

# RESEARCH CRAFT

## A Compilation of Extension Studies

Author

**Dr. T. Radha**

Assistant Professor (SS), Department of Extension Education,  
Avinashilingam Institute for Home Science and Higher Education for  
Women, Coimbatore, Tamil Nadu, India

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## Preface

Extension as a discipline plays an important role in the research and education system in India. It is a well-known fact that extension is an applied and situation based science developed for addressing client needs; because of which it becomes all the more necessary to have high quality, focused and client oriented research. Research and extension are an essential aspect of change and progress in any field of national development. Considering the importance, this book on “Research Craft-A Compilation of extension studies” is prepared to suit their requirement. I am extremely delighted to write the preface for the text book on Research Craft-a compilation of Extension Studies.

Thus, this book includes a total of nine research studies that were conducted in the recent years by nine different budding researchers under the supervision of their advisor. They have been put together in this book to provide a wholesome picture of the existing scenario of certain parts of the Indian rural society.

This book imparts data on certain subject areas which include entrepreneurship, entrepreneurial training, social entrepreneurship, lifestyle and livelihood practices of certain tribal communities, farming systems practiced and constraints faced by farmers and ICTs among rural famers. It is mainly intended to introduce the situations, problems faced and needs of the rural areas and clear the path to more research and implementation of need based programmes through this book.

I acknowledge the research scholars of Extension Education Mrs. Renjini MU (Ph.D. in Extension Education) Ms. Deekshita Dutta (Ph.D. in Extension Education), Mrs. S. Balasaraswathi (Ph.D. in Extension Education) Ms. Shikhamoni Gogoi (Ph.D. in Extension Education) Ms. Logavidhya G. (MSW) Ms. Rithika R. (MSW) Ms. Abigail R.K. (M.Sc. in Extension Education) Ms. Archana. M (MSW) and Ms. Rajalakshmi. S (M.Sc. in Extension Education). My special thanks to the entire scholars for their valuable work and research contributions.

*- Dr. T. Radha*



## Contents

<b>S. No.</b>	<b>Title</b>	<b>Page No.</b>
1.	A Study on Entrepreneurship Skill Development Training Programme among selected women in Kottukal Panchayat, Kerala <i>Renjini MU and Dr. T Radha</i>	01-11
2.	Assessment of Training Needs of Micro Entrepreneurs in Lakhimpur District, Assam <i>Deekshita Dutta and Dr. T Radha</i>	12-23
3.	A Study on Exploring Knowledge and Awareness of Social Entrepreneurship among the College Students <i>S Balasaraswathi and Dr. T Radha</i>	24-39
4.	Awareness and Acceptance of Rural People on ICT at Sapekhati Area <i>Shikhamoni Gogoi and Dr. T Radha</i>	40-50
5.	PRA Approaches: A Case Study of the Selected Villages of Thondamuthur Block <i>Logavidhya G and Dr. T Radha</i>	51-68
6.	Sustainable Village Development Plan with People's Participation from Selected Villages of Thondamuthur Block <i>Rithika R and Dr. T Radha</i>	69-80
7.	Impact Assessment of the Common Service Centres (CSCS) among the Village Level Entrepreneurs (VLEs) of the East Khasi Hills District, Meghalaya <i>Abigail RK and Dr. T Radha</i>	81-95
8.	A Study on Lifestyle and Livelihood Practices among Irula Tribes in Palamalai, Naickenpalayam Panchayat, Periyanaickenpalayam Block, Coimbatore <i>Archana M and Dr. T Radha</i>	96-105

9. A Study to Evaluate the Constraints Faced by the Farmers 106-117  
in Operationalizing the Existing Farming Systems

*Rajalakshmi S and Dr. T Radha*

# Chapter - 1

## **A Study on Entrepreneurship Skill Development Training Programme among Selected Women in Kottukal Panchayat, Kerala**

Renjini MU and Dr. T Radha

### **1. Introduction**

Women entrepreneurs own an enterprise, manage it and employ women. They have substantial role in the economic development of India. Policies and programmes of Government promote women entrepreneurship development in the country. (Sugaraj and Salve, 2014).

Women-owned enterprises are playing a prominent role in society inspiring others and generating more employment opportunities in the country. However, to promote a balanced growth in the country, there is need for sustainable growth of women entrepreneurs (Asha, 2016). Growth with equity can be achieved by enabling the development of women entrepreneurship. There is necessity of moulding and shaping the women entrepreneurship with the entrepreneurial traits and skills. This will enable the women to adapt with the changing trends in both the domestic and global markets and built-up competencies enough to sustain and strive for excellence (Sharma, 2017).

Women entrepreneurship is instrumental for achieving economic and societal growth. Skill development and entrepreneurship development programmes are necessary to make them competent in the emerging economy (Tiwari, 2017).

Entrepreneurship skill development programmes are designed to cater the entrepreneurial efficiencies and develop well trained professional entrepreneurs. Hence, the present research “A Study on Entrepreneurship Skill Development Training Programme among Selected Women in Kottukal Panchayat, Kerala” was formulated with the following objectives.

### **2. Objectives of the study**

- 1) To understand the socio economic profile of the selected women

respondents in Kottukal Panchayat of Thiruvananthapuram district in Kerala.

- 2) To find out the changes in knowledge level of the selected women respondents before and after the entrepreneurship skill development training.
- 3) To assess the effectiveness of the training through feedback of the selected women respondents.

### **3. Review of literature**

In a study by Manikandan and Palanivelu (2017), effectiveness of entrepreneurship development programmes have been studied among 650 women respondents. Opinion about level of satisfaction towards impact of Entrepreneurship Development Programme was assessed and found that 19.4 percent were highly satisfied with the variable “increase the savings and investment”, 31.2 percent were highly satisfied on the variable “increase the turnover”, 29.5 percent were highly satisfied with “membership with association”, 33.5 percent were highly satisfied with “leadership skills”, 36.6 percent were highly satisfied with “creative innovation”, 27.2 percent were highly satisfied with “managerial ability”, 23.7 percent were highly satisfied with “problem solving skills”, 26.5 percent were highly satisfied with “decision making skills”. Similar study had been carried out by Nethravathi and Ravi (2018), on the effectiveness of the entrepreneurship development programme on women in Maharashtra. The results highlighted that 41.8 percent have stated the effectiveness of the training as high and overall assessment on the impact of the training programme as excellent. Regarding the usefulness of the entrepreneurship training, it reveals that regarding identification of the product, maximum 70.4 percent of the respondents have stated the usefulness as high and 11.1 percent have stated it as very high. Another 18.5 percent have stated the usefulness in identification of product as moderate. The study also found that in skill training, maximum 63.7 percent of the respondents have stated the usefulness as high and 33.4 percent have stated it as very high. Another 2.9 percent have stated the usefulness in skill training as moderate. A study by Rafeeqe (2015), revealed that, in Kerala, the women respondents were of the opinion that lack of training in entrepreneurship is a major hindrance for them to engage in entrepreneurial activities. Ramanunni (2003), in his research work focused on the factors influencing successful entrepreneurship among women in Kerala and found out the need for training as the benchmark for entrepreneurial success.



#### 4. Methodology

The present study was carried out among women in Kottukal Panchayat of Thiruvananthapuram district of Kerala who are interested in attending the skill development training programme. Prior to the conduct of the study, the researcher has obtained Institutional Human Ethical clearance and took permission from the Panchayat for the conduct of the training programmes for women. Thirty samples were taken from the study area through purposive sampling method. Both primary and secondary data were used for the study. Action research along with survey method using a well-structured interview schedule facilitated the primary data collection. Two days training programme was carried out for the selected women respondents through a master trainer in inculcating hands on training and product development skills in making of paper bag, cloth pouch, cloth mat, jute bag and cloth bag. Morning sessions on both days were allotted for knowledge acquisition on the concept of entrepreneurship and afternoon sessions for practical experiences. Leaflets were prepared and distributed among them as further reading materials. After the entrepreneurship skill development training programme, knowledge gain and product development skills were analyzed using specified set of questions and methods. Secondary data was collected from textbooks, journals, web sites and so on. The data thus collected were compiled, tabulated and analyzed using percentage analysis.

#### 5. Results and Discussion

Results of the study are discussed in tables and figures given in subsequent pages.

##### 1) Socio-economic profile of the selected women respondents

The socio-economic profile of the selected women respondents is given in table no. 1.

**Table 1:** Socio-economic profile of the selected women respondents

Sl. No.	Item	No.	Percentage (%)
<b>I</b>	<b>Age</b>		
1	18-23 years	12	40
2	24-29 years	8	27
3	30-35 years	6	20
4	36-40 years	4	13
<b>II</b>	<b>Marital status</b>		
1	Married	22	73

2	Unmarried	8	27
<b>III</b>	<b>Educational qualification</b>		
1	Primary school	3	10
2	High school	7	23
3	Higher Secondary	13	43
4	Graduation	5	17
5	Post-graduation and above	2	7
<b>IV</b>	<b>Type of family</b>		
1	Nuclear family	27	90
2	Joint family	3	10
<b>V</b>	<b>Occupation</b>		
1	Housewife	13	43
2	Unorganized sector	11	37
3	Organized sector	6	20
<b>V</b>	<b>Monthly income (in Rs.)</b>		
1	Below Rs. 10,000	20	67
2	Rs. 10,000-Rs. 30,000	6	20
3	Above Rs. 30,000	4	13

The socio-economic background of the selected women respondents were studied by the researcher. The age group of the selected women respondents were categorised into four as 18-23 years, 24-29 years, 30-35 years and 36-40 years of age. Among these categories, 40 percent were 18-23 years and 13 percent were 36-40 years of age. Thus, majority of the selected women respondents were young women who are energetic and interested to participate in the entrepreneurship skill development training. Married women constituted 73 percent of the selected women respondents and they are more focused to enrich their skills through attending this type of training programmes. Educational qualification of the respondents shows that 43 percent had acquired higher secondary education and least was Post-graduation and above which is seven percent. The educational qualification of the respondents in the study area throws light on the fact that better literacy level made them eager to be part of the research. Nuclear family is majority which is 90 percent and only ten percent are from joint family. Contrary to the educational attainments, as far as the occupation of the respondents is concerned, it was discouraging to know that more number of women that is 43 percent are housewives having no source of livelihood. Most of them depend on their family members for economic needs. Thirty

seven percent are employed in unorganised sector which comprise of small farmers, coolie workers, fish vendors and shop keepers. The organised sector employees in the sample constitute only 20 percent and they are employed in schools, public health centres and private firms. The monthly income of 67 percent are below Rs. 10,000 while 13 percent have an income of above Rs. 30,000 monthly. The need for economic well-being is reflecting in the socio-economic profile of the selected women respondents. So, the relevance of developing entrepreneurship skills is a vital aspect for the study sample in the area selected by the investigator.

## **2) Knowledge level of the selected women respondents before and after entrepreneurship skill development training**

During the two days training programme, morning sessions were allotted for inculcating entrepreneurship ideas and aspects of enterprise building, managing, marketing and expansion. The knowledge level of the selected women respondents were analysed through an interview schedule having questions related to the aspects of entrepreneurship. Knowledge level of the selected women respondents before and after attending the entrepreneurship skill development training programme is tabulated in table 2.

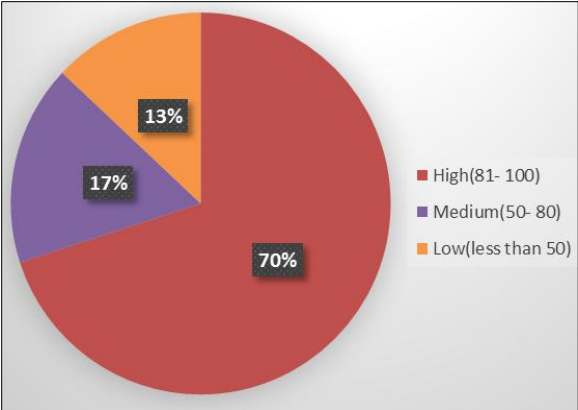
**Table 2:** Knowledge level of the selected women respondents before and after entrepreneurship skill development training

S. No.	Statements	Before training						After training					
		Agree		Undecided		Disagree		Agree		Undecided		Disagree	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Innovation is essential in entrepreneurship	15	50	5	17	10	33	22	73	3	10	5	17
2	Entrepreneurship require efficient resource utilization	14	47	9	30	7	23	21	70	4	13	5	17
3	Entrepreneurship improves standard of living	13	43	8	27	9	30	21	70	1	3	8	27
4	Entrepreneurship is promoted by Government through Start up India programme	12	40	8	27	10	33	25	83	2	7	3	10
5	Entrepreneurship support services are provided by District Industries Centre	12	40	7	23	11	37	27	90	1	3	2	7
6	Entrepreneurship bring about economic freedom	11	37	10	33	9	30	21	70	8	27	1	3
7	Labelling and packaging is important in the success of an enterprise	9	30	16	53	5	17	22	73	5	17	3	10
8	Entrepreneurship involve wise use of marketing techniques	8	27	13	43	9	30	27	90	3	10	0	0
9	Entrepreneurship involve legal procedures	7	23	6	20	17	57	20	67	3	10	7	23
10	Entrepreneurship bring about women empowerment	5	17	15	50	10	33	20	67	9	30	1	3

It can be revealed that half of the selected respondents, before the training were unsure of the role of innovation in entrepreneurship. But, after the training, 73 percent agreed to the role of innovation in entrepreneurship. They now know that innovation is a vital aspect to become an entrepreneur. Likewise, as presented in the table, majority of the selected respondents had a low level of knowledge regarding various aspects of entrepreneurship. After getting exposure in entrepreneurship skill development training, they became aware of various concepts and ideas of entrepreneurship running and managing. Thus, it indicate that knowledge gained by the selected women respondents after the training have been increased, contributing to the success of the training programme.

**3) Product development skills of the selected women respondents after the entrepreneurship skill development training**

During the course of conduct of the entrepreneurship skill development training, afternoon sessions were allotted for demonstration and hands on training. The subject expert demonstrated and gave practical exposure on the product development of paper bag, cloth pouch, cloth mat, jute bag and cloth bag. The criteria on which scoring was done involve cutting the material, stitching, finishing and folding. The subject expert gave score of five for each step mentioned above and a total of 20 marks for one product, thus altogether a score of 100 for one respondent making five products-paper bag, cloth pouch, cloth mat, jute bag and cloth bag. The skills developed by the selected women respondents in product making after the entrepreneurship skill development training programme is illustrated in the diagram.



**Fig 1:** Product development skills developed by the selected women respondents after the entrepreneurship skill development training

The scoring showed that 70 percent of the respondents had acquired high skill, 13 percent had low skill and 17 percent had medium skill regarding the efficiency in making the products. Hence, majority of the selected women respondents had acquired product development skill.

#### 4) Effectiveness of the entrepreneurship skill development training programme

The effectiveness of the entrepreneurship skill development training programme was analysed through the evaluation of the training programme as feedback from the selected women respondents in the study area. The result of it is tabulated in table 3.

**Table 3:** Effectiveness of the entrepreneurship skill development training programme

Component	Scale					
	High		Medium		Low	
	No.	Percentage (%)	No.	Percentage (%)	No.	Percentage (%)
Involvement of participants	17	57	12	40	1	3
Effective training aids used	16	53	12	40	2	7
Communication skills of the subject expert	15	50	10	3	5	17
Practically informative sessions	15	50	12	40	3	10
Easily understandable	12	40	10	3	8	27
Effective training methods used	11	37	9	30	10	3

The effectiveness of the skill development training is assessed through the feedback from the selected women respondents. Active involvement of the participants was high which accounts for 57 percent of the respondent's opinion. They were engaged in all the activities assigned like brainstorming, role plays, discussion groups and leadership activities. About 53 percent of the respondents have given high opinion for the effectiveness of the training aids used. The leaflets supplied for future reference prepared in Malayalam helped the respondents clarify various doubts and they even appreciated the writings given to them as part of the training. It also played the role to transfer knowledge through these materials to others who have not attended the training like who are their family members, friends, relatives, peers, colleagues and neighbours. The subject experts were knowledgeable and 50 percent have opinion of better communication of the subject expert. They have the opinion of better rapport and dissemination of knowledge from the

part of subject expert. A similar percentage of respondents have given high agreement for the practical informative sessions handled during the course of the training. Forty percent have marked high scale for the understand ability of the sessions. They have got enough time for clarification of doubts and discussion of the topics on which they need further information. Thirty seven percent of the respondents are highly satisfied with the training methods used. They were enthusiastic and active during the lectures, brainstorming, discussions, demonstrations and hands on training sessions of the training.

### 5) Future expectations of the selected women respondents towards entrepreneurship

Future expectations of the selected women respondents towards entrepreneurship was studied and the data obtained is discussed in table 4.

**Table 4:** Future expectations of the selected women respondents towards entrepreneurship

Sl. No.	Future expectations	No.	Percentage (%)
1	Taking part in exhibitions	12	40
2	Attending training programmes	9	30
3	Starting of enterprise	6	20
4	Avail Government schemes	2	7
5	Formation of self-help groups	1	3

The selected women respondents were asked about the future expectations they have with respect to entrepreneurship. More number of women that is 40 percent are expecting to take part in exhibitions with the products they have made. They are planning to manufacture the products in which they got training and sell in exhibition stalls, melas and local markets. Thirty percent are looking forward to attend more training programmes to enrich their skills as they were actively involved in the activities during the conduct of the training. They have even enquired the subject experts regarding the upcoming training programmes nearby their places with a view to attend it. Twenty percent are planning to start their own enterprises, they expect to venture into entrepreneurship with the financial assets they possess and credit facilities they can avail from financial institutions as well as family members. About seven percent expect to avail Government schemes in the future as they are now equipped with adequate knowledge regarding the available schemes for the development of women entrepreneurs after attending the training programme. Only three percent are of the opinion to form Self-Help Groups to involve in economic activities utilizing the

acquired skills and knowledge. They have access to nearby banks, Neighbourhood Groups and NGO offices in their locality so that better exposure and support will be rendered to them by these offices.

## **Conclusion**

Women entrepreneurs are assets for an economy that is progressing towards development. The workforce of our country comprise only a fewer portion of the population and women are the most disadvantaged sections. Entrepreneurship bring about women development and improve their status in the society. The present study developed the skills of selected women respondents in the making of five utility items like paper bag, cloth mat, cloth pouch, jute bag and cloth bag. The results of the study were welcoming and the outcome shows that majority of the selected women respondents had gained entrepreneurial knowledge and developed adequate product development skills to enable them to engage in income generating activities. The overall effectiveness of the skill development training got a good result and the respondents are looking forward to start their own enterprises, take part in exhibition sales and attend skill development trainings in the near future.

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# Chapter - 2

## Assessment of Training Needs of Micro Entrepreneurs in Lakhimpur District, Assam

Deekshita Dutta and Dr. T Radha

### 1. Introduction

Enterprises have been expected to play a crucial role in the overall development of the country. Empirics suggest that the vast majority of entrepreneurs in developing countries are involved in micro and small enterprises.

Micro, Small and Medium Enterprises (MSME) sector, which are often termed as the ‘engine of growth’ is considered as the most dynamic and vibrant sector of Indian economy as it provides large number of employment to rural as well as urban segment. The MSME sector, which is growing exponentially, contributes 37.54 percent to National GDP, 45 percent to total industrial production and 40 percent to total exports. Manufacturing segment within the MSME contributes to 7.09 percent of GDP.

The state of Assam is also not lagging behind the rest of the country in respect of entrepreneurs. This is evident from the fact that Assam accounts for 18 percent entrepreneurs of the total number of entrepreneurs as against 10.11% percent in the country. In the state, very few entrepreneurs are in big enterprises and most of them are mainly concerned in the SSI sector. Presently the Small Scale Industries have been sub divided into Micro, Small and Medium Enterprises under the Micro Small and Medium Enterprises Act, 2006. The categorization of enterprises is made based on their investment in plant and machineries in case of manufacturing sector or in equipments in case of service sector as shown in the following table:

**Table 1:** Categorization of enterprises

Types of Enterprises		Investment limit in plant and machinery/equipment
Manufacturing Enterprises	Micro Enterprises	Up to Rs. 25 lakhs

	Small Enterprises	Above Rs.25 lakhs and up to Rs.5 crores
Service Enterprises	Micro Enterprises	Up to Rs.10 lakhs
	Small Enterprises	Above Rs.10 lakhs and up to Rs.2 crores

Source: Economic Survey of Assam, 2020-21

Unfortunately, constraints arise when it comes to marketing of their products. In spite of their hard work, the rural entrepreneurs do not get ample scope and exposure and therefore their enterprises remain confined to their own locality. People outside the town or the district are not even aware about the existence of the enterprises. However, this can be overcome in a quite easy manner by a very recent technique i.e., online marketing. In this case, online marketing with special reference to social media marketing, being on trend in the present scenario, can be expected to greatly help the small entrepreneurs in marketing of their products in a broader dimension, providing greater exposure to the entrepreneurs.

Keeping in view the very latest and important criteria of economic development of a country i.e., small scale entrepreneurship and further significance of online/social media marketing in growth of the small scale enterprises, the researcher has decided to undertake this study with the following objectives-

- To study the socio economic background of the respondents.
- To analyse the training needs of the respondents in terms of general marketing strategies.
- To identify the respondents' interest area for training on social media marketing.

## 2. Review of literature

Anjali Devi and Gayatri Goswami (2014) found in their study that even if the women entrepreneurs of Assam possess the necessary skills required for their enterprise, they face a lot of problems in marketing which ultimately do not let them develop. Some of the problems women entrepreneurs faces during marketing are lack of knowledge of how to market the product, shortage of manpower for selling the products, heavy competition with big enterprises, late payment by the customers, high production cost, inadequate publicity and difficulty in travelling.

Swarnalatha K & Anuradha R.K. (2014), Women in India face many problems and constraints to get ahead in their life in business. They should

explore the prospects of starting new enterprise; undertake risks, introduce innovations, coordinate administration and control business and provide effective leadership in all aspects of business.

### 3. Methodology

#### Locale of the study

The study was conducted in the state of Assam and the district Lakhimpur was selected as the study area. North Lakhimpur Sub division was selected from Lakhimpur district, followed by the Boginadi block using purposive sampling method, since this study area consists significantly higher numbers of entrepreneurs engaged in small enterprises as compared to the other localities.

#### Sample size for the study

The investigator has randomly selected three villages from the Boginadi block viz., Sariani, Maaz Gaon and Nagaon and a sample of 15 entrepreneurs were selected from each village randomly. Thus, the total sample size for the study comes out to be 45.

#### Method and tool for data collection

The investigator has used methods like face to face communication and observation and interview schedule as the tool for data collection.

#### Data analysis

Analysis of data includes frequency and percentage analysis.

