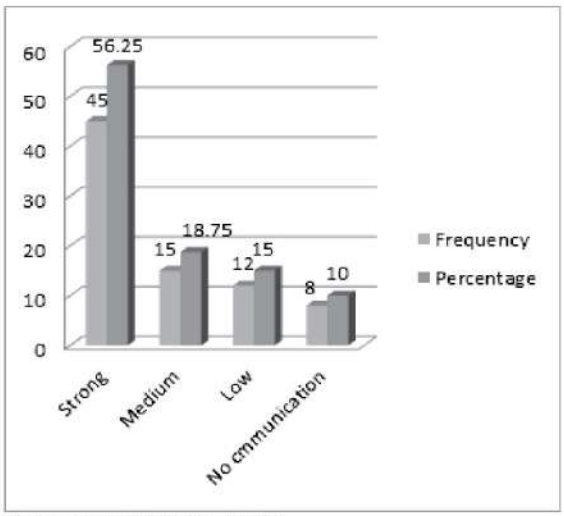


Source: Field Research, 2016

Figure 5: Residential Condition of the Respondents

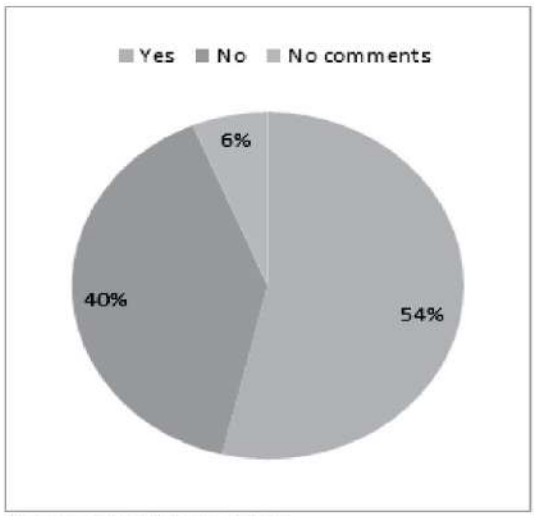
In response to the changes in rural life, respondents stated both positive and negative impacts of rural-urban interaction. In this study, 36.25% respondents told about positive changes, 58.75% respondents mentioned both positive and negative change and only 5%respondents described negative changes occurred due to rural-urban interaction. From the above-mentioned table, it is understood that we have to face difficulties in differentiating rural area from per-urban area. Reinforced Cement Concrete (RCC) buildings are quite referable in this village as 22(27.5%) among 80 respondents have RCC residential facilities. The percentage of semi-RCC building and tin shed muddy house is 37.5% and 35% consecutively.

In response to the types of changes in their life style, they depicted different types of positive changes. 86% respondents echoed that their real income increase than before and only 14.00% respondents claimed that there had no change in their income. Respondents told about different changes in their lifestyle like 16% respondents felt change in their food habit because of fast food, 13% felt change in education sector, 18% felt change in dress patterns, 26% felt change in the utilization of cosmetic products because of the availability of international products, 14% told about celebration of different festivals like Bangla New Year or birthday celebration or wedding programs. According to surveyed data, majority (76.00%) of the respondents visit the doctor in their local government and non-government hospitals due to availability of MBBS doctors. (Field Research, 2016).In response to the negative changes in their life style, 63.75% respondents mentioned various types of negative changes like drug addiction, invisibility of traditional culture, young generation's habituation to urban culture, addiction to junk food and emergence of Chinese restaurants in lieu of local hotels.



Source: Field Data, 2016

Figure 6: Types of respondents communication with cities



Source: Field Data, 2016

Figure 7: Support to women's outdoor activities

From the aforementioned figure, it is vividly told that 56.25% respondents have strong communication with local city or capital city, 18.75% respondents have medium connection with cities and 10% respondents have no communication with local city or capital city. Women empowerment is also a visible feature of rural life as patriarchal rural society accepts women's participation in outdoor activities. We have seen that a day laborer works in a farm along with his wife incrementing his family income. Women are receiving higher education and working as school teacher, NGO workers or doing business according to statements of the respondents. From the above-mentioned figure, it has been found that among 80 respondents, 54% respondents support women's outdoor activities, 40% did not give any comments in this regard and 6% respondents did not support women's empowerment.

9. FINDINGS AND CONCLUSIONS

Unwin (1989) shows that decreasing incomes from farming, especially for small-scale producers who, because of a lack of land, water or capital, are unable to intensify and switch to higher value crops, means that increasing numbers of rural residents engage in non-farm activities. Tacoli (2003) showed that rural urban interaction includes migration, which focuses on seasonal or temporary, rather than on permanent migrants and "push factors" focused on landholding comprise the primary impetus for migration out of rural areas. Rondinelli (1985) described the rural urban linkages such as market patterns, capital flows, income flows and interregional commodity flows that confronts to the transformation of market in rural income and economy, the economic flows and interaction associated with livelihood and income diversification, new employment opportunities, access to urban market and business.

It has been very clear from the study that holding up a rural-urban lens to rural development is useful for thinking about development strategies at local level as rural transformation system, migration system, rural livelihoods diversify, and as the agriculture and food system becomes

more complex. Nowadays, agriculture is only productive for intermediary or agro-businessman that incorporates goods and services produced in rural areas, or transfers from cities, e.g. fertilizers, machines, refrigeration and agricultural products to village. Daily laborers or poor farmers do not get actual benefits from agricultural activities and diverting their occupational status to non-agricultural activities. It has been very clear from the study that there is an important link between rural-urban interaction and rural people's occupational status. Analysis of surveyed data, rural -urban interaction creates urban and industrial facilities for rural people helping in establishing a large non-agricultural occupational sector. Besides, it plays major role in changing rural labor market as multiple occupations of a person, migrants and NGO or GO employees have taken the place of former rich farmers or land owners. The findings of the aforementioned case studies also support the result of survey analysis. Diversified occupational system is a common characteristic of rural livelihood now-a- days. Due to change in occupations and labor market, there is a major change in their life style. Due to easy access to modern technology and communication system, they easily make connection with cities for various purposes. Consumption pattern, life-style, education system and hobbies of rural people have also gone through a radical change. Researchers are able to find out that rural urban interaction significantly contributes to rural labor market and occupational status. The results also reveal that rural urban interaction plays a major role in shaping rural economy. Rural urban linkage plays a crucial role in the amelioration of the rural economy via the process of rural urban linkage. Commercialization of agriculture, industrialization, and urbanization has both positive and negative impacts on labor market. The demand of rural people is to take adequate fruitful attempts to facilitate rural agriculture so that agricultural activities could be able to contribute significantly to alleviate poverty beside other multi-occupational activities.

Finally, it may be concluded that rural-urban interaction creates more positive impacts on rural occupational system, labor market and life-style than negative impacts. The researchers hope that the findings of this study will be helpful for the policy makers, academicians and researchers to gain further insights about the impacts of rural-urban interaction on rural people's occupational status and life style, as well as to implement policies or to conduct more research for the social and economic betterment of rural people.

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