### 4. Results and Discussion

#### Socio economic background of the respondents

**Table 2:** Socio economic background of the respondents

S. No.	Category	Frequency (n=45)	Percentage (%)
1	<b>Age (in years)</b>		
	Below 20	2	4
	21-30	12	26
	31-40	28	62
	41-50	3	6
2	<b>Caste</b>		
	General	10	22
	OBC/MOBC	27	60
	ST	5	11

	SC	3	7
3	<b>Gender</b>		
	Male	8	18
	Female	37	82
3	<b>Education</b>		
	Primary school	3	6
	Middle school	2	4
	High school	13	29
	Higher secondary	23	51
	Graduate	3	7
	Diploma	1	2
4	<b>Marital status</b>		
	Unmarried	12	22
	Married	28	62
	Widow	3	7
5	<b>Religion</b>		
	Hindu	39	87
	Christian	4	9
	Muslim	2	4
	Others	-	-
6.	<b>Nature of family</b>		
	Nuclear family	36	80
	Joint family	9	20
	Extended family	-	-
7	<b>Number of family members</b>		
	2-4	30	67
	5-7	13	29
	8 and above	2	4
8	<b>Occupation of the family</b>		
	Skilled labour	10	22
	Unskilled labour	2	4
	Agriculture	28	62
	Nonfarm business	2	4
	Salaried Employment	3	7
Others	-	-	
9	<b>Monthly income (in Rs.)</b>		
	<10,000	7	16
	10000-20,000	28	62
	20,001-30,000	7	16

	30,001-40,000	3	7
	>40,000	-	-
	<b>*Additional income of the family</b>		
10	Weaving	44	98
	Sericulture	38	84
	Livestock rearing	26	58
	Farm related	8	18
	Others	-	-
	<i>*Multiple responses</i>		

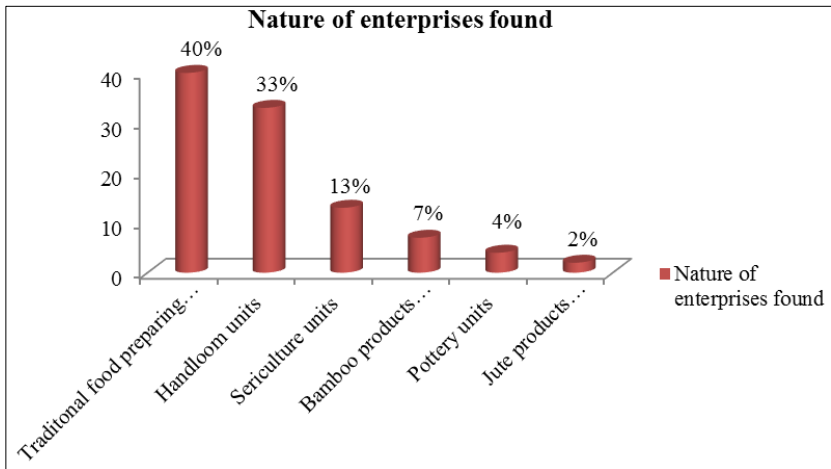
Table 1 describes the socio economic background of the selected entrepreneurs like gender, age, education, marital status, religion, caste, monthly income, and their years of experience. Out of the 45 respondents, majority 82 percent were female and only 18 percent were male. Regarding the age wise distribution, majority 62 percent of them were found to be belonged to the age group of 31-40 years. Again, 22 percent of the total respondents stated that they belonged to General caste, majority 60 percent were found to belong to OBC/MOBC caste.

It was encouraging to find out that in spite of being from rural background, majority 51 percent of the total respondents had education up to higher secondary level. As far as the marital status is concerned, out of 45 respondents, majority 62 percent of the respondents reported that were married and 22 percent of the respondents were unmarried.

The present study also highlights the fact that a large majority 87 percent of the respondents were Hindus. It was found that a large majority 80 percent of the families were found to establish the nuclear family norm. This finding is a clear indication of the touch of urbanization in the rural areas. Nuclear family prevails generally in the urban areas, which is gradually penetrating in the rural areas too. For number of members in the respondents' family, majority 67 percent of the respondents opined that they had 2-4 members in their family.

Regarding occupation of the family, majority 62 percent of the respondents expressed that they had agriculture as their main occupation. Similarly, majority 62 percent of the total selected entrepreneurs revealed that they earned about Rs.10000-20000/-per month.

At last, it was found that very large majority 98 percent had weaving as their additional income, apart from the main occupation of the family.



**Fig 1:** Nature of enterprises of the respondents

As depicted in figure 1, out of 45 respondents, 40 percent of them were found to have traditional food preparing units as their enterprise. Traditional food items of Assam includes meal and snack items like chira (flake rice), muri (puffed rice), ghila pitha, til pitha, loskora (coconut laddoo), narikol pitha, nimki, khurma, etc.

The respondents prepare them at home and sell them in the market, especially at the time of festivals. 33 percent had handloom units, which deal in weaving garments out of raw threads. Any garment like saree, shirt of silk or cotton are produced in them both for personal use and business, that is further followed by 13 percent that had sericulture units (silkworm rearing and yarn production).

Seven percent of the total respondents stated that they had bamboo products manufacturing units in which they manufacture different products like bamboo furniture, kitchen wares like spoons, plates, baskets, water bottles etc., flower vases, wall hangings, lamp sheds, hand fans and so on.

Only 4 percent of them were found out having pottery units as their enterprise where they produced different earthen pots of both traditional and modern designs and of various shapes and sizes, followed by a negligible 2 percent of jute manufacturing units that makes jute bags, mats, baskets, etc.

**Table 2:** Training needs of the respondents in terms of marketing strategies\*

S. No.	Category	Frequency (n=45)	Percentage (%)
1	<b>Development of professionalism</b>		
	Interpersonal Etiquette and Professionalism - Networking, Meetings etc.	38	84.4
	Troubleshooting-Handling Conflict, Harassment, and Apologies	40	88.9
	Handling customer relationships	32	71.1
	Outreach and communication	29	64.4
2	<b>Finance management</b>		
	Cash flow and related issues	42	93.3
	Savings and cost cutting	40	88.9
	Tax concerns	35	77.8
	Flexibilities and uncertainty	36	80.0
	Loan availing process	40	88.9
	Schemes and institutions for financial support	32	71.1
3	<b>Legal and ethical norms</b>		
	Non-Corporate Entities: Sole Proprietorships, Partnership, and Limited Partnerships	30	66.7
	Intellectual Property: Trade Secrets, Patents and Trademarks	28	62.2
	Regulations of securities	37	82.2
	Licensing and permit issues	45	100.0
4	<b>Marketing of products</b>		
	Market survey techniques	45	100.0
	Customer analysis	45	100.0
	Packaging and labeling	42	93.3
	Advertising ideas	43	95.6
	Brand Promotion	40	88.9
	Negotiation techniques	37	82.2
	Price setting	35	77.8

\*Multiple responses

Khemmani (1985) defines training as a planned communication process which results in changes of attitudes, skills and knowledge in accordance with specific objectives relating to desired pattern of behaviour. Table 2



describes training needs of the respondents based on marketing strategies in general. It can be revealed that majority of the respondents wanted training on development of professionalism. Professional behaviour of the individuals is necessary for the long-term success of any business, whether it's a big corporation or small business. Entrepreneurs who behave professionally set an appropriate example by encouraging their people to conduct themselves in a manner that supports company-wide success. They wanted to get training on not only being professional in their enterprises, but also in various trends of marketing. Professionalism not only includes behaviour of a person, but also various aspects or skills like troubleshooting- Handling Conflict, Harassment, and Apologies, which was stated by 89 percent of them, followed by interpersonal Etiquette and Professionalism - Networking, Meetings etc. by 84 percent. As stated by Lal and Arora (2017), double burden of household chores and child care make it difficult for women to attend formal and informal trainings, thus making them less efficient. But, in this study, it was observed that majority of the women were interested to join the training.

Budget planning is the basis for all business success. It enables the owner to concentrate on cash flow, reducing costs, improving profits and increasing returns on investment. It helps with both planning and control of the finances of the enterprise. Budget planning and management generally includes tasks like cash flow management that is agreed by 93 percent of the respondents, followed by savings and cost cutting agreed by 89 percent of the respondents.

Legal and ethical norms in an organization help in guiding the behaviour of the organization. Its necessity seems to be well versed by the selected respondents since 82 percent of them expressed that they wanted training on regulations of securities in an enterprise, followed by Non-Corporate Entities: Sole Proprietorships, Partnership, and Limited Partnerships agreed by 67 percent of the respondents.

Sharma (2013) claimed in his study that women entrepreneurs in India confront challenges such as a lack of qualifications, societal hurdles, legal procedures, high manufacturing costs, inadequate management abilities, and so on. Sengupta (2011) observed that finance, resource availability, and insufficient marketing strategies are some of the key challenges encountered by women entrepreneurs in Assam. It might be because of the aforesaid reasons; the selected respondents had opted for these areas of the training.

**Table 3:** Respondents' interest area for training on social media marketing

S. No.	Category	Frequency (n=45)	Percentage (%)
1	<b>Introduction to social media</b>		
	Facebook	43	96
	Instagram	26	58
	YouTube	20	44
	WhatsApp	40	89
2	<b>Advertising</b>		
	Through Facebook, Instagram, WhatsApp	42	93
	Creating pages/accounts	40	89
	Uploading pictures and videos	35	78
3	<b>*Managing security issues</b>		
	Privacy settings	43	96
	Reporting spams	26	58
	Copyright infringements	20	44

*\*Multiple responses*

The current technological reality is that there is room for organizations to grow their businesses through social media marketing (Cox, 2012; Dahnil, Marzuki, Langgat and Fabeil, 2014; Hanna, Rohm, & Crittenden, 2011; Martella, 2018), and it is important to keep in pace with digital developments in order to fully leverage new digital tools (Taiminen and Karjaluoto, 2015). In agreement with Falasca and Piven (2020), the use of social media has been perceived as part of an effective marketing strategy that requires proper skills, knowledge and constant professional development. Within this context, a need for social media marketing training is obvious.

The table 3 describes the respondents' area of interest for training on social media marketing. A large majority of the respondents 96 percent expressed their interests on attaining training on Facebook, followed by 89 percent on WhatsApp. Since, these two applications are widely used and popular and also being easily accessible are opted more by the respondents.

Similarly, for advertising, 93 percent of the respondents want training on advertising through Facebook, Instagram and WhatsApp for the reasons already mentioned above. The target respondents wanted to learn how to create their own account or pages in Facebook and Instagram. Advertising techniques include rapport establishment, trust building of the target customers, promotion of products through social media etc.

Managing security in social media is also a very important thing to be considered. Importance of security in social media is felt by 96 percent of the respondents for which they opted for privacy settings, followed by reporting spams and 44 percent of the respondents wanted training on copyright infringements.

Research work by Turan and Kara (2018) showed that Facebook was the most preferred social networking application for the entrepreneurs. Agreeing to the benefits of using online social media applications, Turkish entrepreneurs believe that actively engaging in online social networking would help them increase product exposure, get market insights and develop loyal customer/clients/fan bases. Their engagement in online social media mainly involves monitoring customer comments and new customers/fans.

## **Conclusion**

It is a fact that individuals can be developed, their outlook can be changed and their ideas can be given true shape of enterprise through an organized and systematic training programme. Entrepreneurial training aims at arousing and reforming the entrepreneurial behaviour in the day to day activities and helping them develop their own ventures or enterprises as a result of their learning or training. From the study, it is proved that mostly entrepreneurs are not well aware about the importance of social media, whatever might be the cause. Therefore, an immediate training programme has been recommended considering their extremely low knowledge on social media usage and marketing but its significant importance in entrepreneurial growth. The entrepreneurs also need to come forward and embrace the new style of doing online business by adopting online practices for improving the overall performance of their enterprises. They need to understand the significance and demand of online marketing in today's world, which can further help them in being successful entrepreneurs.

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# Chapter - 3

## A Study on Exploring Knowledge and Awareness of Social Entrepreneurship among the College Students

S Balasaraswathi and Dr. T Radha

### 1. Introduction

Social Entrepreneurship plays an important role in the socio-economy of a country. The social enterprises help to address the social and environment issues faced by the community by delivering social values. Social entrepreneurship is innovative, social value creating activity that can occur within or across the non-profit, business, and public sectors (Austin, Stevenson and Wei-Skillern,2006. Mair and Noboa (2006) note that social entrepreneurship employs innovative approaches to tackle social issues in areas such as education, and human rights. In addition, it forms an important building block in the sustainable development of countries. The aim of social entrepreneurship is to create viable socio-economic structures, relations, institutions, organizations and practices, that yield and sustain social benefits. Social entrepreneurship, as a process, involves the recognition, evaluation, and exploitation of opportunities that result in social value (Certo and Miller, 2008).

Light (2006) views a social entrepreneur as an individual, group, network, organization, or alliance of organizations, that seeks sustainable, large-scale change through pattern-breaking ideas in the way in which governments, non-profits, and businesses address significant social problems.

Our society has been altered forever as a result of the Covid-19 pandemic with the new normal referring to lifestyle changes including social distancing and working from home. However, both, the economy and our lives will recover in time and new opportunities will emerge. Around the world, social entrepreneurs are necessary catalysts for social change. Quick to see what is wrong in the world, social enterprises have been key players in bringing the necessary change to individual people, communities, and the world at large (<https://www.linkedin.com/pulse/social-entrepreneurship-need-hour-arhant-patni>).

New, catalytic innovation will be the need of the hour in a post COVID-19 India. Whether it is improving the livelihoods of farmers, or raising awareness around gender equality, or up-skilling youths to empower families trapped in a poverty cycle, or making mental well-being available across the spectrum, the value and depth of the work of social entrepreneurs will have a cascading effect over generations to come. Social entrepreneurs working at the grass root-level do not just identify a problem that is deep-seeded in a community. They create solutions and design activities keeping in mind the cultural dogmas that drive the community that they work in (<https://avpn.asia/blog/social-entrepreneurs-can-fast-track-growth-in-a-post-covid-world/>).

Nurturing youth entrepreneurship can be highly beneficial for the society, economy as well as for the progress of the nation besides the individual's self-development and achievement too. In the current times where the nations are transitioning through tough times and adapting to globalization, the hope for the youth lies more in becoming job creators rather than job seekers. Promoting Youth Entrepreneurship helps solve a lot of problems in the society too by ensuring that the marginalized youth is brought to the main stream through providing them with self-employment opportunities. Introducing Youth Entrepreneurship awareness building program at School and college levels can ignite young minds to understand and wake up to unlimited and undreamt of possibilities (<https://www.managementstudyguide.com/nurturing-youth-entrepreneurship.htm>).

Students are the pillars of our future India. Their decision regarding their career will play a major role for future India's economic development. It is important to encourage the college students to take up the challenges to be a social entrepreneur. The students with high entrepreneurial skill will tend to start up a business of their own in future. Hence, it is the need of the hour to conduct a study on "Exploring Knowledge and Awareness of Social Entrepreneurship among the College students".

The main objective of the study is to find out the awareness about the social entrepreneurship and entrepreneurs. Knowledge on the concept of social entrepreneurs, their role, their characteristics and types of beneficiaries.

## **2. Review of literature**

Adriana Mohd, *et al.*, 2020. conducted a study on "Youth Intention to Initiate Social Entrepreneurship Activities: A Case Study of a Malaysian

Social Enterprise”. The main objective of this research is to explore the factors that influence youth involvement in social entrepreneurship activities. The study employed a case study methodology utilizing an in-depth interview with a young social entrepreneur. The study found that the Malaysian youth engaged in social entrepreneurship activities with the aim of making an impact to the society. The main factors that influence youth involvement in social entrepreneurship activities include personal traits, personal values, social networks, support and guidance, technology, family upbringing and exposure, and positive mindset. These insights are beneficial to the government, NGOs and social entrepreneurs in encouraging youngsters’ participation in social entrepreneurship activities. ([https://www.researchgate.net/publication/342068133\\_Youth\\_Intention\\_to\\_Initiate\\_Social\\_Entrepreneurship\\_Activities\\_A\\_Case\\_Study\\_of\\_a\\_Malaysian\\_Social\\_Enterprise](https://www.researchgate.net/publication/342068133_Youth_Intention_to_Initiate_Social_Entrepreneurship_Activities_A_Case_Study_of_a_Malaysian_Social_Enterprise)).

Student Awareness towards Social Entrepreneurship: A Qualitative Study was conducted by Andriyansah and Femilia Zahra, (2017) stated that only about 33 percent of students know about social entrepreneurship. This encourages stakeholders to continually educate and socialize social entrepreneurship in the younger generation.

### **3. Methodology**

**Selection of the area:** The area selected for this was Women’s College located in Virudhunagar, Virudhunagar District, Tamil Nadu.

**Selection of the sample:** The sample selected for this study was eighty from the study area.

**Selection of the sampling techniques:** The sampling techniques followed for this study was Stratified random sampling. The data has been collected from the samples conveniently.

**Collection of the data:** The primary and secondary data were collected for this study.

The primary data were collected using well-structured Questionnaire. A questionnaire was framed in order to examine the research questions. The questionnaire was in English, as the target population of students comprised those in programmes delivered entirely in English. Google form was used to collect the data through online mode because of pandemic period. The sample chosen for this study were taken from various disciplines such as Home Science, B.Com, B.Com (PA) and BBA.

The secondary data were collected from books, journals, magazines, and related articles to support the study



**Tool used for data collection:** Questionnaire was the main tool used for data collection. Hence, efforts have been taken to frame the questionnaire in a systematic way with adequate questions to ensure the research objectives.

**Statistical tools and techniques used for data analysis:** F test and Rank analysis were used for this study to analyze the data statistically.

#### 4. Results and Discussion

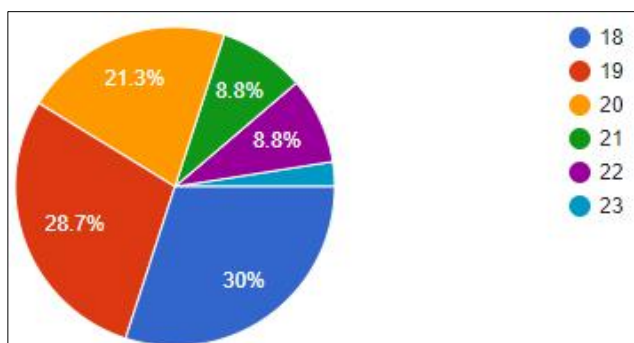
The findings of the study are discussed under the following heading:

##### 1) Socio-economic profile of the sample

The socio-economic profile of the sample was discussed under the following headings.

##### a) Age wise distribution of the sample

Figure-1 illustrates the age wise distribution of the sample.



**Fig 1:** Age Wise Distribution of the Sample

The above figure-1 shows that 30 percent of the sample belongs to 18 years old college going girls, 28.7 percent belongs to 19 years old, 21.3 percent belongs to 20 years old and 8.8percent belongs to 22 and 23 years old respectively.

##### b) Programme/Course wise distribution of the sample

The following table-1 represents the programme/course wise distribution of the sample.

**Table 1:** Programme/Course Wise Distribution of the Sample

S. No.	Programme/Course	No. of Sample	% of the sample
1	Home Science	55	68.8
2	B.Com with PA	10	12.5

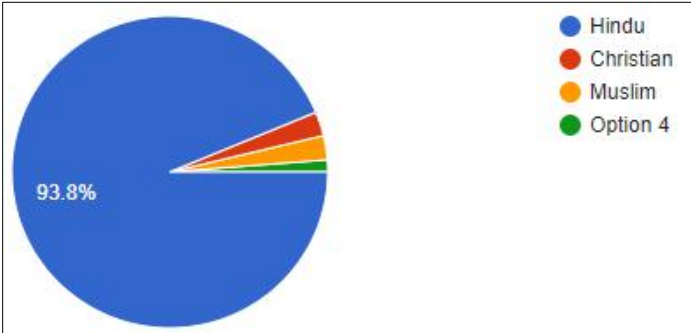
3	B.Com	12	15
4	BBA	3	3.8
	Total	80	100.00

Source: Primary data

In this study, 68.8 percent of the sample were Home Science students, 15 percent of the sample were B.Com students, 12.5 of the sample were B.Com with PA and 3.8 percent of the sample were BBA students.

**c) Religion wise distribution of the sample**

Figure -2 presents the religion wise distribution of the sample.

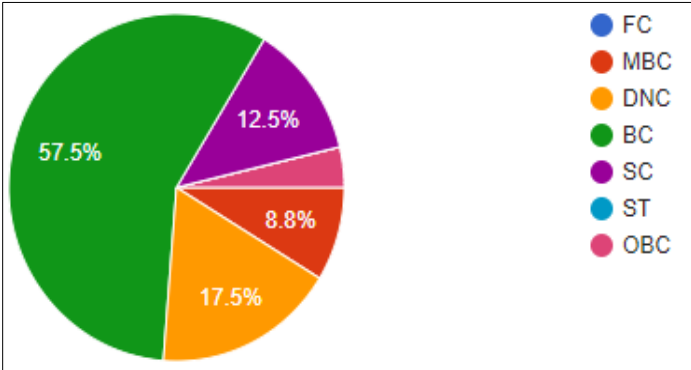


**Fig 2:** Religion Wise Distribution of the Sample

This study revealed that 93.8 percent of the sample were Hindu, 2.5 percent were Christian and Muslim respectively and 1.2 percent were belongs to other community.

**d) Community wise distribution of the sample**

The figure-3 depicts the Community wise distribution of the sample.

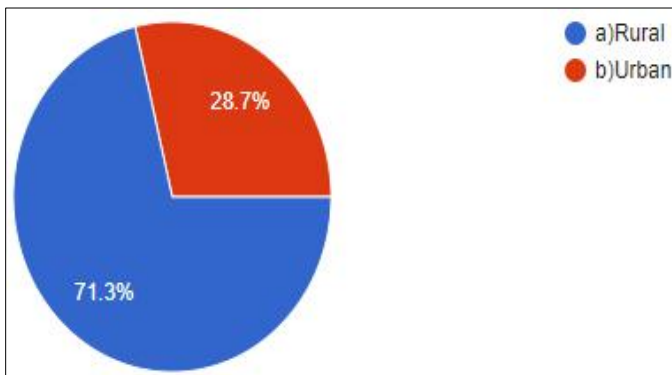


**Fig 3:** Community Wise Distribution of the Sample

In this study, it was found out that 57.5 percent of the sample were belongs to BC community, 17.5 percent were belongs to DNC, 12.5 percent of the sample were belongs to MBC and 3.7 percent of the sample were belongs to OBC.

**e) Area of residence wise distribution of the sample**

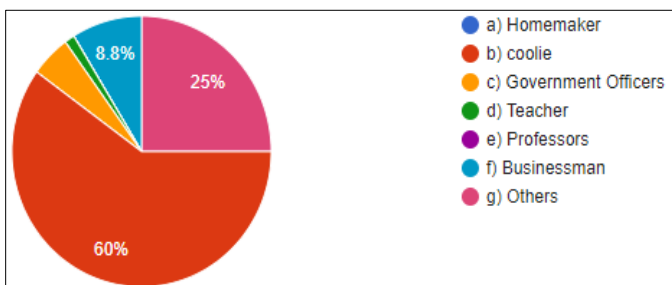
Area of residence wise distribution of the sample is presented in the figure-4



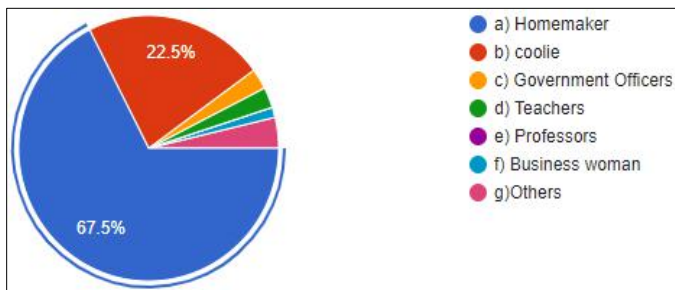
**Fig 4:** Area of residence wise distribution of the sample

In this study, 71.3 percent of the sample were resided in rural area and the remaining 28.7 percent of the sample were resided in urban area.

**f) Occupation of the parents**



**Fig 5:** Occupation of the Father



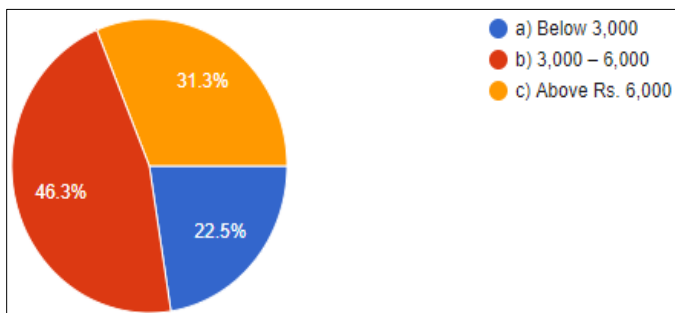
**Fig 6:** Occupation of the Mother

The above figure-5 shows that 60 percent of the respondent's fathers were coolie, 25 percent of the sample parents were belongs to other categories, 8.8 percent of the sample fathers were business man, 5 percent of the sample parents were government servants and the remaining 1.2 percent of the sample fathers were teachers.

The figure-6 represents that 67.5 percent of the sample mothers were homemakers, 22.5 percent of the sample mothers were coolies, 3.7 percent of the sample mothers were belongs to other categories, 2.5percent of the sample parents were teachers and government officers respectively.

#### **g) Monthly income of the parent**

Monthly Income of the Parents is discussed in the figure -7.



**Fig 7:** Monthly Income of the Parents

Figure-7 shows that 46.3 percent of the sample parent's monthly income was in the range of Rs.3,000 – 6,000/-. 31.3 percent of the sample parent's monthly income was above Rs.6,000/-and 22.5 percent of the sample parent's monthly income was below Rs.3,000/-.

## 2) Knowledge and awareness about the entrepreneurship among the college students

The following are the details regarding the knowledge and awareness about the entrepreneurship among the college students

### 3) Awareness on social entrepreneurship

Table-2 represents the awareness on the knowledge of social entrepreneurship among the college students.

**Table 2:** Awareness on Social Entrepreneurship

S. No.	Awareness on Social Entrepreneurship	Yes %	No %	Total %
a.	Have you ever heard of Social Entrepreneurship	72.5	27.5	100.0
b.	Can you define Social Entrepreneurship	67.5	32.5	100.0
c.	I know someone who is a Social Entrepreneur	56.3	43.8	100.0
d..	I know someone who is or wants to be a Social Entrepreneur	67.5	32.5	100.0

Source: Primary data

This study reveals that 72.5 percent heard about the term social entrepreneurship, 67.5 percent of the sample can define social entrepreneurship and knew someone who is or wants to be a social entrepreneur and 56.3 percent of the sample knew who is a social entrepreneur.

### 4) Knowledge on the definition of social entrepreneurship

College student's knowledge on the definition of social entrepreneurship is presented in the table-3.

**Table 3:** Knowledge on the Definition of Social Entrepreneurship

S. No.	Definition of social entrepreneurship	No=80*	%
a.	Social entrepreneurship is about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor.	42	52.5
b.	It is this approach that sets the social entrepreneur apart from the rest of the crowd of well-meaning people and organizations who dedicate their lives to social improvement.	16	20
c.	It is a not-for-profit venture that undertakes commercial activities to generate revenue that will enable it to sustain its operations.	13	16.3
d.	Social entrepreneurship as innovative, social value creating	24	30

	activity that can occur within or across the non-profit, business, or government sectors		
e.	Social entrepreneurship is “a term used to describe innovative approaches to solve social problems.	14	17.5
f.	A social enterprise is “any business venture created for a social purpose	14	17.5
g.	Social entrepreneurship is the construction, evaluation and pursuit of opportunities for transformative social change carried out by visionary, passionately dedicated individuals	16	20

Source: Primary data

The above table shows that majority (42%) of the sample knew the definition of social entrepreneurship as social entrepreneurship is about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor.

### 5) Knowledge on the definition of social entrepreneur

Table -4 depicts the college student’s knowledge on the definition of social entrepreneur.

**Table 4:** Knowledge on the definition of social entrepreneur

S. No.	Definition of social entrepreneur	No=80	%
a.	A person who starts a business whose mission is social or environmental	18	22.5
b.	A person who creates a social business	16	20
c.	A person who starts a charity	14	17.5
d.	An individual with innovative solutions to society’s most pressing social problem	11	13.75
e.	A person who run a social enterprise or work in the practice of social entrepreneurship	12	15
f.	I never heard of a social enterprise	0	0
g.	I don’t know	9	11.25

Source: Primary data

From this study, it was found out that 22.5 percent of the sample knew the definition of social entrepreneur as a person who starts a business whose mission is social or environmental, 20 percent knew as a person who creates a social business, 17.5 percent of the sample knew as A person who starts a charity, 13.75 percent knew as an individual with innovative solutions to society’s most pressing social problem, 15 percent of the sample knew as a person who run a social enterprise or work in the practice of social

entrepreneurship. 11.25 percent stated that they don't know the definition and no body stated that I never heard of a social enterprise.

### **Knowledge on knowing social entrepreneurs in their area**

In this study 60 percent of the sample stated that they knew the social entrepreneurs in their locality.

### **6) Knowledge on personality characteristics of the social entrepreneurs**

The following table-5 represents the sample knowledge on the personality characteristics of the social entrepreneur

**Table 5: Knowledge on Personality Characteristics of the Social Entrepreneurs**

<b>Personality characteristics of the social entrepreneurs</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>Total</b>
Affinity toward risk taking	13	15	11	5	3	3	2	4	1	8	2	2	8	1	2	80
Works well with peers	2	12	11	7	5	3	1	1	8	6	5	2	3	2	12	80
Constructive	2	1	6	5	5	2	2	1	1	4	0	3	21	4	23	80
Conscientiousness	2	7	5	4	4	4	1	1	1	10	14	1	12	13	1	80
Openness	12	6	4	3	9	2	5	3	2	13	12	2	2	2	3	80
Charitable	2	4	6	7	3	8	4	6	4	3	1	1	4	13	14	80
Extroversion	3	3	3	5	8	5	10	3	16	2	7	2	2	10	1	80
Creativity	4	3	7	11	13	22	4	10	2	0	0	0	1	2	1	80
Resourceful	9	2	4	5	4	11	4	6	8	4	1	14	5	1	2	80
Willingness to Self-Correct	7	4	7	3	7	7	3	5	1	9	2	21	2	1	1	80
Replicability and Scalability	8	7	6	7	4	4	5	23	4	3	1	3	2	2	1	80
Leadership & dedication	4	8	2	4	6	2	4	11	11	1	2	11	6	4	4	80
Visionary	7	5	3	-	2	3	1	2	3	14	3	14	6	12	5	80
Fun	4	2	3	9	3	3	13	3	7	2	10	1	4	12	4	80
ultimate realists	1	1	2	5	4	1	21	1	11	1	20	3	2	1	6	80
Total	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	

Source: Primary data



Simple ranking technique has been used to analyze the above data and the results are presented in Table 6.

**Table 6:** Knowledge on Personality Characteristics of the Social Entrepreneurs

<b>Personality characteristics of the social entrepreneurs</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>Total</b>	
Affinity toward risk taking	195	210	143	60	33	30	18	32	7	48	10	8	24	2	2	822	10.28
Works well with peers	30	168	143	84	55	30	9	8	56	36	25	8	9	4	12	677	8.46
Constructive	30	14	78	60	55	20	18	8	7	24	0	12	63	8	23	420	5.25
Conscientiousness	30	98	65	48	44	40	9	8	7	60	70	4	36	26	1	546	6.83
Openness	180	84	52	36	99	20	45	24	14	78	60	8	6	4	3	713	8.91
Charitable	30	56	78	84	33	80	36	48	28	18	5	4	12	26	14	552	6.90
Extroversion	45	42	39	60	88	50	90	24	112	12	35	8	6	20	1	632	7.90
Creativity	60	42	91	132	143	220	36	80	14	0	0	0	3	4	1	826	10.33
Resourceful	135	28	52	60	44	110	36	48	56	24	5	56	15	2	2	673	8.41
Willingness to Self-Correct	105	56	91	36	77	70	27	40	7	54	10	84	6	2	1	666	8.33
Replicability and Scalability	120	98	78	84	44	40	45	184	28	18	5	12	6	4	1	767	9.59
Leadership & dedication	60	112	26	48	66	20	36	88	77	6	10	44	18	8	4	623	7.79
Visionary	105	70	39	0	22	30	9	16	21	84	15	56	18	24	5	514	6.43
Fun	60	28	39	108	33	30	117	24	49	12	50	4	12	24	4	594	7.43
Ultimate realists	15	14	26	60	44	10	189	8	77	6	100	12	6	2	6	575	7.19

Source: Primary data

Most of the respondents gave I rank to ‘creativity’ with the mean score of 10.33 followed by ‘affinity toward risk taking’ with the mean score of 10.28.7.

**7) Types of services offered by the social entrepreneurs**

The following table-7 represents the types of services offered by the social entrepreneurs in their area.

**Table 7:** Types of Services Offered by the Social Entrepreneurs

S. No.	Types of services	N=80*	%
a.	Help the beneficiaries to become entrepreneurs	28	35
b.	Assist the beneficiaries to get access to markets (an intermediary role)	20	23.8
c.	Create / Provide job opportunities for the beneficiaries	19	25
d.	Provide job training for the beneficiaries	16	20
e.	Provide monetary support for the beneficiaries for self-employment	2	2.5
f.	Provide health care services	9	11.3
g.	Provide educational services	11	13.8
h.	Render advocacy and lobbying work for the benefit of the beneficiaries	6	7.5
i.	Provide legal Support	4	5
j.	Empower the beneficiaries to fight for their rights	1	1.3
k.	Rescue beneficiaries from dangers	1	1.3
l.	I don't know	7	8.8

Source: Primary data

It is clear from table 7 that 35 percent have felt that social entrepreneurs help the beneficiaries to become entrepreneurs, 25 percent have an opinion that social entrepreneurs create/provide job opportunities for the beneficiaries, 23.8 percent felt that social entrepreneurs assist the beneficiaries to get access to markets (an intermediary role) and 20 percent have felt that social entrepreneurs Provide job training for the beneficiaries.

**8) Knowledge on the role of social entrepreneurship**

The following table-8 represents the college student’s knowledge on the role of social entrepreneurship.

**Table 8: Knowledge on the Role of Social Entrepreneurship**

S. No.	Role of social entrepreneurship	N=80*	%
a.	Adopting a mission to create and sustain social value	38	47.5
b.	Recognizing and relentlessly pursuing new opportunities	26	32.5
c.	Engaging in a process of continuous innovation, adaptation and learning	28	35
d.	Acting confidently without being limited by resources currently in hand	17	21.3
e.	Exhibiting a sensitive sense of accountability to the constituencies served and for the outcomes created.	15	18.8
f.	Social Entrepreneur's provide valuable solutions that contribute to Indian business market that would otherwise be neglected.	30	37.5
g.	Social Entrepreneurs address needs and concerns ignored by society and the government	15	18.8

Source: Primary data

Out of 80 respondents, 47.5% have said that social entrepreneurs adopt a mission to create and sustain social values, 37.5% have said that social Entrepreneurs provide valuable solutions that contribute to Indian business market that would otherwise be neglected, 35% have said that social entrepreneurs engaging in a process of continuous innovation, adaptation and learning 32.5% have said that social entrepreneurs recognize the relentlessly pursuing new opportunities and 21.3% have said that social entrepreneurs act confidently without being limited by resources currently in hand

### 9) Knowledge on the impact of social entrepreneurship

Table-9 depicts the knowledge on the impact of social entrepreneurship among the college students.

**Table 9: Knowledge on the Impact of Social Entrepreneurship**

S. No.	Impact of social entrepreneurship	N=80*	%
a.	Reduce high levels of poverty, unemployment and ill health, which impact on communities' economic life and freedom,	39	48.8
b.	Ensuring equity as it provides opportunities for marginalized groups to influence development initiatives.	22	27.5
c.	Can dramatically change the economy and contribute to economic development and growth, integrated human, social and economic development	41	52.5
	Total	80	100.0

ANOVA test has been used to analyze the relationship between course wise distribution of the samples and knowledge on the impact of social entrepreneurs. The null hypothesis framed is that there is no significant relationship between course wise distribution of the samples and knowledge on the impact of social entrepreneurs.

**Table 10:** ANOVA test results

Source of variation	SS	df	MS	F	P-value	F crit
Between Groups	146.3063	1	146.3063	425.0313	0.000	3.900989
Within Groups	54.3875	79	0.344225			
Total	200.6938	80				

Source: Primary data

The calculated value of F test is 425.0313 and the table value of F test (DF=1,79) is 3.900989. As the calculated value is more than the table value and its p value is less than 0.005, the null hypothesis is rejected. Hence, there is a significant relationship between course wise distribution of the samples and knowledge on the impact of social entrepreneurs.

### **Support the vision of social entrepreneurship in practice**

In this study, 50 percent of the sample supported the vision of social entrepreneurship practice and the remaining 40 percent not supported.

### **Conclusion**

From this study, it was found out that it is the need of the hour to introduce the youth social entrepreneurship awareness building program at college levels to enhance the knowledge and skills on social entrepreneurship among the college students. In turn it can ignite the young minds to understand and wake up to unlimited and undreamt of possibilities that they have in becoming self-employed entrepreneurs.

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# Chapter - 4

## Awareness and Acceptance of Rural People on ICT at Sapekhati Area

Shikhamoni Gogoi and Dr. T Radha

### Introduction

India is mainly an agricultural country, a large proportion of people gain livelihoods through agriculture especially in rural areas. Agriculture is the main source of income for 70% of the Indian population who are living in rural areas. In India, working of ICT applications in rural areas are poor and ICT awareness among rural people's officials working in rural area is weak due to language problems and network issues over there. "Pradhan Mantri Gramin Digital Saksharta Abhiyaan" scheme and "Digital India" will solve the internet access and language problem among people in rural areas and help them to use ICT tools through those schemes. Information Communication Technology (ICT) represents a huge range of elements prosecute includes mobile phone, television, computer, radio, projector and electronic device etc. Agriculture and rural development is more important sector in India, for growing demand of development in every sector ICT play an important role and its offers opportunities to people's self-growth. The proper use of ICT new tools can be a great advantage for the development at grass roots levels. At the same time problem and challenges are also there to explore the relevance of ICT on rural development. This paper mainly focuses on analysis of the awareness and use of ICT tools in the rural development and self-growth of people in the study area.

### Objectives

- To know the socio-economic background of the rural people of the selected area
- To analyse the knowledge on ICT among the respondents.
- To evaluate the usage of ICT among the respondents in the selected area
- To analyse the problems faced by the respondents on the usage of ICT

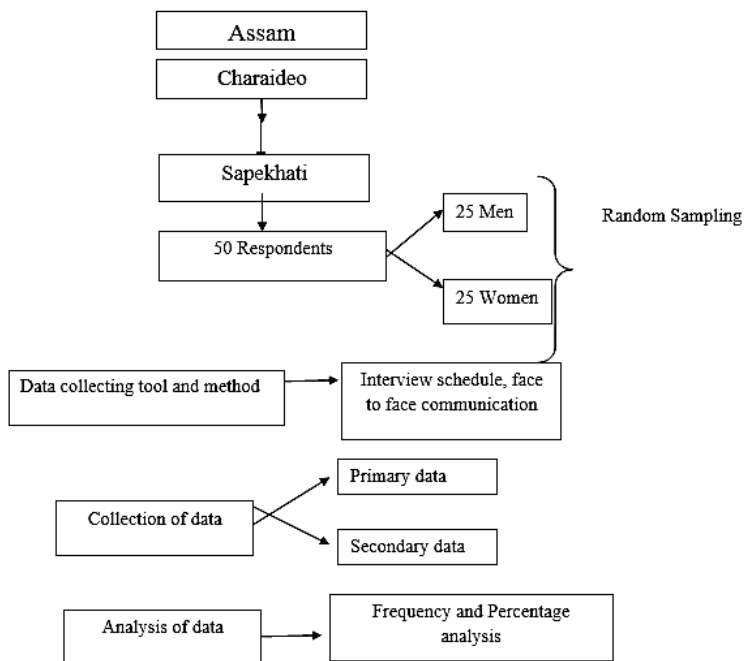
## Review of literature

**Agha *et al.* (2018)** in their study focus on that India has been experiencing major changes in agricultural extension system since the beginning of the 21st century. The reforms included both demand and supply side measures. Information and Communication Technology (ICT) has become a global tool often used by individuals, organizations, governments and inter-governmental organizations for personal or official activities. Its application cut across all fields of human endeavor like medicine, commerce, engineering, architecture, education, library services, and agriculture. Information and communications technologies have been of great significance in the development agenda of most countries. These study farmers used by the Mobile phone, Social media -mail advisory, awareness of new schemes, internet or video clips for demonstrations or dissemination of innovation Delivering any radio/TV talk on agricultural topics communication center/common service center/village resource center (In case of no internet access) Information and communications technologies have been of great significance in the agricultural development agenda of most countries due to their critical role in facilitating socioeconomic development of farming community. The less knowledge of farmers about ICTs and lack of specialized trainings received on ICTs by field functionaries were very serious constraints in use of these tools. Loss of competitiveness, loss of contact with timely information and loss of extension management efficiency were the major consequences/concerns perceived by field functionaries for not using the ICTs presently or in near future.

**Singh *et al.* (2013)** in their study titled “Kisan Mobile Sandesh reaches to Unreached” says about Kisan Mobile Sandesh which was started in the year 2008 with 74 members has presently 1000 members consisting of farmers, Agriculture based entrepreneurs, Field workers of Department of Agriculture, Horticulture Fisheries, NGOs and other organizations working in the field and Government administrative officers is now going to teach to approximate 2.5 lacks members of farming community. The major problem of our district Dindori is low efficiency of existing rural information delivery system and shortfall of field staff in department of agriculture. As a result over burden exists all time and performance was poor. In order to overcome the above mentioned problem. ICT played a vital role in spreading the desired information to appropriate person, at proper time. The methodology to spread our technology during the starting year in 7 blocks i.e., Dindori, Samnapur, Bajag, Karanjia, Mehdwani, Shahpura and Amarpur was by

selecting 7 Agricultural Officer and 15 Farmers from Each Block. In spite of these members 25 members were from Agricultural Input Dealers and NGO's. After successfully completing one-year Assessment of KMS were done by questionnaire method the result obtain were categories in four different aspects i.e., understanding of the message-78.23%, Need and time based message-94.11%, applicability of the message-81.17% and Impact of the Technology – 77.05%.

## Methodology



## Results and Discussion

### 1. Socio economic profile of the respondents

The socio economic profile of the respondents in detailed in table I

**Table I:** Socio Economic Profile of the respondents (N=50)

Aspects	Frequency	Percentage
<b>Age (age in years)</b>		
1. 20-25	9	18
2. 26-30	12	24
3. 31-40	14	28
4. Above 40	15	30



<b>Religion</b>		
1. Hindu	25	50
2. Christian	10	20
3. Muslim	15	30
<b>Family type</b>		
1. Joint	15	30
2. Nuclear	35	70
<b>Marital Status</b>		
1. Married	42	84
2. Unmarried	8	16
<b>Educational qualification</b>		
1. Primary School	10	20
2. Middle School	12	24
3. High School	15	30
4. Graduate	13	26
<b>Occupation</b>		
1. Agriculture	8	16
2. Business	15	30
3. Govt Employee	16	32
4. Private Employee	11	22
<b>Income of the respondent (In Rs.)</b>		
1. 20000-25000	6	12
2. 25001-30000	15	30
3. Above-30001	29	58

Table I reveals about the socio economic profile of the respondents. Data shows the age wise distribution which implies that 30 percent of the respondents were from the age group of above 40 years, followed by the age group of between 31-40 years that constituted 28 percent, 18 percent respondents belonged to 20-25 years, 24 percent respondents belonged to 26-30 years.

The religion of the respondents shows that half of the respondents i.e., 50 percent belonged to Hindu religion, 30 percent respondents belonged to Muslim religion, and the remaining 20 percent respondents were belonged to Christianity.

The above table reveals that out of the total respondents taken for the study, 70 percent of them were from nuclear family and remaining 30 percent respondents were from Joint family.

With regard to marital status, a significant percentage of 84 percent of the respondents were married, 16 percent were unmarried.

Regarding the education qualification, 30 percent of the respondents completed their high school, followed by 26 percent respondents attained graduation, 24 percent respondents completed their middle school, remaining 20 percent of the respondents were completed their primary school.

The above table shows that out of the selected samples 32 percent respondents were government employee, followed by business that constituted 30 percent. 22 percent respondents were private employees. 16 percent respondents had only agricultural farm.

The table implies that 58 percent of the respondents monthly income ranged above Rs. 30000, 30 percent of the respondents earned monthly income between Rs.25000-30000, only 12 percent of the respondents were earning about Rs. 20000-25000.

### 3. Awareness on Information and Communication Technology

The data regarding awareness about ICT is shown in the following table II

**Table II:** Awareness on Information and Communication Technology of the respondents (N=50)

Aspects	Frequency	Percentage
<b>Knowledge on</b>		
• Yes	39	78
• No	11	22
<b>Reason for unawareness</b>		
• Lack of communication facility	-	-
• Lack of awareness	7	14
• Lack of interest	4	8
<b>Source of information</b>		
• TV	13	26
• Computer	-	-
• Mobile	25	50
• News paper	12	24
<b>Duration of uses of ICT</b>		
• Daily	50	100
• Weekly	-	-
• Weekly twice	-	-
• Weekly thrice	-	-
<b>Importance of ICT in Development of people life style</b>		
• Giving more information about	10	20

development		14
• Increasing knowledge	7	
• Creating awareness on the schemes related to development	30	60
• Time saving by using ICT for working and agricultural operation		
<b>Availability of ICT tools*</b>		
• Radio	2	4
• Television	50	100
• Mobile phone	43	86
• Computer	17	34
• Projector	-	-
<b>Monthly Amount to pay for ICT</b>		
• 100-300	37	74
• 300-500	13	26
<b>The scope of coverage which of ICT tool comes first</b>		
• Radio	2	4
• Television	34	68
• Mobile phone	14	28
• Computer	-	-
• Projector	-	-

The above table implies that majority 78 percent of the respondents are aware about ICT and 22 percent of the respondents were not aware about ICT.

The majority of the respondents are known, Information and communication technology

About the reason of not knowing about ICT, 14 percent of the respondent did not know due to lack of awareness. Eight percent of the respondents did not have ICT knowledge because of the lack of interest.

Regarding the source of information by selected respondents. While considering the source used for obtaining information, majority 50 percent of respondents use mobile phone, 26 percent of the respondents use Television, 24 percent of the respondents use newspaper.

Through the following aspect the duration required for the used ICT 100 percent of the respondents daily use ICT tools.

According to the data obtained about the important of ICT in development of people majority 60percent of the respondents stated that they

use for ICT time saving and agriculture operation, 29 percent of the respondents expressed that easy they use ICT tools for creating awareness on the schemes related to development, 20 percent of the respondents explained they using ICT for increasing knowledge, six percent of the respondents use ICT tools for giving more information about development.

Regarding the availability of ICT tools stated that large majority 100 percent of the respondents has television, majority 86 percent of the respondents has mobile phone, 34 percent of the respondents has computer, only four percent of the respondents has radio.

All the respondents can afford for the cost of ICT. Because all respondents are economic conditions are affordable.

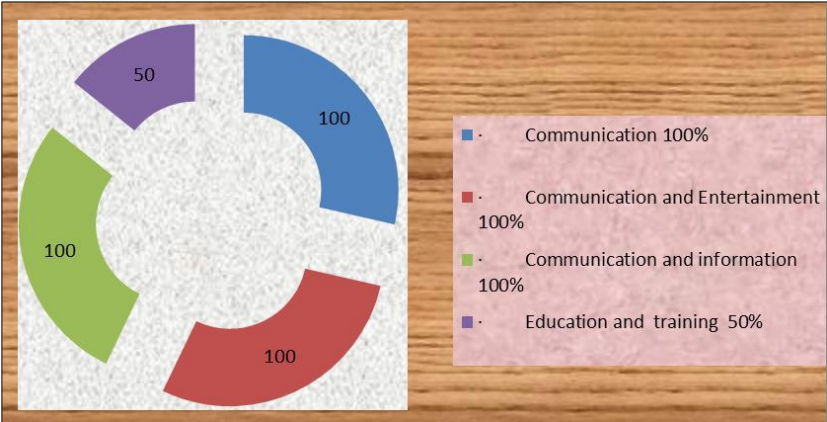
The above table implies about the amount to be paid for ICT by the respondents, majority 74 percent of the respondents paid Rs.100-300/-, 26 percent of the respondents paid Rs.300-500/-by monthly. All the respondents can afford for the cost of ICT. Because all respondents are economic conditions are affordable.

Regarding the scope of coverage which of ICT tools comes first opined by the respondents, Majority 68 percent of the respondents stated that television is the first tool. 28 percent of the respondents explained mobile phone is the first tool. And four percent of the respondents gave Radio is the first tool.

#### **4. Purpose of usages of ICT in rural area**

The following figure 1 shows the purpose of usages ICT in rural area by the respondents

**Purpose of usages ICT in rural area\* (N=50)**



\*Multiple responses

The figure 1 finding of the study indicated that 100 percent of the respondents had use ICT on their communication, information through entertainment. Most of respondents had use for this purpose. 50 percent of the respondents use for education, knowledge and training purpose.

**5. Uses of information and communication technology for rural development**

The following table 4 shows that uses of ICT for rural development

**Table IV:** Uses of Information and Communication Technology (N=50)

Aspects	SA	A	N	DA	SDA
Improve the Agriculture work performance	29	15	6	-	-
To complete the work process	-	50	-	-	-
Save time and energy	33	7	-	10	-
To apply in practical situation	50	-	-	-	-
Improve organisational skills	31	9	10	-	-
Develop interest in the learning content	27	18	5	-	-
The internet/computer to collect more information	26	14	10	-	-

SA=Strongly Agree, A= Agree, N=Neutral DA=Disagree SDA= Strongly Disagree

The table implies that 29 percent of respondents had given strongly agree statement that, with ICT helps do agriculture work performance. 15 percent of respondents given agree statement that, with ICT helps do agriculture work performance. Only six percent respondents had given neutral statement about ICT helps do agriculture work performance.

Following aspects the all respondents had given agree statement that, ICT uses the computer to complete work process.

The data indicates that the 33 percent of the respondents had given strongly agree statement that, the internet helps to works and assignments. 10 percent respondents given disagrees statement that, the internet helps to works and assignments. Seven percent respondents had given agree statements that, the internet helps to works and assignments.

All respondents strongly agree with ICT helped learn to the real situation.

31 percent respondents strongly agreed that ICT has improved organisational skills. 10 percent of the respondents neutral that ICT has improved organisational skills. Only nine percent respondents agreed that ICT has improved organisational skills.

The table implies that 27 percent respondents strongly agreed with ICT made develop interest in the learning content. 18 percent respondents agreed with ICT made develop interest in the learning content. Only five percent respondents neutral with ICT made develop interest in the learning content.

Following aspect of the internet computer to look for information, where 26 percent respondents given strongly agree statement. 14 percent respondents given agree statement to the internet computer to look for information. 10 percent respondents given neutral statement to the internet computer to look for information.

**6. Frequency of usages of ICT tools by the respondents**

The following table V shows that frequency of usages ICT tools

**Table V:** Frequency of usages of ICT tools\* (N=50)

List of ICTs	Frequently		Very Frequently		Rarely		Occasionally	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Mobile Phone	-	-	50	100	-		-	
T.V.	-	-	50	100	-		-	
Radio	-	-	-	-	35	70	17	34
YouTube	-	-	50	100	-		-	

\*Multiple responses

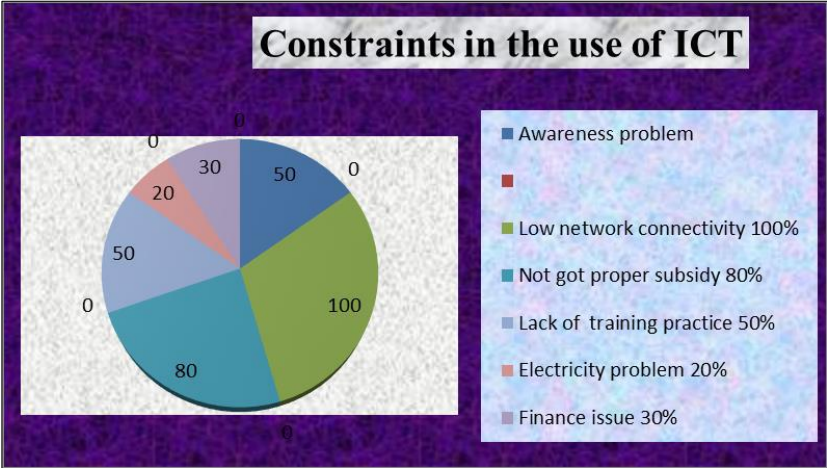
The data for the level of 100 percent of the respondents are use mobile phone and T.V was regarded as the most frequently use ICT tools, peoples had use very frequently. 100 percent of the respondents very frequently use

YouTube, 70 percent of the respondents rarely use and 34 percent of the respondents some of occasionally use radio as a tool.

**7. Constraints in the use of ICT among the selected respondents**

The data regarding the constraints in the use of ICT among the selected respondents is shown in the following table VI

**Constraints in the use of ICT \*(N=50)**



\*Multiple responses

The above table implies that 100 percent of the respondents use mobile phone and they are reported that the connectivity is very low and limited only few networks.80 percent of the respondents didn't get proper subsidy, 50 percent respondents had awareness problem due to scarcity of the facilities, and 50 percent of the respondents pointed that there was lack of training and practice, they need proper training and practice, followed by 20 of the respondent faced problem regarding of the electricity problem, 30 percent of the respondents had finance problem to use ICT gadget.

**Conclusion**

The study has concluded that ICT is one of the best tools for rural development. At the same time challenge remains with the administration to capture the minds of the rural masses, mostly illiterate, to make them adapt the new technology which is completely alien to them. There are various rural development schemes run by the government of India and also organizations are present to look after the implementations of these awareness programmes. ICT provides vital access to information, markets by connecting the rural poor and marginalized to the world's information

resources and opportunities. The ICTs also provide the flexibility in providing information related to the various modes of farming practices including all the crops, specific commodities and enterprises, price information and all other information and regarding technological advances and tracking global competitiveness.

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# Chapter - 5

## PRA Approaches: A Case Study of the Selected Villages of Thondamuthur Block

Logavidhya G and Dr. T Radha

### 1. Introduction

Participatory rural appraisal (PRA) has been defined as a: ‘family of participatory approaches and methods which emphasize local knowledge and enable local people to do their own appraisal, analysis and planning. PRA uses group animation and exercises to facilitate information sharing, analysis and action among stakeholders. PRA is intended to enable local communities to conduct their own analysis and to plan and take action. PRA involves project staff learning together with villagers about the village. The aim of PRA is to help strengthen the capacity of villagers to plan, make decisions, and to take action towards improving their own situation.

### 2. Objectives

- ✓ To identify socio demographic profile of the respondents
- ✓ To conduct participatory rural appraisal with the people participation
- ✓ To access the needs and facilities available in the village through PRA

### 3. Review of literature

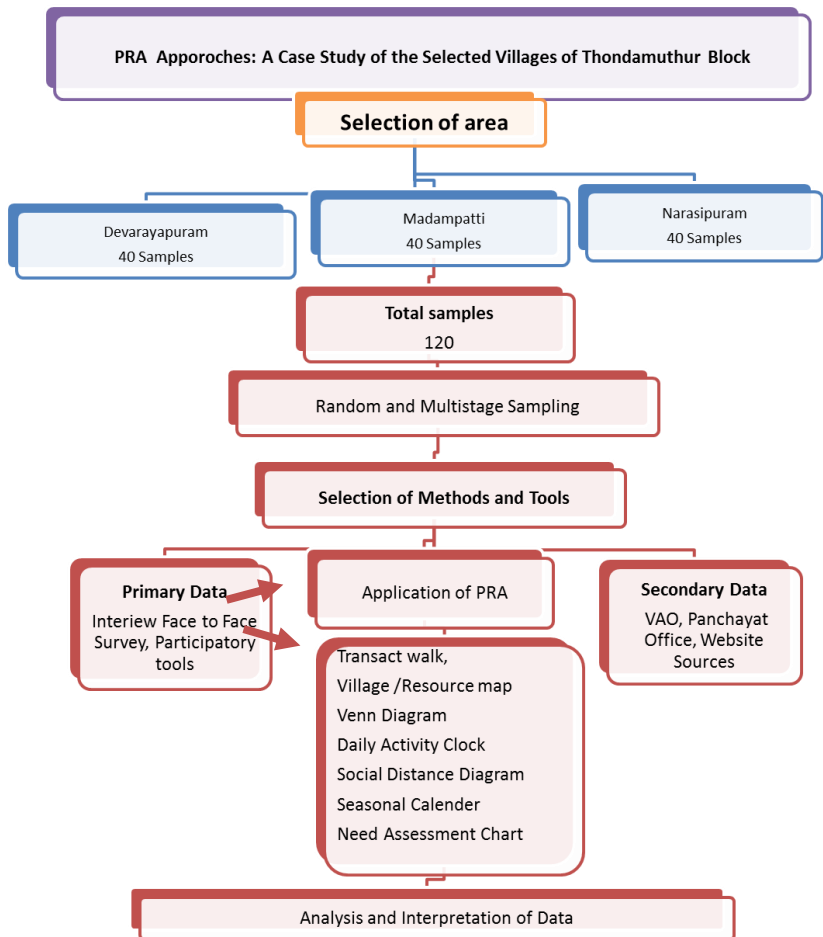
**Ling (2011)** has done a work on ‘The PRA tools for qualitative rural tourism research’ which was undertaken in the Iban village, Borneo. This study used numerous approaches of PRA in order to collect information from rural people without any moral issues related to their culture and tourism intervention. The researcher’s believed PRA is useful practical method to comprehend, exercise and employing as research instrument for gathering information and feedback from local community (Ling, 2011). Yet, the particular article focused on the main PRA tools which used in the rural tourism sector in the Iban village. There are many studies exist in the field of PRA, they have been conducted mainly with the content of

challenges, how it helps as a tool for qualitative research, the experiences gained by the PRA and the uses of the different kind of PRA tools in the researches and potentials and Paradigm of PRA. But most of the existing works are not conceptually concentrated on the contribution of PRA in the community participation process toward development initiative. Therefore, this research has been undertaken to examine how PRA tool become important approach or model for encourage community involvement in all types of appraisal, research and development plans.

**Chambers (1994)** on ‘Participatory Rural Appraisal: Challenges, Potentials and Paradigm’, and he stated, quick feast has made excellence pledge with hazards from prompt rushing, fashion, ruts and formalism. Moreover, the researcher pointed, PRA counterparts and vibrates with paradigm moves in the natural sciences and social, commercial administration and development thinking, supporting devolution, local assortment and individual accountability (Chambers, 1994a). Though, the researcher predominantly elucidated the challenges and paradigms which exist in the PRA, in this study.

#### **4. Methodology**

Thondamuthur is a block located in Coimbatore district, Tamil Nadu three village panchayat have been chosen for the study area Madampatti, Devarayapuram, Narasipuram. Sample size of 120 respondents from selected villages of Thondamuthur block, Coimbatore. Multistage sampling and random sampling is used for the samples collection. data were collected with the interview schedule a face to face interview and by conducting Participatory Rural Appraisal by applying resource mapping, social mapping cropping pattern, seasonal calendar, trend analysis, observation, Venn diagramming, group discussion with people participation. The secondary data were collected from Records from panchayat office, VAO office, Journals, Internet sources, Periodicals.



**Fig 1:** Methodology of the study

## Results and Discussion

**Table 1:** Socio demographic details of the respondents

S. No.	Factors	Category	Frequency n=120					
			Devarayapuram		Madampatti		Narasipuram	
			F (40)	%	F (40)	%	F (40)	%
1	Age	Below30	6	15	8	20	4	10
		30-39years	12	30	10	25	12	30
		40-49	8	20	4	10	6	15
		50-59	10	25	12	30	10	25

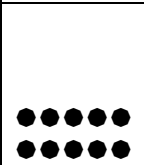
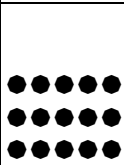
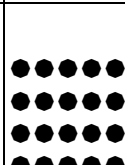
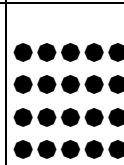
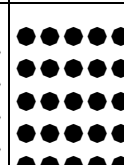
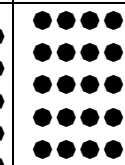
		Above60	4	10	6	15	8	20
2	Gender	Male	18	45	20	50	16	40
		Female	22	55	20	50	24	60
3	Community	BC	30	75	32	80	30	75
		SC	6	15	4	10	4	10
		ST	4	10	4	10	6	15
4	Educational qualification	Diploma	6	15	10	25	12	30
		Primary education	10	25	10	25	6	15
		HSE	10	25	12	30	4	10
		Graduate	8	20	2	5	12	30
		Postgraduate	6	15	6	15	6	15
5	Marital status	Married	36	90	32	80	30	75
		Unmarried	4	10	8	20	10	25
6	Type of family	Nuclear	12	30	10	25	8	20
		Joint	28	70	30	16	32	80
7	Religion	Hindu	40	100	40	100	40	100
8	Occupation	MGNREGA	6	15	8	20	4	10
		Self-employed	8	20	10	25	6	15
		IT/Core Profession	12	30	10	25	14	35
		Agriculture & allied jobs	14	35	12	30	16	40
9	Monthly income In(Rs)	Below10000	2	5	4	10	6	15
		10000-25000	8	20	10	25	10	25
		25000-35000	14	35	10	25	20	50
		35000 & above	16	40	16	40	14	35

From the above observation that majority of people belongs to 30-39 years age group. Most of the respondents were female. Majority belongs to Backward Class, most of the respondents were married, and major people lives in joint family with their in laws, most of the respondents adopted IT / core profession and agriculture and allied works as their occupation and majority of respondents having monthly income above Rs.35,000/-.

**Table 2:** Findings from transact walk

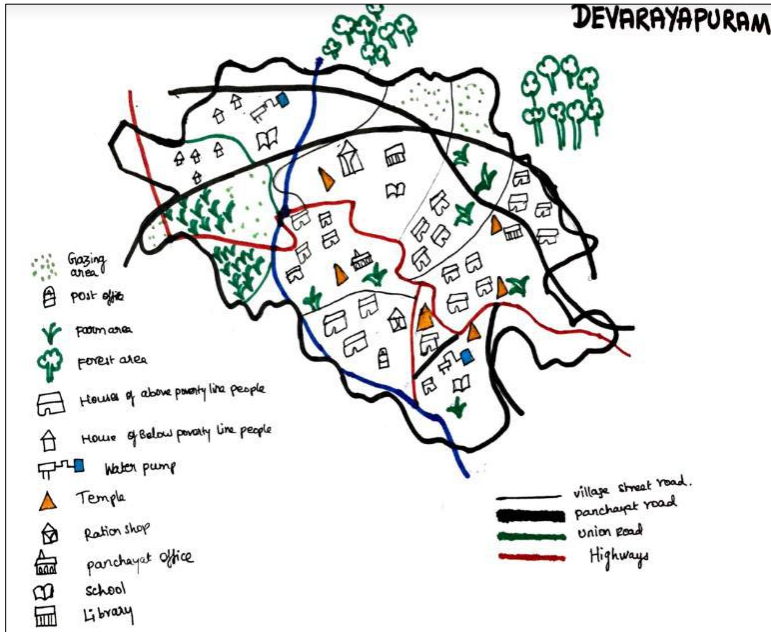
S. No.	Findings from Transact walk
1	Starting from panchayat office transact walk started to know about the village in overall
2	Observed the streets for mapping/ modeling
3	Found about the land usage with the interaction with the people nearby
4	Earned about the various social classes of people and where they live
5	Water availability and other resources are analyzed
6	Soil type and crop patterns are collected from people
7	Seasonal changes and their impacts are asked and observed

**Table 3:** Visual trend analysis of population among Devarayapuram, Madampatti, Narasipuram villages

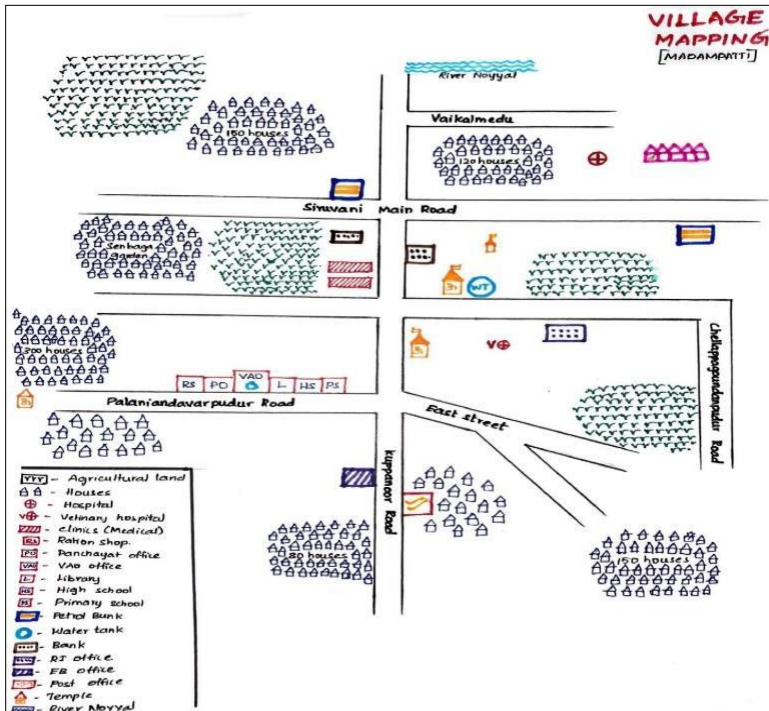
1980's-1990	1990-1995	1995-2000	2000-2005	2005-2010	2010-till now
					

In the Visual trend analysis table, it explains about the population in the 5 to 10 years difference and analyzed within a kilometre of area, from the findings the population once in five years is gradually increasing 10 to 20 in this from 1980s to till 2022 that analyzed. Recent due to the increase in population is there a lot of opportunities in those villages and also those places are very sophisticated areas to live. And also, they are located in Thondamuthur block that play major role in Coimbatore district. These findings were collected from people who used to live over generations in village.

## Village/Resource mapping of devarayapuram, madampatti and narasipuram

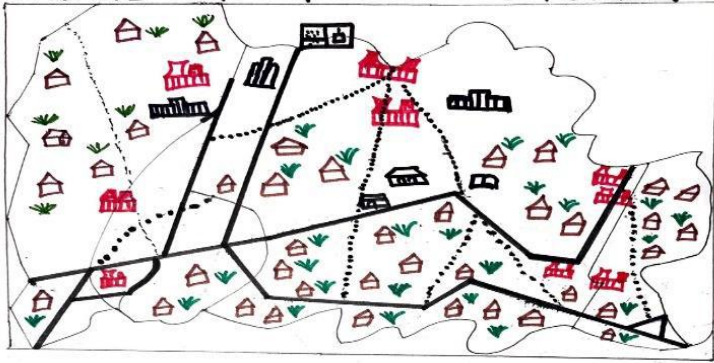







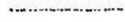







Using village mapping that is applied in Devarayapuram village. The findings shows that the availability of resources in Devarayapuram village. Like Public Library, Temple, Water Pumps, Forest Area, Farm Area, Primary school, secondary school, highways, river, village roads and post office.



Village mapping of Madampatti village Explains about the village resources like roads and different types of roads, shops, houses, temples, streets, social classes of people and various social gathering places and forms, Public Library, Temple, Water Pumps, Forest Area, Farm Area, Primary school, secondary school, VAO office, hospital, private clinic, veterinary hospital

## VILLAGE MAPPING: NARASIPURAM



- |   |                               |   |                   |
|---|-------------------------------|---|-------------------|
|  | Farm                          |  | Village that road |
|  | School                        |  | Concrete Road     |
|  | Temple                        |  | Sand Road         |
|  | Library                       |  | Highways.         |
|  | panchayat office              |   |                   |
|  | Village administrative office |   |                   |
|  | Houses                        |   |                   |
|  | solid waste management        |   |                   |
|  | Forest Housing area           |   |                   |

Using village mapping is applied in Narasipuram village. The findings shows that the availability of resources in Narasipuram Village. Temples, Streets, Panchayat office, various social gathering places, water bodies like pond, canals, river, tank and stream, houses, library,



### Seasonal calendar for Devarayapuram, Madampatti, Narasipuram villages on crop and environment health

Factor	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Reason
Turmeric	✓	✓	✓	✓	✓	✓	✓	✓	✓				Season with perfect soil texture
Grapes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Permanent climber crop in field
Banana	✓	✓	✓	✓	✓						✓	✓	Seasons for banana plantation with enough water
Onion				✓	✓					✓	✓	✓	Availability of needed water during this season
Coconut	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Permanent tree plantations crop
Guava	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Permanent tree plantations crop
Maize						✓	✓	✓	✓				Season with sufficient soil moisture
Flies									✓	✓	✓	✓	Rainy season with segmented water
Skin rashes			✓	✓	✓	✓	✓			✓	✓		Summer season due to heat
Diarrhea	✓									✓	✓	✓	New water due to rainy season
Air pollution inside	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Stove use, fan use, mosquito mat
Air pollution outside	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Vehicles, chemicals for plantations

The seasonal calendar for three selected village are shown in common calendar because the three villages are located nearby so the season for these three villages or probably same and also the cropping patterns and the environment health also same for these three villages.

Here in the seasonal calendar it explains various crops and their plantation and harvesting months crops like maize, onion, turmeric are seasonal crops and guava coconut are permanent tree plantation crops, grape is a climber Crop it is also one permanent plantation which gives fruits only during the seasons but it's climbers maintenance is cost-efficient so mostly people use it as a permanent crop.

The flies mostly break out during the rainy season and the diarrhoea it's also commonly used to spread in the season of rain because in the rainy season the new water used to generate due to that the diarrhoea happens. And the reason for air pollution inside the house this used to happen in all the 12 months of the year because the pollution from stove the pollution from air cooler the pollution from mosquito repellents. The Air pollution outside the house happens every month of the year because of vehicle and during April, May, June the wind level is so high during that month there are a lot of dust so that is the reason for outside pollution.

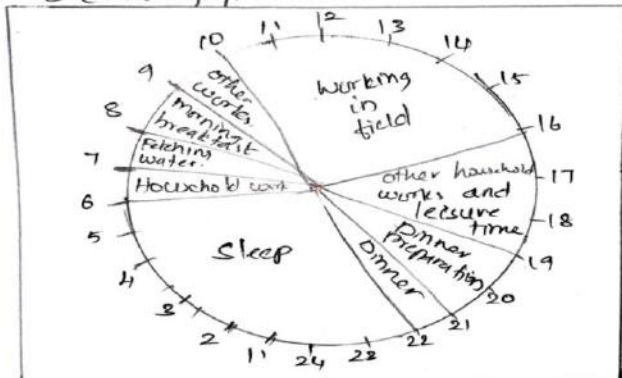
The flies generating and diarrhoea are commonly spreading things during the rainy seasons so that is common for these three villages and all over the state.

Crop pattern is also considerably common among the other areas in the state because most of the crops are seasonal crops which are widely planted in every area during the season.

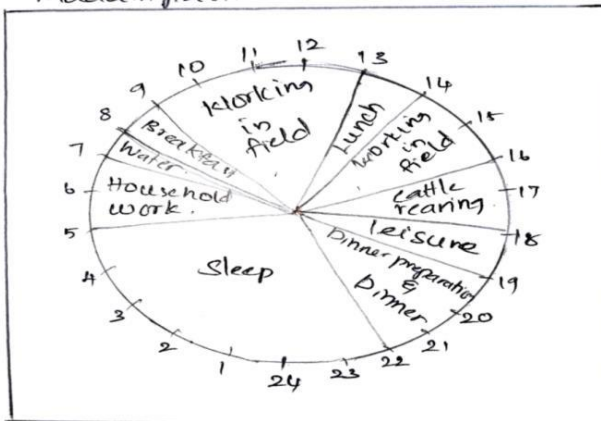
The air pollutions are considered under the environmental health in all areas as a common factor so here in those three villages the pollutions are caused due to the random common factors even in outside and inside of the house.

**Daily activity clock of Devarayapuram, Madampatti and Narasipuram villages of the Thondamuthur block**

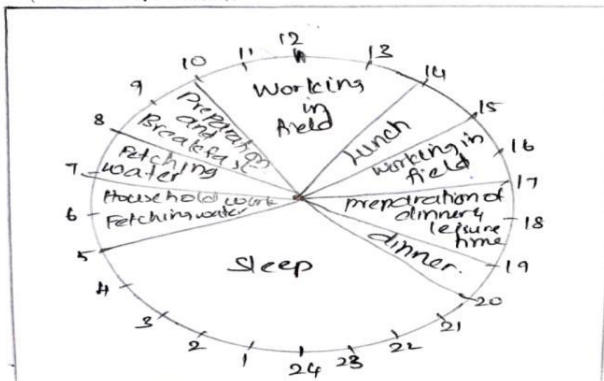
Devarayapuram



Madampatti



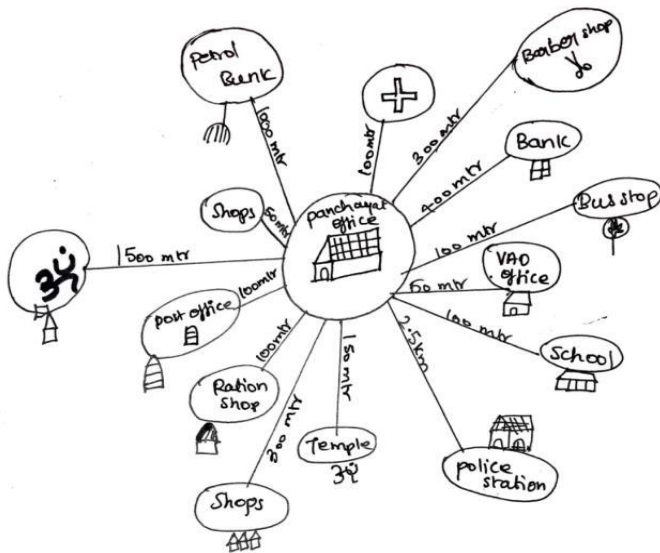
Narasipuram



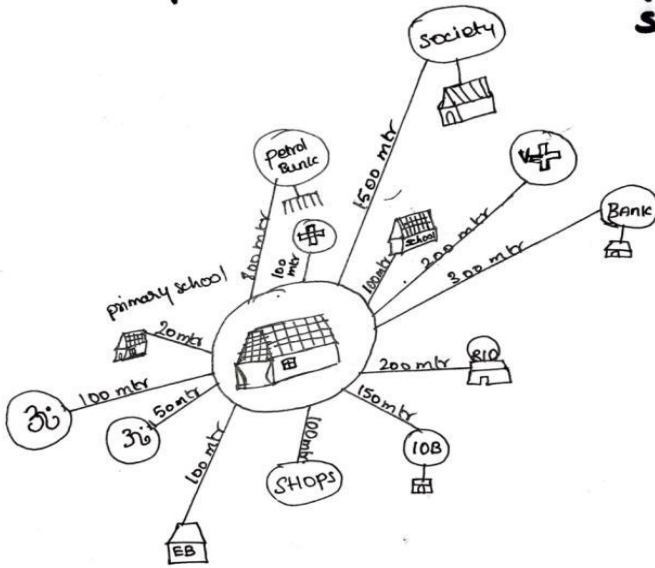
In the aspect of the daily activity clock of the common village people of Devarayapuram, Madampatti and Narasipuram villages of the Thondamuthur block, they are similar at a maximum level with a minor difference in activities.

The common activities mentioned are the morning activity includes household work, fetching water, breakfast and working in the field. The noon activities include lunch, working in field till evening. The evening activities include some leisure time and preparation of dinner and a complete eight hours of sleep and usually female wakes up early in the next morning.

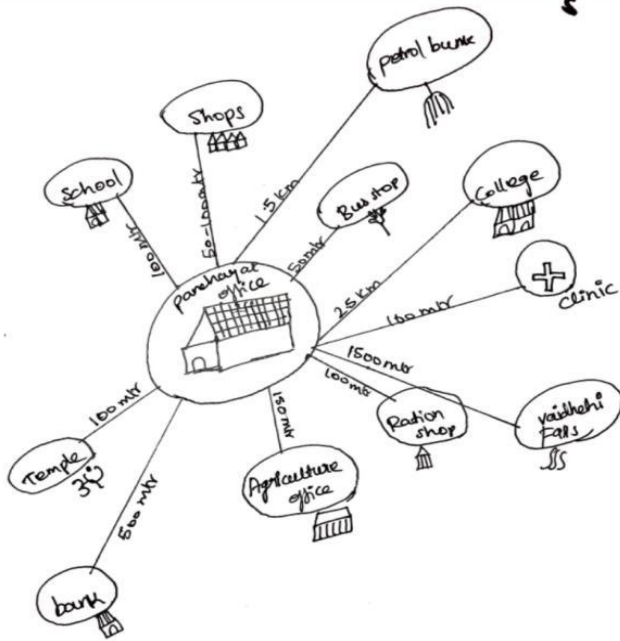
**Social distance diagram of Devarayapuram, Madampatti and Narasipuram villages of the Thondamuthur block**



Social distance diagram of Madampatti village explains that the distance from Panchayat office to petrol bunk hundred meter Panchayat office to clinic hundred metres Panchayat office took Society 1500 m Panchayat office to school hundred metres Panchayat office to veterinary clinic 200 m Panchayat office to cooperative bank 300 m Panchayat office to RTO office 200 m Panchayat office to IOB bank 150 m Panchayat office to shops hundred metres Panchayat office to electricity board hundred metres Panchayat office to Temple 50 m Panchayat office to another Temple hundred metres Panchayat office to primary school 20 m.



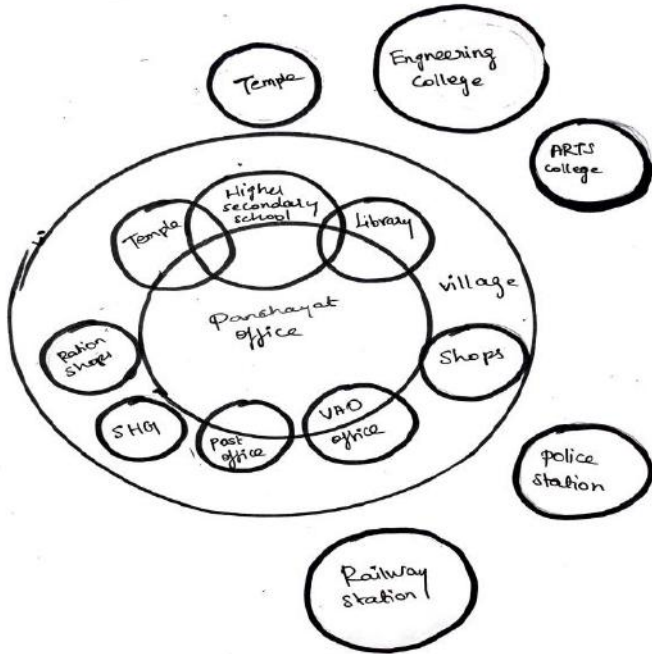
In the social distance diagram of Devarayapuram Village explains about distance from Panchayat office to other areas, from Panchayat office to hospital it covers hundred metres from Panchayat office to barbershop 300 m from Panchayat office to bank 400 m from Panchayat office to bus stop 1 km from Panchayat office to be able office 50 m from Panchayat office to school hundred metres from Panchayat office to police station 2.5 km from Panchayat office to Temple 150 m from Panchayat office to shops 300 m from Panchayat office to ration shop hundred metre from Panchayat office to post office hundred metre from Panchayat office to another one Temple 1500 m from Panchayat office to some other shop 50 m from Panchayat office to petrol bunk 1000 meters.



The social distance diagram of Narasipuram Village explains that the distance from a Panchayat office to bus stop 50 m Panchayat office to petrol bunk for 1.5 km Panchayat office to shops 5200 m Panchayat office to school hundred metres Panchayat office to Temple hundred metres Panchayat office to Bank for 500 m Panchayat office to agricultural office 150 m Panchayat office to ration shop hundred metres Panchayat office to Vaidehi false 1500 m from Panchayat office to college 3.5 km from Panchayat office to clinic hundred metres.

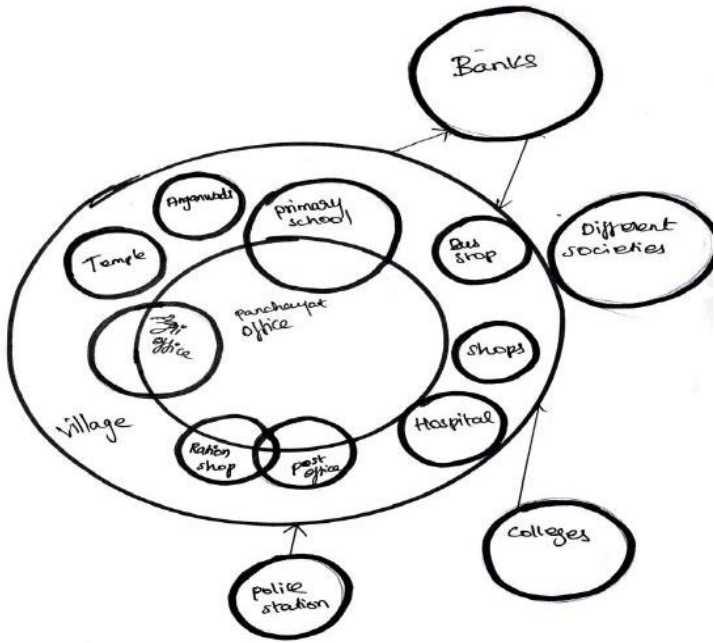
## Venn diagram

# DEVARAYAPURAM



The Venn diagramming of Devarayapuram explains About what are the social institutions and other shops, societies are located nearby the Panchayat office and village and which are all located inside the village and what are all located outside the village, the higher secondary school, library, shops, VAO office, post office self-help group, ration shops, temple are intersected because they are located nearby near to the Panchayat office and inside the village and then some Temple, engineering College, arts College, police station and railway station or located nearby but outside the village.

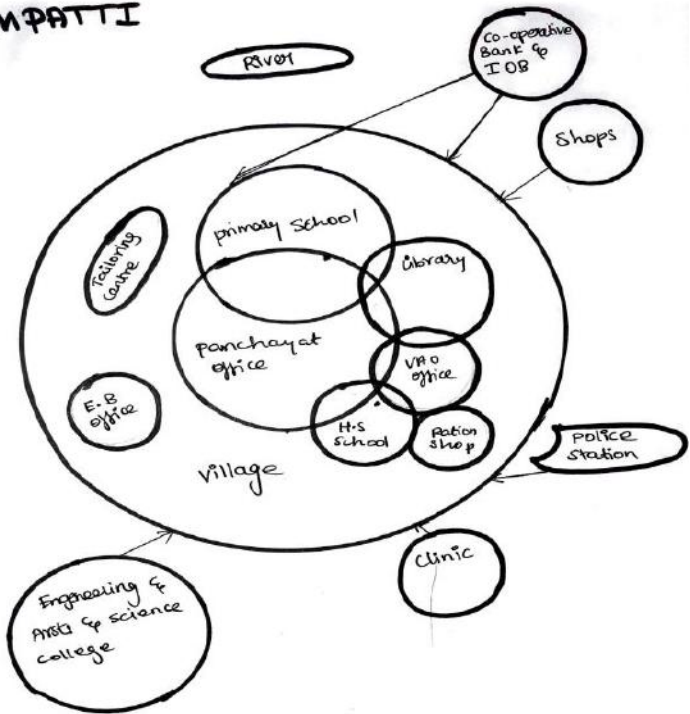
# NARASIPURAM:



The Venn diagramming of Madampatti Village in describes that the social institutions like Primary school, library, VAO office, higher secondary school, Ration shop are intersected because they all are located nearby near to the Panchayat office and inside the village and the electricity board office, tailoring centre, are located inside the village and the clinic, engineering and arts College, police station, cooperative bank, shops and river are located in the village but not intersected by the Panchayat office.



# MADAMPATTI



The Venn diagramming of Narasipuram village which states that agriculture office, primary school, ration shop, post office, hospital are intersected near Panchayat office and inside the village and the temple, Anganwadi, hospital, shops, bus stop, are located inside the village and near to the Panchayat office and banks, different societies, police station, colleges are located near the village but not inside the village.

## Conclusion

As development of villages is the important aspect in the development of a nation, therefore, understanding minute details about every village is very essential. For the purpose there exists many methods and tools with the help of which researchers and investigators can collect various and detailed data on the villages. One such method is Participatory Rural Appraisal (PRA). Participatory rural appraisal (PRA) is a process of involving local people in the analysis and interpretation of rural situation. Majority people lives Above poverty line, the details are assessing deity the help of PRA tools, findings of problems need are assessed living condition of people, their various problems also accessed with participatory rural appraisal tool.

This helps to understand the villages in different areas, so that these kinds of methods are always welcomed and used for the better identification of areas/villages. Through this study it can be concluded that Participatory rural appraisal (PRA) is a very useful method for collecting and assessing data. Therefore, the researcher recommends to use such methods for the identifying the needs for overall development of the nation.

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# Chapter - 6

## Sustainable Village Development Plan with People's Participation from Selected Villages of Thondamuthur Block

Rithika R and Dr. T Radha

### 1. Introduction

There are around six lakhs and forty-nine thousand plus villages in India (census 2011), hence there is a need for nourishing and developing such rural areas for creating smart villages. Nearly sixty-eight percent of the population in India lives in villages in which it is expected that half of the population would be rural even in 2050. After seventy years of independence, still there is a gap observed between urban and rural India. The challenging aspect of the community developers was to ensure the participation of the community people. Villages are the backbone of any nation. The villages must be uplifted to higher levels. Most of the raw materials and foodstuffs are provided in villages. So, the development of the country can be achieved.

### 2. Objectives of the study

- To study the socio-economic status of the rural people
- To assess the facilities available in the selected villages.
- To develop village development plan for sustainability with people participation.

### 3. Review of literature

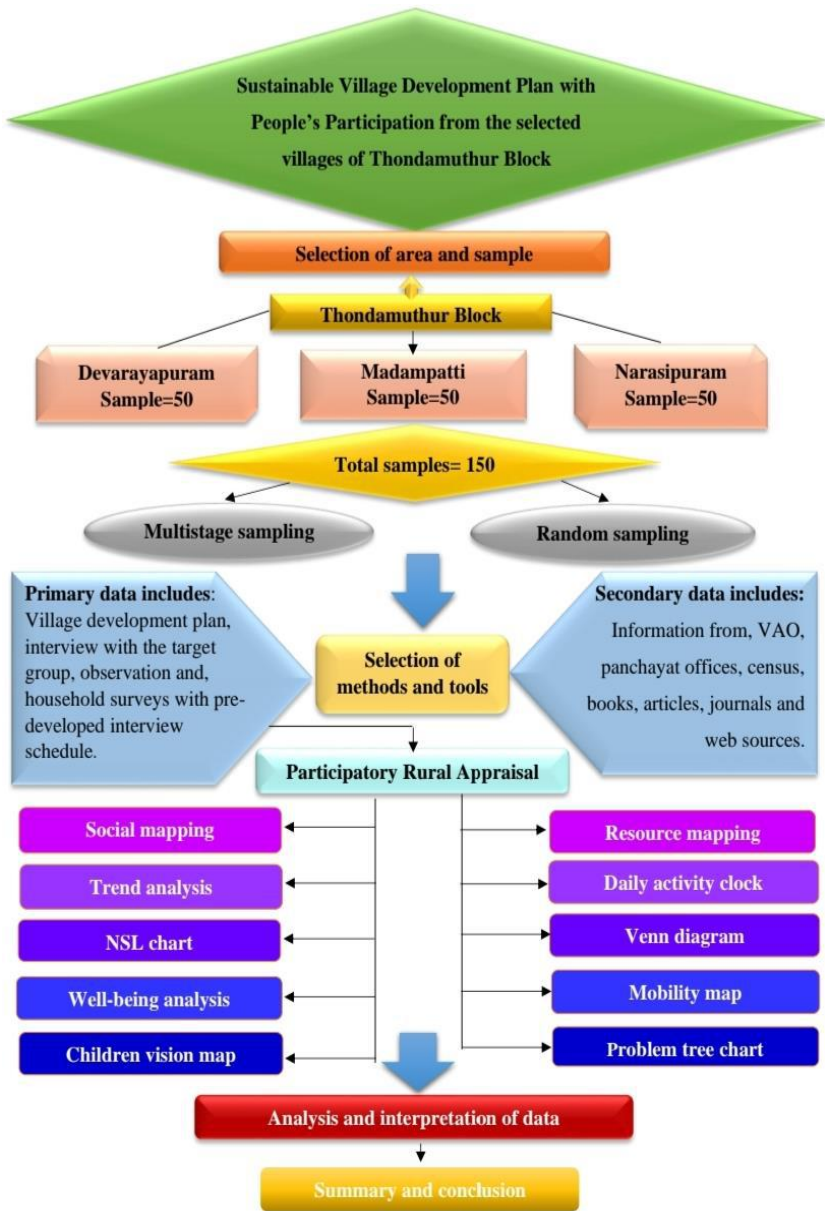
**Radhika Bhanjaand Koel Roy Chowdhury (2020)**, in their research entitled, "*Assessing the progress of India towards Sustainable Development Goals by 2030*", focuses on Sustainable Development Goals (SDGs). To assess the performance of India in achieving sustainability by 2030, the study aims to understand how far India is from achieving SDGs at both the national and subnational level. In this study, the present status of India's primary targets of SDGs is analysed with the help of a composite index. A cluster analysis was also performed to examine the region-specific and issue-

specific problems of sustainable development in India. At the sub-national level, 14 out of 29 states have performed well in the composite index. This study has identified the arenas India needs to focus on to achieve sustainability by 2030.

**Srinivas K J and Sai Giridhar B (2021)** in their work *“Pathway to achieve Sustainable Rural Development in India”* depicted the understanding of the procedure of achieving sustainable development, in practice, and address the problems faced by the people at the bottom of the pyramid keeping income levels as the main objective which would be measurable. Sustainable development has its roots in the livelihoods of the people living in rural areas. A sustained development can only be attained when aspects of economic stability, infrastructure challenges, education, healthcare, and socio care are addressed. The study concluded as to make the growth of rural India sustainable, both the companies and individuals should build a relationship based on trust, unity, and most importantly hard work. The policies and strategies must be designed in such a way that they don't cause any conflict of interests among the rural population which requires higher involvement of policymakers.

#### **4. Methodology**

Coimbatore, a city in Southern India which is located in the Tamilnadu state is selected as the study area. The area selected in Coimbatore was the panchayat villages of Thondamuthur Block namely Devarayapuram, Madampatti, and Narasipuram. A sample size of 150 residents of the selected villages from Thondamuthur Block using random sampling and multistage sampling methods. In the present study, both primary and secondary data were collected. The primary data was collected with the interview schedule and conducting Participatory Rural Appraisal among the respondents. The secondary data were collected through Books, Journals, Magazines, Periodicals, Internet sources, Forums, and records from the village panchayats of Madampatti, Devarayapuram and Narasipuram. The data collected were consolidated, tabulated, analysed and discussed with frequency, percentage and suitable statistical analysis and interpreted based on the data collection and the statistical analysis CORRELATION is used for the study.



**Fig 1: Methodology flow chart**

## 5. Results and Discussion

### 1) Socio-demographic profile of the respondents

**Table 1:** Socio-economic profile of the respondents

S. No.	Aspects	Category	Devarayapuram N=50		Madampatti N=50		Narasipuram N=50	
			F	%	F	%	F	%
1	Age	20-30	20	40	17	34	10	20
		31-40	12	24	8	16	12	24
		41-50	2	4	15	30	15	30
		51 and above	16	32	10	20	13	26
2	Gender	Male	25	50	25	50	25	50
		Female	25	50	25	50	25	50
4	Religion	Hindu	46	92	49	98	45	90
		Christian	0	0	0	2	3	6
		Muslim	3	6	2	4	2	4
		Others	0	0	0	0	0	0
5	Category	General	39	78	45	90	41	82
		SC	3	6	0	2	4	8
		ST	2	4	2	4	0	6
		OBC	6	12	2	4	5	10
		Others specify	0	0	0	0	0	0
6	Type of family	Nuclear family	46	92	42	84	49	98
		Joint family	4	8	6	12	0	2
		Extended family	0	0	2	4	0	0
7	Identity card type	Above Poverty Line	44	88	45	90	41	82
		Below Poverty Line	6	12	5	10	9	18

Regarding the age wise distribution, majority thirty seven percent of the respondents were between the age of 20-30 years of age and least of twenty seven percent of the respondents were between 40-50 years of age among the selected villages of Thondamuthur Block namely Devarayapuram, Narasipuram and Madampatti. There was an equal distribution in the gender namely, fifty percent were male and the rest fifty percent of the selected respondents were female. Regarding the Identity card type which was categorized with their identity in ration card, a maximum eighty six percent of the respondents were Above Poverty Line and a least of thirteen percent

of them were Below Poverty Line. In the category of religion, Hindus were dominant with maximum ninety three percent and none of them were there from other religion apart from the aspects mentioned in the interview schedule. Regarding the caste category, a maximum of eighty three percent of the respondents were from general category and no one of them were apart from the category that are mentioned in the interview schedule. In the category of the type of family, ninety one percent of the respondents were nuclear family and a least of four percent of them were included in the extended family.

## **2. Availability and accessibility of employment among the selected respondents**

Regarding the accessibility of employment facilities in the selected villages, majority sixty percent of the respondents claim that the employment facilities are accessible but only if they go for it and a least four percent of the respondents implies that the availability of employment is very low since they did not explore to various other opportunities. Regarding the category of current employment status of the selected respondents a majority eighty one percent of the selected respondents were currently employed in government and private sectors and some of them were entrepreneurs in the community and a least four percent of the respondents were unemployed due to their illiteracy, lack of interest in exploring jobs and so on. In the category of the priority focus area on employment, a majority ninety one percent of the selected respondents responded that the focus area should be on career search so that the employment opportunities will be easily explorable and accessible. A least two percent of the selected respondents implied that the business ownership should be the priority focus area of employment so that the self-employment and the entrepreneurship can be developed.

### **Correlation**

In order to identify if there is any relationship between the age group and employment accessibility, the investigator has used correlation and the result can be seen in the following table and it is done to find out the acceptance level of the hypothesis.

H: there is correlation between the age group and employment accessibility.

A person product-moment correlation was run to determine the relationship between age group and employment accessibility.

**Table 2:** Correlation of employment accessibility

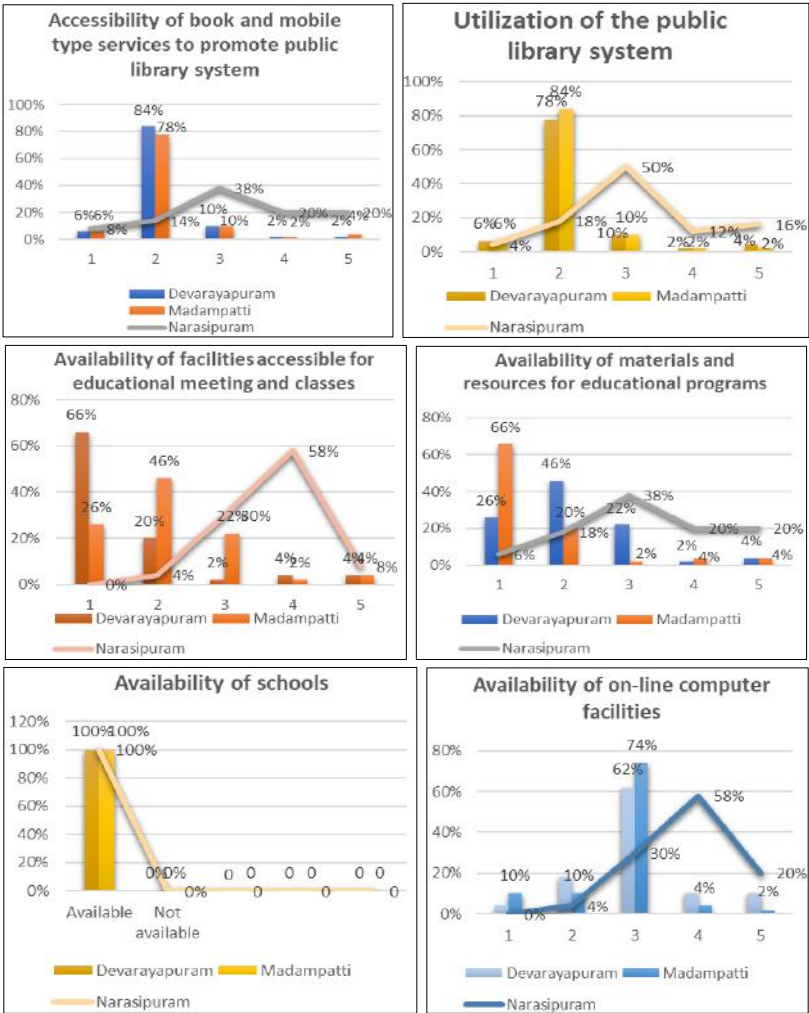
Correlations			
		Age	Total score
Age	Pearson Correlation	1	.705**
	Sig. (2-tailed)		.000
	N	150	150
Total score	Pearson Correlation	.705**	1
	Sig. (2-tailed)	.000	
	N	150	150
**Correlation is significant at the 0.01 level (2-tailed).			

There was a positive correlation between the age group and the employment accessibility, which was statistically significant ( $r=.705$ ,  $p=.001$ ). Thus the results shows that the age group has a positive relationship on accessibility of employment. The age group of youth has the higher accessibility of employment when compared to the other age groups.

### 3. Availability and accessibility of education among the selected respondents

Regarding the accessibility of book and mobile type services to promote public library system a majority eighty one percent of the selected respondents implied that the book and mobile type services to enhance the public library system is rarely accessible in the community due to lack of interest and a least of four percent of the respondents very often access such type of systems in the public library in order to enhance it. In the category, utilization of the public library system a majority seventy eight percent of the respondents implied that the accessibility is low because the people in the community do not know the importance of exploring library books and a least of three percent of the respondents implied the library utilization is high only because of the literate people. Regarding the availability of facilities for educational meeting and classes a majority sixty percent of the respondents responded that availability of the facilities was low, but in the actual scenario the accessibility was quite high and least twelve percent of the respondents implied that the facilities for educational classes were medium since they are not attending such classes frequently. Regarding the availability and accessibility of the on-line computer facilities a majority seventy one percent of the respondents rated medium availability of on-line computer facilities since such facilities are currently developing aspects in the community and a least of six percent of the respondents rated the availability is very low due to their economic well-being.



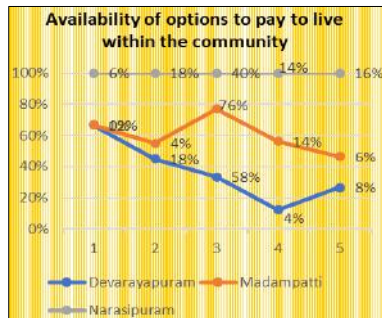
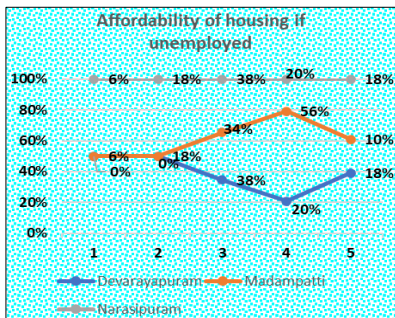
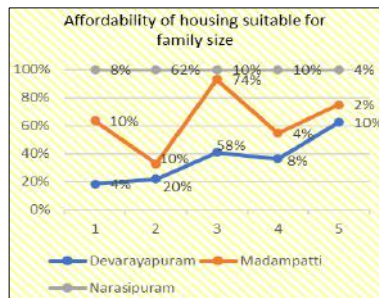
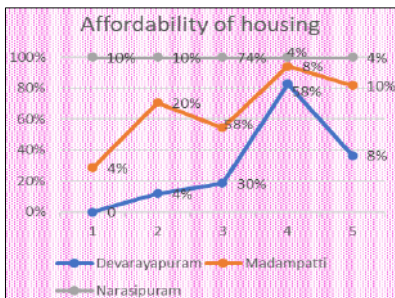


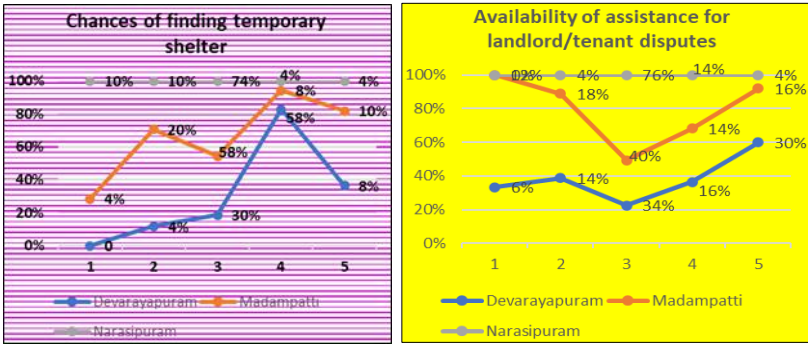
**Fig 2:** Availability and accessibility of education among the selected respondents

#### 4. Accessibility of housing within the community

Regarding the aspect of the affordability of housing a majority fifty eight percent of the respondents rated that the housing affordability is really high in the community due to the development of the community and a least of four percent of the respondents rated that the affordability of the housing is very low considering the low economic status. In the aspect of affordability of housing which is suitable to the family size a majority sixty two percent of the selected respondents rated that the affordability of the housing in regard to the family size is available in a medium range since the

housing suitable to the exact family is not quite possible and least four percent of the respondents rated that the such housing affordability is very low within the community since they cannot afford it due to many influencing factors. Regarding the category of the availability of the options to pay live within the community, a majority sixty four percent of the respondents rated that the availability is present at medium range if they are earning persons in the community, and least four percent of the respondents rated very low for the availability of options to pay to live within the community with regard to their socio-economic background and the culturalism. In regard to the availability of assistance to the landlord/tenant disputes a majority seventy six percent of the respondents implied that the assistance for the landlord/tenant disputes are available at a medium range if the issue is brought before the panchayat president or other leaders in the community and least twelve percent of the respondents responded that the availability of such assistance is very low because the issues happening are not brought into the eyes of the concerned authorities in the community.

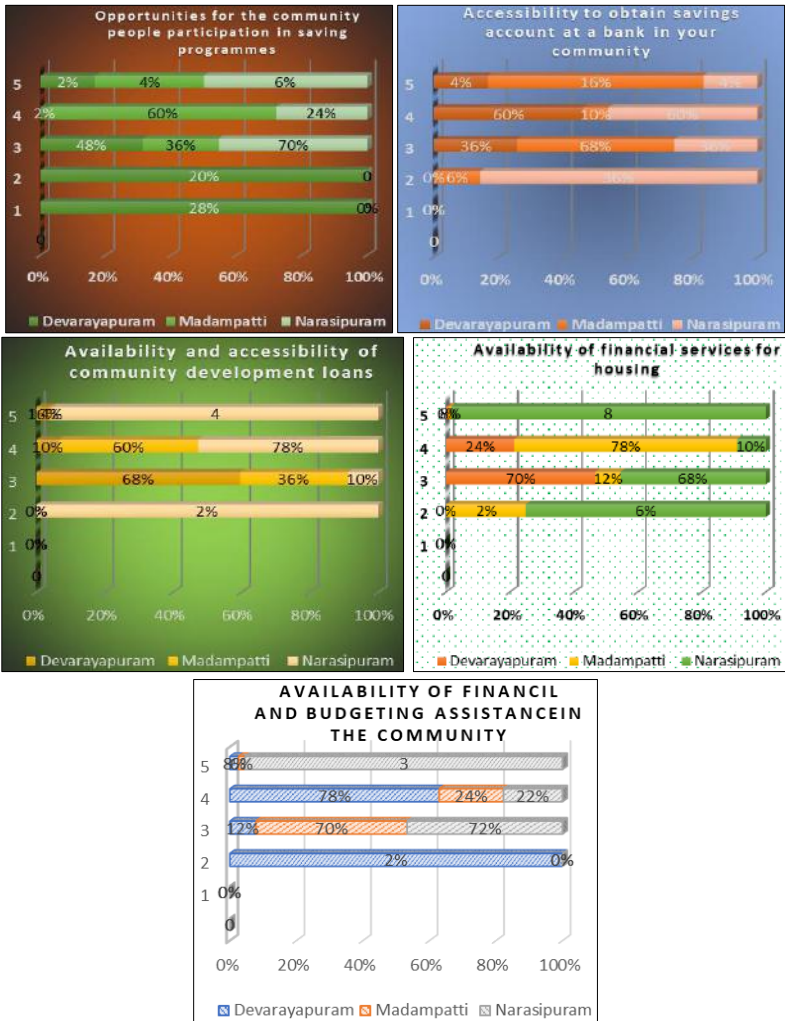




**Fig 3:** Accessibility of housing within the community

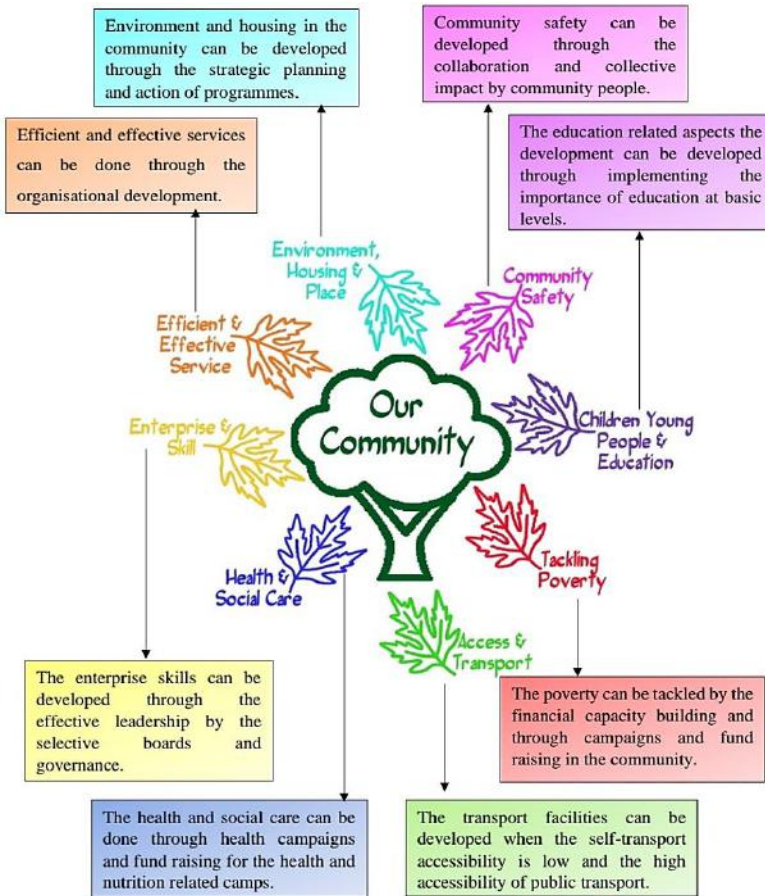
**5. Utilization of income by the selected respondents**

Regarding the aspect of the level of opportunities for community people participation in saving programmes a majority fifty eight percent of the selected respondents rated such opportunities are preferably high since they take part in such saving programmes in order to lead a secure life and least seven percent of the respondents rated such opportunities were very low since they face some difficulties in obtaining such opportunities. Regarding the accessibility to obtain savings account at a bank in your community, a majority sixty five percent of the respondents rated that the accessibility is at high level and all of them possess a savings account in a bank within the community and none of them rated that such accessibility is very low. In the aspect of the availability of the financial services for housing, a majority seventy five percent of the selected respondents rated that the availability is high since the presence of the persons who give assistance for such financial services for housing is relatively high and none of them rated for very low availability of such services for housing. In the aspect of the availability if financial assistance and budgeting assistance in the community a majority, seventy eight percent of the respondents rated that the availability is high through various supporting factors, awareness programmes, etc. and none of them rated that the availability is very low in the community.



**Fig 4:** Utilization of income by the selected respondents

# Sustainable village development plan developed with people's participation



**Fig 5:** Sustainable Village Development Plan with People's Participation

## Conclusion

A village acts as backbone for the whole country which adds up the country's economy through agriculture, cattle rearing and various other agricultural and allied activities. Villages can be a part of creating a long-term advantage and a disaster in the country's economy too. Through the sustainable village development plans the well-being of the villages can be enhanced to another level and particularly if such development plans are carried out with the people's participation the success rate will beat up the tremendous amount. Yet the village development has to face various obstacles like urbanization, migration to cities so on in the developing era.

The villages can be developed and enhanced through the development model given above with the problem assessed through the NSL chart.

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# Chapter - 7

## Impact Assessment of the Common Service Centres (CSCs) among the Village Level Entrepreneurs (VLEs) of the East Khasi Hills District, Meghalaya

Abigail RK and Dr. T Radha

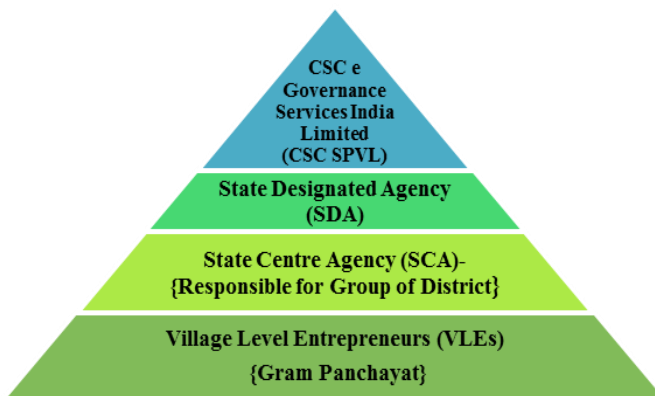
### 1. Introduction

The intrusion of digital era has redefined the democratic outlook of government. It has developed a new revolution which made all the government interactions like G2C (Government to Citizen), G2B (Government to Business), G2G (Government to Government) and G2N (Government to NGO's) to be electronically controlled which carved way for e-governance. The different phases of e-governance evolution like access, interact, transaction and integration are discussed in models (**Layne, Lee, 2001**).

The use of ICT in the sphere of governance is referred to as e-governance or electronic-governance. E-governance, according to the Ministry of Information and Technology (Meity), goes far beyond the computerization of stand-alone back-office functions. E-governance has ushered in significant changes in the realm of governance, redefining how the government delivers services. Fundamental changes in government operations and a new set of obligations for the legislative, executive, judiciary, and citizens are all part of e-government. As a result, with ICTs growing as a major enabler of growth, e-governance has been implemented to provide citizens with effective and efficient services. As a result, e-governance aids in the simplification of processes and the simpler access to government information. It can be observed that e-governance has improved service delivery.

Common Service Centre (CSC) Scheme was started in 16 July, 2009, by the Ministry of Electronic and Information Technology, Government of India. The CSC is a strategic cornerstone of the National e-Governance Plan (NeGP), approved by the Government in May 2006, as part of its commitment in the National Common Minimum Programme to introduce e-

governance on a massive scale. As per this scheme, the budget has been allocated to 100,000 Common Service Centres in rural areas and 10000 CSC in Urban India. High quality and cost-effective e-governance services are the main cornerstones of this scheme. (Vanlalkulhpu, 2021). The Common Service Centre (CSCs) are thus envisioned as a platform that will allow government, private, and social sector organizations to combine their social and commercial goals for the benefit of rural communities in the country's most remote areas, using a combination of IT and non-IT services.



CSCs work in multiple-services-single-point model for providing facilities for multiple transactions at a single geographical location, mostly in rural and semi urban areas. CSCs operate under the Public Private Partnership (PPP) model in a 4-tier structure consisting of the CSC operator (CSC VLE), the Service Centre Agency (SCA), and State Designated Agency (SDA) and CSC Special Purpose Vehicle (CSC SPVL). The CSC operator called Village Level Entrepreneur or VLE based at village level is the contact point for the target rural population. The CSCs are run by the Village Level Entrepreneurs (VLEs), who are chosen through a selection process adopted by Service Centre Agencies (SCAs). Government is encouraging women and marginalized sections of the society to become VLEs. As per the latest data available, 32,361 women entrepreneurs have set up CSCs (CSC Guidelines paper, 2017). CSC e-Governance Services India Limited, a Special Purpose Vehicle set up by the Ministry of Electronics & IT to oversee the implementation of the CSC scheme, is engaged by the Government as the overall implementing Agency for CSC 2.0 Scheme. It is constantly engaged with Government Departments, business establishments, banks, insurance companies and educational institutions to augment the range of services that can be provided through CSCs and thereby ensure their sustainability (CSC Annual Report, 2019 -2020).



## 2. Objectives of the study

- To Assess the Socio Demographic Profile of the Village Level Entrepreneurs (VLEs)
- To Assess the Impact of the Common Service Centres (CSCs) Scheme among the Selected Village Level Entrepreneurs (VLEs)
- To distinguish the challenges faced by the VLEs

## 3. Review of literature

**Sahoo *et al.* (2020)** on their study “Challenges of Common Service Centers of Rayagada District–Findings from a VLE centred analysis” stated that CSCs are the one stop solution for providing various government services in rural India through government supported kiosks and are driven by educated rural entrepreneurs called as VLEs. The study shows various facts regarding the day-to-day challenges faced by the CSC owners and it also highlights some positive aspects of the CSC business. It was found that many VLEs are happy with this kind of business setup as their earnings and social status has increased in their locality, but a large number of VLEs are unhappy as they are facing many difficulties to run the CSCs in a profitable manner.

**Muthumari (2021)** in his study “Information Needs and Requirements of the Rural Population of Tamil Nadu and Relevance of Common Service Centers: A Study” concluded that Information and Communication Technology (ICT) has the potential to realise the dreams of an ideal state where the citizen-government relationship is functional and efficient, oriented towards pertinent socio-economic concerns of the society. He further states that with the use of ICT, one can bridge the gap between urban and rural India and also develop the whole community. It is reckoning on the power of ICT based governance and its ability to integrate across departments and offices, and it's potential to provide a level of convenience, accessibility, and transparency. Common Service Centers are committed to implementing citizen and service-oriented E-governance projects in the State. It would be the dissemination points of such services to the public.

## 4. Methodology

The East Khasi Hills District of Meghalaya was selected as the study's area. A sample size of 50 Village Level Entrepreneurs (VLEs) were selected using random sampling. Individual contact method, through phone calls and interview schedule was the method used in conducting the study, with the help of a semi structured questionnaire. The tool which was developed for

the collection of data was a self-developed e-questionnaire. The study is based on the collection of primary and secondary data. Primary data were collected through personal interviews with the respondents and information collected from the officials of the CSC e-Governance Services India Limited (CSC-SPV), Meghalaya. Secondary data here are collected from secondary sources such as articles, journals, dissertations, newspapers, websites, pamphlets, various government reports, publications, documents and guidelines, etc. The data was then analysed quantitatively using percentage analysis and frequency analysis.

## 5. Results and Discussion

**Table 1:** Socio Demographic Profile of the Village Level Entrepreneurs (VLEs)

S. No.	Variable	Category	Frequency (n=50)	Percentage (%)
1	Age	>26	4	8
		26-30	20	40
		31-35	17	34
		36-40	4	8
		41-45	3	6
		46-50	1	2
		<50	1	2
2	Gender	Male	33	66
		Female	17	34
3	Caste	OBC	0	0
		SC	1	2
		ST	48	96
		General	1	2
4	Marital Status	Married	28	56
		Unmarried	22	44
5	Type of Family	Nuclear	29	58
		Joint	9	18
		Extended	12	24
6	Residential Area Type	Rural	44	88
		Urban	4	8
		Semi Urban	2	4
7	Educational Qualification	Illiterate	0	0
		Primary School	0	0
		Middle School	0	0
		High School	2	4

		Higher Secondary School	11	22
		Graduate	31	62
		Post Graduate	6	12
8	Year(s) of Experience in CSC Business	1 year	10	20
		2 to 4 years	27	54
		5 to 7 years	5	10
		8 to 10 years	3	6
		More than 10 years	5	10
9	Occupation	VLE	30	60
		Businessman & VLE	11	22
		Self Employed & VLE	7	14
		Farmer & VLE	2	4
10	Monthly Income of the respondents	>Rs.10,000/-	11	22
		Rs.10,000 to Rs.20,000/-	24	48
		Rs.21,000 to Rs.30,000/-	5	10
		Rs.31,000 to Rs.40,000/-	2	4
		Rs.41,000 to Rs.50,000/-	3	6
		<Rs.50,000/-	5	10

Table 1 elucidates the socio-demographic profile of the Village Level Entrepreneurs (VLEs). The VLEs' age profile was divided into seven categories. According to the data, 40 percent of the population is between the ages of 26 and 30, 8% is between the ages of 21 and 25, and 34 percent is between the ages of 31 and 36. Another 8 percent are between the ages of 36 and 40, 6 percent are between the ages of 41 and 45, and 2 percent are between the ages of 46 and 50, i.e., 51 and 55. The data of gender reveals that majorities 66 percent of the VLEs taken for the study were male and remaining 34 percent were female.

According to the data obtained, the Schedule Tribe (ST) dominated the caste group among the 96 percent of respondents. This also explains that this group comprises the majority of the population in the state. The Schedule Caste (SC) and General categories each had a 2 percent share of the total.

As per the data, 56 percent of the respondents were married, while 44 percent were unmarried.

Owing to the residential area type, the majority of the respondents (88%) were from rural areas, 8 percent from urban areas, and only 4 percent from semi-urban areas.

The fact that all of the responders were literate is an appealing fact. According to the findings, 4 percent have completed high school and 22

percent have completed higher secondary school. It's heartening to know that 62 percent and 12 percent of respondents, respectively, have finished their graduate and post-graduation.

In terms of the VLEs year(s) of experience in their Common Service Centre (CSC) business venture it is seen through the findings that 20 percent of them had only 1 year of experience. Majority of them i.e., 54 percent had experiences around 2 to 4 years, 10 percent had around 5 to 7 years of experiences, 6 percent of them were having 8 to 10 years of experiences and the other remaining 10 percent had more than 10 years of experiences.

Based on the data 60 percent of them were working as Village Level Entrepreneurs (VLEs) whereas the remaining had other occupations apart from being a VLE. The data showed that 22 percent of them were working as a businessman, 14 percent were self-employed, and 4 percent were farmer in addition to working as a VLE.

Though the monthly income of the VLEs varies, however through the data it is revealed that 48 percent of the respondents receives an income between Rs.10,000/-to Rs.20,000/-, followed by 22 percent of the respondents who receives a monthly income below Rs.10,000/-, those whose monthly income ranges between Rs.21,000/-to Rs.30,000/-were 10 percent, 4 percent of them obtains their income under Rs.31,000/-to Rs.40,000/-, those between Rs.41,000/-to Rs.50,000/-were 6 percent and the remaining 10 percent receives their monthly income above Rs.50,000/-.

**Table 2:** VLEs Background Information

Sl. No.	Variable	Category	Frequency (n=50)	Percentage (%)
1	Prior Computer Knowledge	Aware	50	100
		Unaware	0	0
2	Occupation before running the CSC	Private Employee	10	20
		Government Employee	4	8
		Technical Assistant	2	4
		Social Activist	1	2
		Student	10	20
		Housewife	2	4
		Self Employed	14	28
		Unemployed	7	14

The above table shows the background information of the VLEs. In order to become a VLE it is preferable to have basic computer knowledge. The data referred that all the VLEs i.e., 100 percent of them had prior computer knowledge which is a good sign for this business venture because computer literates can earn extra by delivering additional services.

The occupational status of the VLEs before running the CSC is also shown in the above table. According to the table, 20 percent of them were private employees, 8 percent were government employees, those who were working as a technical assistant were 4 percent, 2 percent were social activist, another 20 percent were student, the other 4 percent comprises of housewives, 28 percent were self-employed and the remaining 14 percent were unemployed.

**Table 3:** Information Concerning the Centre

S. No.	Variable	Category	Frequency (n=50)	Percentage (%)
1	CSC Working days	6 times a week (Working days)	50	100
2	No. of employees working at the CSC	Self-Sustain	6	12
		One	32	64
		Two	8	16
		Three	4	8
3	Type of employees at the CSC	Full-Time Family Member(s)	6	12
		Part-Time Family Member(s)	8	16
		Paid Full-Time Employee(s)	20	40
		Paid Part Time Employee(s)	10	20
		Self-Sustain	6	12
4	Daily CSC operator	Self	37	74
		Employees	9	18
		Family members	4	8
5	Investment made for setting up CSC	>1,00,000/-	13	26
		1,00,000/-	15	30
		1,25,000/-	12	24
		1,50,000/-	6	12
		<1,50,000/-	4	8
6	Loan taken for setting up the CSC	Loan Availed	20	40
		Not Availed	30	60
7	Time taken to set up the CSC	Up to 1 month	17	34
		1 to 2 months	10	20
		3 to 4 months	10	20
		5 to 6 months	5	10
		more than 6 months	8	16

8	Total earnings from the CSC services	>10,000	13	26
		10,000/-to 15,000/-	17	34
		16,000/-to 20,000/-	7	14
		21,000/-to 25,000/-	9	18
		<25,000/-	4	8
9	CSC Primary Source of Income	Primary Source	30	60
		Other Source	20	40
9	Other Source of Income	CSC only	30	60
		Farming & CSC	4	8
		Business & CSC	4	8
		Salaried Jobs & CSC	12	24
11	Citizen Allowed to do their work	Allowed	9	18
		Not Allowed	41	82
12	CSC visible with clear logo, sign boards etc	Visible	46	92
		Not Visible	4	8
13	CSC location easily accessible	Accessible	48	96
		Not Accessible	2	4
14	If CSC was an existing cyber café/ other shop	Existing cyber	24	48
		Not Existing cyber	26	52

Table 3 shows the information concerning the Centre. According to the data, the Center is open 100 percent of the time, six times a week, throughout working days.

The data reveals that 12 percent of the VLEs sustain the Centre by themselves without any help. While 64 percent of the VLEs has one employee at the Centre, those with two and three employees were 16 percent and 8 percent respectively.

The data also displays that among the VLEs who has employee(s) 12 percent has Full-Time Family Member (s) as their employee(s), 16 percent has Part -Time Family Member (s) as employee(s), 40 percent of them has Paid Full-Time Employees and 20 percent had Paid Part-Time Employees who helps them in running the Centre.

It is seen from the data that 74 percent of the VLEs were the daily CSC operator, 18 percent were employees who operates the centre on a daily basis and remaining 8 percent were family members.

The estimated cost to set up a CSC is Rs.1.25 to Rs.1.50 Lakhs (Except Land & Building). Regarding the investment made to setup the CSC from the data collected it is noted that 26 percent of the VLEs have invested below Rs.1,00,000/-, while 30 percent of them have invested Rs.1,00,000/-, those

who invested Rs.1,25,000/-were 24%, followed by 12 percent who invested Rs.1,50,000/-and only 8 percent have invested above Rs.1,50,000/-.

The total capital for the CSC business is arranged mostly from the extension of existing business. As per the data collected 40 percent of the VLEs has availed loan for the purpose of setting up the CSC and the rest i.e., 60 percent started the business from their own savings.

Regarding the time taken to set up the CSC, 34 percent of the VLEs took only up to 1 month to set up the centre, 20 percent of them took around 1 to 2 months, those who took 3 to 4 months were also 20 percent, followed by 10 percent who took 5 to 6 months and those who took time more than 6 months were 16 percent.

The total earnings of the VLEs from the CSC Services is also seen in Table 6. The data showed that 26 percent of the VLEs were earning below Rs.10,000/-. 34 percent were earning between Rs.10,000/-to Rs.15,000/-, 18 percent were earning between Rs.16,000/-to Rs.25,000/-and only 8 percent were earning above Rs.25,000/-.

Data from the study showed that 60 percent of the VLEs were having CSC as their only source of income and the remaining 40 percent were having other sources of income.

The VLEs who were having additional source of income encompasses those with sources of income in terms of farming (8%), business (8%) and other salaried jobs (24%).

As per the survey data only 18 percent of the VLEs allow the citizen to do their own work in the system or centre and remaining 82 percent of the VLEs do not allow the citizens to access the computers.

When enquire about the CSC being visible with clear logo, sign boards etc. 92 percent of the VLEs responded that the centre is visible with logos and sign boards and only 8 percent of the VLEs did not have such signs boards in their centres.

Out of 100 percent, 96 percent of the centre were easily accessible whereas only 4 percent of the CSC location were not easily accessible

It is seen that 48 percent of the CSC were arranged from the extension of existing business such as cyber café etc. while 52 percent of the centres were not previously existing businesses.

**Table 4: Information on VLEs Training**

S. No	Variable	Category	Frequency (n=50)	Percentage (%)
1	Trained on CSC Operation	Trained	39	78
		Not Trained	11	22
2	Nature of training given	a. At the beginning of setting up the centre	7	14
		b. When new services are launched	6	12
		c. Both (a) and (b)	26	52
3	Duration of the training Programme	2 Weeks	3	6
		1 Month	12	24
		2 Months	9	18
		3 Months	15	30
4	Reasons for not attending training	Not Aware of the training	4	8
		Family responsibilities	4	8
		Work Pressure	3	6
5	How VLEs acquire new skills/ knowledge on CSC Services	Workshops / Trainings	24	48
		Speaking to CSC staff	13	26
		By watching video materials	9	18
		Newsletter / e-mail	2	4
		From other VLE	2	4

Table 4 implies the detail information on the VLEs Training. It is seen that 78 percent of the VLEs were trained on CSC Operation and remaining 22 percent were not trained.

Regarding the nature of training given 14 percent of the VLEs responded that they received training at the beginning of setting up of the centre, 12 percent received training when new services are launched and 52 percent of the VLEs received training on both the cases.

Based on the survey data 6 percent of the VLEs received training in 2 weeks' time, 24 percent received training till 1 month duration, 18 percent received 2 months of training and 30 percent of them were those receiving 3 months of training.

The reasons as to why the VLEs were not trained on CSC operations is also shown on the above table where in 8 percent of the VLEs were not aware of the training session, another 8 percent responded that the reason



they could not attend the training was due to family responsibilities and 6 percent said that the reason being work pressure.

As to how the VLEs acquire new skills/ knowledge on CSC services a majority of 48 percent of the VLEs responded that they acquired so through workshops/ trainings, 4 percent acquires through newsletter/ e-mails, another 4 percent receives new skills/ knowledge from other VLE, 18 percent acquires through watching video materials and 26 percent of the VLEs said that they achieve so by speaking to the CSC staff.

**Table 5:** CSC Infrastructure

Sl. No.	Variable	Category	Frequency (N=50)	Percentage (%)
1	CSC premises belongs to	Self	15	30
		Rented	35	70
		Government	0	0
2	No. of Counters in CSC	1	31	62
		2	13	26
		3	4	8
		5	2	4
3	Availability of electricity hours/day	4 -6 hours	6	12
		7 -9 hours	12	24
		10 -12hours	7	14
		13 -15hours	3	6
		24 hours	22	44
4	Perception of internet speed	Very Good	4	8
		Good	14	28
		Manageable	19	38
		Slow	9	18
		Very Slow	3	6
		Internet not Available	1	2

Table 5 shows the CSC Infrastructure. The data reveals that majority 70 percent of the VLEs were running the business in rented premises and only 30 percent of the CSC premises were owned by the VLEs.

The above table also shows the number of counters in the CSCs under the survey it is seen that 62 percent of the CSCs were having only 1 counter, 26 percent of the CSCs has 2 counters, CSCs with 3 counters were 8 percent followed by 4 percent of CSCs who has 5 counters. It is observed that the

more the number of counters is available so is the more the business opportunities are.

Regarding the availability of electricity per day the survey revealed that majority of the CSCs i.e., 44 percent was having electricity 24 hours/ day. 12 percent of the centres availed electricity only 4-6 hours/day, 24 percent comprises of those centres with electricity availability of 7-9 hours/day followed by 14 percent who availed 10-12 hours/day and 6 percent of the centre availed 13-15 hours of electricity on a daily basis.

The perception of internet speed by the VLEs stated that 8 percent finds it to be very good, 28 percent of them finds it to be good, those who finds the internet speed to be manageable were 38 percent, followed by 18 percent who finds it to be slow and 6 percent of them finds it to be very slow.

**Table 6: CSC Business Sustainability**

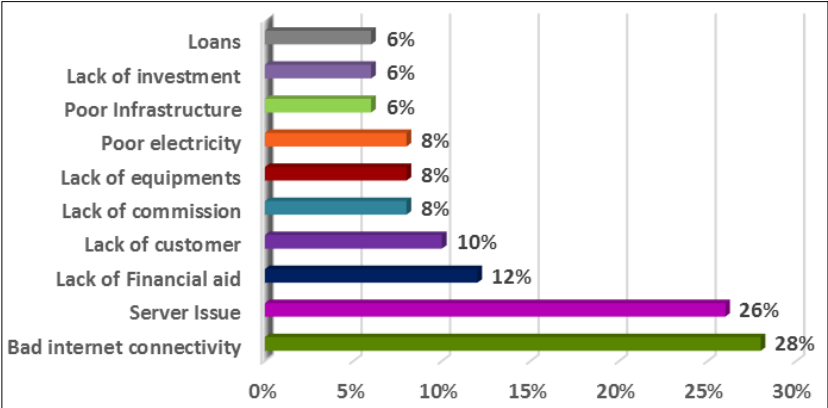
Sl. No.	Variable	Category	Frequency (N=50)	Percentage (%)
1	VLEs wanting to continue with the CSC business	Want	50	100
		Do not want	0	0
2	Monthly Average income from CSC business	>Rs.10,000/-	10	20
		Rs.10,000/-to Rs.15,000/-	21	42
		Rs.16,000/-to Rs.20,000/-	9	18
		Rs.21,000/-to Rs.25,000/-	7	14
		<Rs.25,000/-	3	6
3	Rise in income level through CSC	Rise	48	96
		Decline	2	4
4	Income Sufficient	Sufficient	15	30
		Insufficient	35	70
5	CSC charges	High	2	4
		Reasonable	43	86
		Low	5	10

The above table gives the Sustainability of the CSC Business. The table implies that 100 percent of the VLEs wants to continue with the CSC business.

The table also shows the monthly average income from CSC business, according to the data a majority of 42 percent of the VLEs receives their monthly income from the CSC business around Rs.10,000/-to Rs.15,000/-, 20 percent of them earns below Rs.10,000/-, those who earns Rs.16,000/-to Rs.20,000/-were 18 percent, 14 percent of them earns Rs.21,000/-to Rs.25,000/-and 6 percent earns above Rs.25,000/-.

As per the data a majority of the VLEs i.e., 96 percent responded that there is a rise in their income level through CSC business and only 4 percent of them said that there was a decline.

When enquire about the amount charged at the centre 86 percent of the VLEs responded that the charges were reasonable, 10 percent said that the charges were low and only 4 percent said the charges were high.

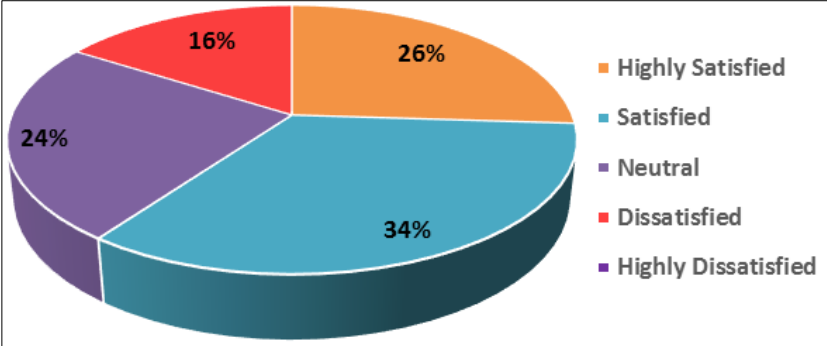


\*Multiple responses

**Fig 3:** Difficulties in CSC Business

Figure 3 displays the difficulties in the CSC business. From the survey data it is seen that a majority of 28 percent of the VLEs responded that bad internet connectivity is an issue contributing to the difficulties in the business, 26 percent said that server issue is the problem leading to the business difficulties, 8 percent commented that lack of commission is a hindrance to the business, 12 percent of them said that lack of financial aid contributes to the hardship in the business, those who said that poor infrastructure was the burden were 6 percent, 8 percent said that lack of equipments was a contributing factor, those who implied that lack of

customer was the reason were 10 percent, 8 percent of them said that poor electricity was a problem leading to the business difficulties, 6 percent said that it was lack of investment and another 6 percent said that loans contributes to difficulties in the business.



**Fig 4: CSC Satisfactory Level as Per the VLEs**

The satisfactory level of the CSC as per the VLEs is given in figure 4. It is seen that 26 percent of the VLEs found the CSC scheme to be highly satisfied, followed by 34 percent who were satisfied with the centre and scheme, 24 percent of them found it to be neutral and 16 percent of them were dissatisfied the reason being problems like internet connectivity, server issues, in some area’s electricity remains to be a hindrance in the business.

**Conclusion**

The government's initiative hinges on the empowerment and growth of rural entrepreneurs, or VLEs. The study highlights the fact that the VLEs were happy with this business setup since their profits and social prestige have improved in the community, however a considerable number of VLEs were unhappy because they were having difficulties in running the centre. The findings have identified a number of important problems that the VLEs confronted all of which acts as a barrier in their business growth and long-term viability. Likewise, as all of the CSC's services are online digital services that demand a constant and fast internet connection throughout the day; therefore, poor internet connectivity in many of the district’s interior villages impedes citizens' access to timely services. As a result, service delivery is delayed, and the quality of the service is poor. Such centres will hence be unable to fulfil their responsibilities as envisioned by the government without a well-functioning digital network.

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# Chapter - 8

## A Study on Lifestyle and Livelihood Practices among Irula Tribes in Palamalai, Naickenpalayam Panchayat, Periyanaickenpalayam Block, Coimbatore

Archana M and Dr. T Radha

### 1. Introduction

In a meaningful relationship with nature, not only do they directly interact with elemental forces of nature like earth, sun, wind, rain, forest during their everyday life, but they also derive their means of subsistence from primary resources like land and forest. There are still some tribal communities who are placed in the position of self-reliant socio-economic systems and self-contained socio-political life. It is noteworthy that such communities have enjoyed a degree of freedom from external interference, as a consequence of which they have been able to orchestrate harmonious responses to the environment. The tribal people who practice, shifting cultivation, have other sources, of livelihood as well. They supplement their income from shifting cultivation and agricultural labour. Settled agriculture is one of the primary sources of livelihood for the majority. The tribals in India live in forests, hills and naturally isolated regions. The isolated nature of the tribal regions and widespread poverty are acting against their integration into the mainstream. The problem is that without destroying their nature and culture, they have to be integrated into the mainstream as well as motivated to march towards development. The tribes continue to remain economically and educationally backward and are languishing at the bottom of the economic ladder. They prefer to live in total isolation of the public and are fully secluded from the mainstream population.

### 2. Objectives of the study

- 1) To study the living condition of the Irula tribes.
- 2) To know about the working profile of Irula tribes.
- 3) To identify the main source of livelihood of tribals.

### 3. Review of literature

**Ananthe Krishna Iyer** has published the” Travancore Tribes and castes” in three volumes. Iyer has study on the hill tribes which were fast dying out or were deteriorated. In the first volume (1937), he has discussed seven hill tribes, namely the kanikkaran, the mala Irula, the mala kurumba, the Malavetan, the malayarayan and the maison. The second And the third volumes (1961) deals with the accounts of the tribes of Travancore. In a later study (1961) he described the hill tribes of Kerala as per-dravidian. Iyer also undertook the ethnographic survey of the hill and jungle tribes of Cochin and published its result in four volumes. The first volume of his work ‘Cochin Tribes and Caste (1909) includes description of the tribes like Kadar, the Malayan, the Nayadi, the Ulladon, Kurumba and others.

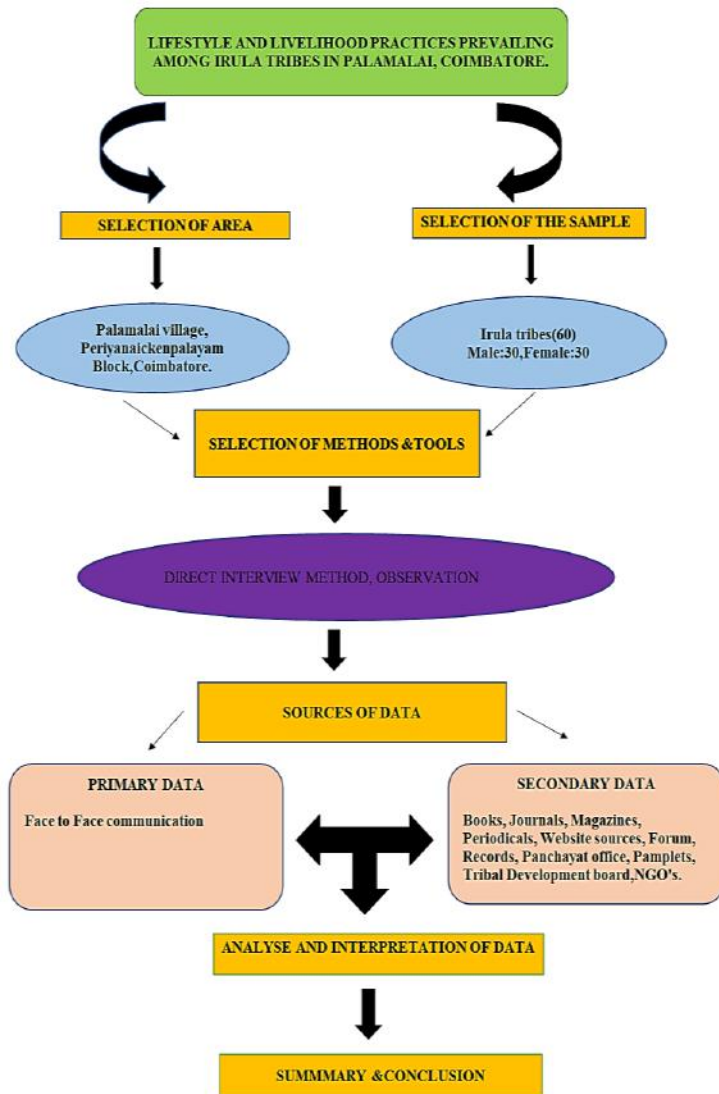
**Subramanyam Naidu (1999)**, had examined extends of tribal education, the pattern of income and expenditure and the impact of various tribal development and health programmes in the four states of South India. He had also formulated the strategies for the future development tribes. In his empirical study he found that the educational level is by and large low. The income pattern reveals that 54.21 percent of the income was earned from agricultural wages, in which the majority (63.54 percent) of their income is spent on the consumption of food. The study also reveals that even though there are many tribal development programs, it does not improve the living standard of the tribes, this is because of illiteracy and lack of awareness of the development schemes and programmes.

### 4. Methodology

Coimbatore, a city in the Southern India which is located in the State of Tamil Nadu has been chosen as the study area. It is the second largest city in Tamil Nadu which lies at 411 metres above sea level on the banks of the Noyyal River, in southwestern Tamil Nadu. It covers a territory of 642.12 km.

Palamalai is an off shoot of the Eastern Ghats geographically contiguous with the Billigrianga hills range as they reach out to merge with the Western Ghats at Nilgiris. It lies at an altitude of 1839 m above mean sea level and an Latitude; 11. 720438. and Longitude 77.739486. The geographical location lies in the Latitude 11o 43’ North and longitude 13.58’ east. The area is tropical in climate and receives annual rain fall ranging from 910 mm. The vegetation type of area is characterized by the dry tropical and dry deciduous forests. Palamalai is a ethno-archaeologically and culturally rich region in the forest area, It is a Billigrianga hills nestled below the Nilgiris hills of the Western Ghats.

It is bordered to the east by Coimbatore district in Tamil Nadu. On the North by the Nilgiris South by Periyanaicken Palayam Taluk and on the West by Koovanur-I and II Naicken Palayam and Palamalai hills villages of Coimbatore district. There are 25 hamlets in Palamalai. The Population of the palamalai in Irula tribal people a few Badagas and a section of settlers from Tamil Nadu and other districts of Coimbatore. Irula is the major community of this region the constitute 80% the tribal population.



**Fig 1: Methodology**



## 5. Results and Discussions

### 1) Living condition of the respondents

**Table 1:** Living condition of the respondents

S. No.	Aspects	Category	Frequency (N=60)	Percentage (%)
1.	Types of house	Own house	52	87
		Rented house	8	13
2.	Nature of house	Hut	21	35
		Thatched	12	20
		Semi-Pucca	10	17
		Pucca	9	15
		Kutchra	5	8
		Terraced	3	5
3.	Monthly expenditure of the respondents *	Food	60	100
		Festival	60	100
		Transportation	48	80
		Power	40	67
		Health	37	62
		Miscellaneous	24	40
		Education	20	33
		Cloth	13	22
4.	Food group consumption pattern*	Cereals	60	100
		Pulses	60	100
		Fats and Oils	60	100
		Vegetables	56	93
		Milk and Milk Products	52	87
		Fleshy foods	45	75
		Fruits	43	72
		Store products	37	62
5.	Health problems*	Body ache	55	92
		Head ache	52	87
		Leg pain	47	78
		Cold/Fever	44	73
		Eye Problem	41	68
		Teeth oral hygiene	38	63
		Blood Pressure	27	45

Regarding the living condition of the respondents, majority 87 percent of the respondents have own house and 13 percent of the respondents were living in rented house.

The above table implies about different types of household of respondents, 15 percent respondent lived in pucca houses 17 percent respondents lived in semi pucca houses, followed by 9 percent of the respondents lived in Kutcha. Major 35 percent lived in Huts 5 percent of the respondents lived in Terraced Houses 12 percent of respondents lived in Thatched houses and 7 percent respondents lived in other category houses like brick houses which was the old house in the village.

The expenditure pattern of the respondents has been presented in the above table as 20 percent of the income was spend in the food expenditures, followed by 15 percent of the money is spent on cloth expenditures of the respondents, then 17 percent of their income was spent on their medical expenses, 9 percent of the spending is reserved for their education purpose, 4 percent of the money is spent on transportation, followed by 7 percent of the money is spent for electricity or power and 13 percent of the income is allotted for other miscellaneous expenses or they save their balance income for their future betterment.

The above table derives the food expenditure pattern of the respondents on cereals 20 percent of the money is spent, followed by 15 percent of the money is spent on pulses, then 14 percent of their income was spent on vegetables, 8 percent of the spending is reserved for milk and milk products, 4 percent of the money is spent to buy Fleshy foods, followed by 7 percent of the money is spent for Fats and oils, then 15 percent of the income is allotted for Fruits and 17 percent of the income is spend for buying other essential goods from the stores like sugar, tea powder and salt.

The above table implies about the general health status of the respondents as 25 percent of the respondents face body pain, then 17 percent of the respondents have head ache, followed by 10 percent of the respondents have leg pain, 8 percent of the respondents are facing cold and fever, followed by 9 percent of the respondents face oral problems, then 25 percent of the respondents were affected from vision problem and 10 percent of the respondent is affected by blood pressure.

## 2) Working profile of the respondents

**Table 2:** Working profile of the respondents

S. No.	Occupational Profile	Categories	Frequency (N=60)	Percentage (%)
1	Working hours	6 -8 hours	25	41
		8 -10 hours	23	38
		> 10 hours	12	21
2	Issues in occupational life	Low income	25	41
		Long hours of work	14	23
		Job insecurity	11	19
		Exploitation	10	17
3	Indebtedness	Above 2000	25	41
		No indebtedness	16	26
		1500 – 2000	11	19
		500 – 1000	6	10
		1000 – 1500	2	4
4	Main Source of borrowing	Neighbours	31	51
		Relatives	18	31
		Pawn broker	11	18
5	Main reasons for borrowing	Health	26	43
		Education	16	27
		Festival	10	17
		for daily needs	8	13

According to the data obtained, working profile of the tribal people shows 41 percent of the respondents work for 6-8 hours, 38 percent of the respondents work to 8-10 hours and 21 percent of the respondents work for more than 10 hours.

41 percent of the respondents were facing the issue of low income, 23 percent of the respondent faced long working hours, 19 percent of the respondents are facing job insecurity and 17 percent of the people are worried about exploitation.

According to the data obtained 41 percent of the have debt of above Rs.2000, followed by 26 percent of the respondents have no indebtedness, 19 percent of the respondent have debt of Rs.1500-2000,10 percent of the respondents have debt of Rs.500-1000 and 4 percent of the respondents have Rs.1000-1500 of debt.

The above table implies that each respondents held responsibility for the social wellbeing and their occupational profile. It is also to be noted that the major working time is to between 6-8 hours per day though they receive low wages. Due to low-income respondents are in a struggle to make their living. So they borrow indebtedness for several reasons. The majority of 41 percent of the respondents have indebtedness above Rs.2000 and their major source of borrowing is from their neighbors with 51 percent of the respondents.

### Source of communication tools of the respondents

**Table 3:** Source of communication tools of the respondents

S. No.	Category	Source	Frequency (N=60)	Percentage (%)
1.	Personal Localities	Neighbour	30	50
		Friends/Relatives	22	37
		Opinion Leader	8	13
2.	Mass Media	Radio	20	33
		TV	8	13
		Group meeting	7	12
		Film	6	10
		Newspaper	5	8
		Magazine	4	7
3.	Use of ICT	Mobile apps	20	33
		No ICT	18	30
		Internet	12	20
		Computer/Laptop	10	17

The above table implies about the various communication tools and technologies used by the respondents. Neighbors shares the majority of the communication tool used in the personal locality with 50 percent of the respondents, followed by friends or relatives with 37 percent of the respondent and opinion leader hold 13 percent of the respondents.

Majority 33 percent of the respondents has the habit of listening to radios, 13 percent of the respondents use Television, 12 percent of the respondents have the habit of attending the group meeting, 10 percent of the respondent use film sector, 8 percent of the respondents have the use of reading newspaper, and 7 percent of the respondents have the habit of reading Magazine.

According to the data obtained 33 percent of the respondents use mobile apps, 30 percent of the respondents doesn't use ICT's, 20 percent of the

respondents use internet facility followed by and 17 percent of the respondents use computer or laptops.

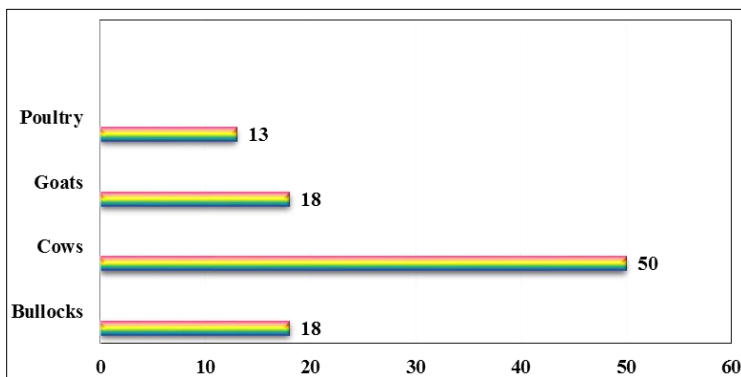
Communication is the major part for the coordination for the people or groups; it can be found that the major communication people have with their neighbours and they still follow the habit of listening to radio and major people doesn't have any modern communication technologies.

### Livestock possession of the respondents

**Table 4:** Livestock possession of the respondents

S. No.	Live Stock	Frequency (N=60)	Percentage (%)
1.	Cows	30	50
2.	Goats	11	18
3.	Bullocks	11	18
4.	Poultry	8	13

Live stocks play a major role in the livelihood of the respondents. The above table identifies the livestock possession of the respondents. It can be seen that 15 percent of the respondent's own bullocks, followed by 50 percent of the respondents who owns cows, then 16 percent of the respondents had goats, 12 percent of the respondents hold poultry and 7 percent of the respondents hold dogs and cats.



**Fig 2:** Livestock Possession

### 3) Conclusion

From the study, it is obvious that poverty, malnutrition, exhaustion of natural resources, inadequate transport facilities, insufficient educational facilities, poor medical facilities, social exclusion and discrimination etc., are the major livelihood issues of Irula tribe. For the complete development of

the tribal people, a bottom-up approach is needed and Government, Non-Government Organizations and educational institutions must take keen initiative for the upliftment of Irula tribe.

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# Chapter - 9

## A Study to Evaluate the Constraints Faced by the Farmers in Operationalizing the Existing Farming Systems

Rajalakshmi S and Dr. T Radha

### 1. Introduction

Farming system with a shift from crop to cropping systems approach in agricultural research, development and extensive usage of large number of new terms have been phrased and defined by various workers. A farming system is a collection of distinct functional units such as crop, livestock, processing, investments and marketing activities which interact because of the joint use of inputs they receive from the environment which have the common objective of satisfying the farming system (Hanglem et.al, 2019). Farming is an important and key factor for the economy of developing countries. Since last several years, farmers once again welcomed many traditional farming systems to get crop yield for completion of food requirement. Although, traditional techniques are not much sufficient in new agriculture world because farming is getting new challenges from biotic and a biotic factor (Kumar *et al.*, 2017). In this review, new farming systems especially organic farming system and genetically modified crop system have been discussed along with traditional farming system in India.

### 2. Objectives

- To find out the socio economic profile of the selected farmers
- To evaluate the constraints faced by the selected farmers in operationalizing the existing farming systems.
- To assess the future expectations of the selected farmers.

### 3. Review of literature

**Sutradhar 2016** conducted his study during 2012-13 to 2014-15 in Silikha Sanatan village of Titabor Sub-division of Jorhat District of Assam to find out the productivity and profitability of the inclusion of improved farming systems in their existing farming systems especially effective for small and marginal farmers. In total, there were 54 (fifty four) numbers of



farmers selected out of which most of them belong to the tribal community. According to their farm holding size and income, they were categorized into two groups Resource constraint and Resource available. There were in total 12 (Twelve) existing farming systems identified and accordingly scientific interventions were made in their existing farming systems such as nutrient management on the basis of soil test value, multiple cropping and balanced feeding to live-stocks etc.

**Masilamani Palanisamy (2015)** in his paper, made an attempt to analyse the cropping pattern at village level of Koraiyar watershed. The study area covered around 660 sq.km. The study area consists of 93 villages and having 4, 22, 835 population in 2011 Census. This study is based on secondary data, collected from the District Statistical Office, Coimbatore for the year 2010-2011. Cropping pattern of the watershed data has been computed with the help of statistical and GIS techniques. For the calculation of crop concentration, location quotient method by Bhatia; crop combination analysis, Weaver's statistical method, diversification index, Gibbs-Martin method haven been followed. These results really helpful to the planners to prepare proper land use planning for the development of watershed.

#### **4. Methodology**

Coimbatore, a city in Southern India which is located in the Tamilnadu state is selected as the study area. The area selected in Coimbatore was the panchayat villages of Thondamuthur Block namely Devarayapuram and Narasipuram. A sample size of 80 farmers of the selected villages from Thondamuthur Block using random sampling method. In the present study, both primary and secondary data were collected. The primary data was collected with the data collected directly from the respondents. The secondary data were collected through Books, Journals, Magazines, Websites, and records from the village panchayat of Devarayapuram and Narasipuram. The data collected were consolidated, tabulated, analyzed and discussed with frequency, percentage.

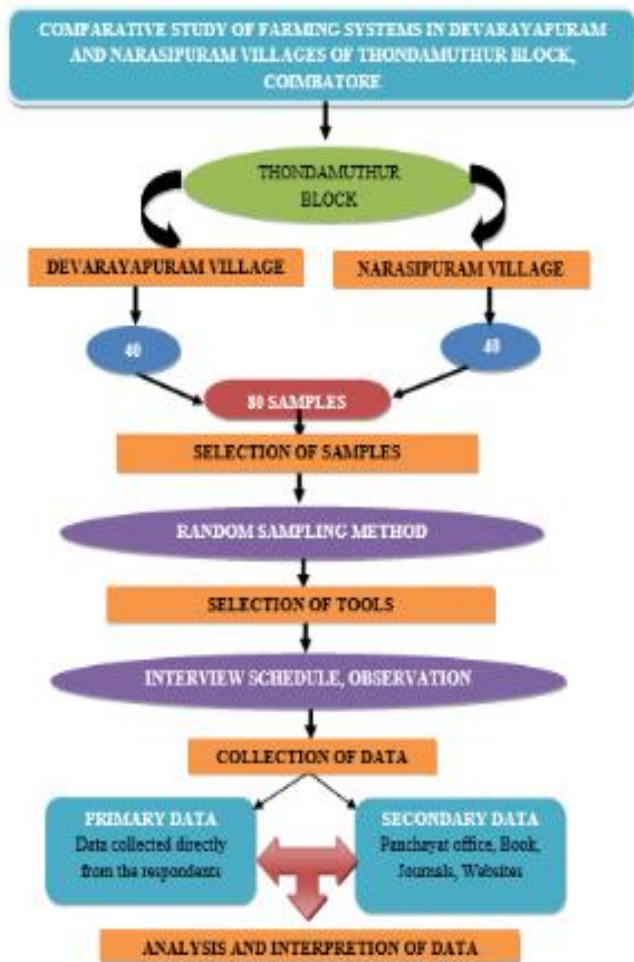


Fig 1: Methodology Flow Chart

## 5. Results and Discussions

### 1) Socio economic profile of the selected farmers

Table 1: Socio economic profile of the selected farmers

S. No.	Variable	Category	Devarayapuram		Narasipuram	
			Frequency N=40	%	Frequency N=40	%
1.	Age	25-30	09	22.5	03	7.5
		31-35	06	15	05	12.5
		36-40	05	12.5	13	32.5

		41-45	10	25	14	35
		46-50	10	25	05	12.5
2.	Gender	Male	25	62.5	29	72.5
		Female	15	37.5	11	27.5
3.	Community	BC	26	65	28	70
		MBC	06	15	04	10
		SC	08	20	08	20
3.	Religion	Hindu	25	62.5	30	75
		Christian	05	12.5	05	12.5
		Muslim	10	25	05	12.5
4.	Marital status	Married	32	80	28	70
		Unmarried	08	20	12	30
4.	Educational qualification	Illiterate	20	50	22	55
		Primary school	08	20	05	12.5
		Middle school	07	17.5	11	27.5
		High school	05	12.5	04	10
5.	Type of family	Nuclear	25	62.5	28	70
		Joint	15	37.5	12	30
5.	Monthly income (in Rs.)	5000-10000	06	15	10	25
		10001-15000	10	25	13	32.5
		15001-20000	24	60	17	42.5
6.	Years of experience in agriculture	5-10 years	20	50	22	55
		11-15 years	08	20	05	12.5
		16-20 years	07	17.5	11	27.5
		21-25 years	05	12.5	04	10
8.	Share of agricultural income to household income	51-75%	13	32.5	15	37.5
		76-100%	27	67.5	25	62.5
9.	Products sale	Retailers	07	17.5	10	25
		Wholesalers	03	7.5	03	7.5
		Exporters	0	0	06	15
		Processors	30	75	21	52.5

The age group of the farmers from Devarayapuram reveals that, 25 percent of the farmers belonged to the age group of 41-45, 46-50 years of age, and 22.5 percent of the farmers belonged to the age group of 25-30 years of age, 15 percent of the farmers belonged to the age group of 31-35 years of age, 12.5 percent of the farmers belonged to the age group of 36-40 years of age. The age group of the farmers from Narasipuram village showed that, 35 percent of the farmers belonged to the age group of 41-45 years of age, 32.5 percent of the farmers belonged to the age group of 36-40 years of age, 12.5 percent of the farmers belonged to the age group of 31-35, 46-50 years of age, 7.5 percent of the farmers belonged to the age group of 25-30 years of age.

The findings show that from Devarayapuram village, majority 62.5 percent of the farmers were male and 37.5 percent of the farmers were female. The findings also showed that from Narasipuram village, 72.5 percent of the farmers were male and 27.5 percent of the farmers were female. The backward class (BC) dominated in the selected respondents which was 65 percent, followed by 20 percent of them belonging to SC and MBC at 10 percent.

According to the data farmers from Devarayapuram village, majority 62.5 percent of the farmers belonged to Hindu religion and 25 percent of the farmers belonged to Muslim religion and 12.5 percent of the farmers belonged to Christian religion. The data showed that farmers from Narasipuram village, majority 75 percent of the farmers belonged to Hindu religion and 12.5 percent of the farmers belonged to Muslim and Christian religion.

Majority 80 percent were married, 20 percent were unmarried in Devarapurayam village, 70 percent were married, 20 percent were unmarried in Narasipuram village.

Most of 62.5 percent of the respondents were living in nuclear families and 37.5 percent living in joint family system. According the data, 70 percent of the respondents were living in nuclear families and 30 percent of the respondents were living in joint family system.

Regarding the educational qualification of the farmers from Devarayapuram village, majority 50 percent of the farmers were illiterate, followed by 20 percent of the farmers that completed their Primary school, 17.5 percent of the farmers completed their middle school and 12.5 percent of the farmers completed High school. Educational qualification of the

farmers from Narasipuram reveals that, majority 55 percent of the farmers were illiterate, followed by 27.5 percent of the farmers completed their middle school, 12.5 percent of the farmers completed their primary school and 10 percent of the farmers were High school.

The monthly income of the farmers is also given in table 1 Data reveals that farmers from Devarayapuram village, 60 percent were having a monthly income of Rs.15001-20000/-, 25 percent were having a monthly income of Rs.10001-15000/-. 15 percent were having a monthly income of Rs.5000-10000/-. The data showed that farmers from Narasipuram village, 42.5 percent were having a monthly income of Rs.15001-20000/-, 32.5 percent were having a monthly income of Rs.10001-15000/-, 25 percent were having a monthly income of Rs.5000-10000/-.

According to the data that farmers from Devarayapuram village, majority 50 percent of the farmers had experience in agriculture for 5-10 years, 20 percent of the farmers had 10-15 years, 17.5 percent of the farmers had 15-20 years, 12.5 percent of the farmers had 20-25 years. The data showed that farmers from Narasipuram village, 55 percent of the farmers had 5-10 years, 27.5 percent of the farmers had 15-20 years, 12.5 percent of the farmers had 10-15 years, and 10 percent of the farmers had 20-25 years.

The findings showed that from Devarayapuram village, majority 52.5 percent of the farmers rented land and 47.5 percent of the farmers Owned land. The findings also project that Narasipuram village; majority 55 percent of the farmers owned land, 45 percent of the farmers own rented land.

## 2) Constraints faced by organic farmers

**Table 2:** Constraints faced by organic farmers\*

S. No.	Variable	Category	Devarayapuram		Narasipuram	
			Frequency (N=40)	%	Frequency (N=40)	%
1.	Economic Constraints	Low price for the organic produce	23	57.5	18	45
		Lesser yield	22	55	29	72.5
		Inadequate availability of credit	18	45	15	37.5
		Inadequate subsidies for organic cultivation of crops	16	40	26	65
		Higher cost in the certification charges	30	75	22	55
2.	Technological	Inadequate shortage of quality	10	25	34	25

S. No.	Variable	Category	Devarayapuram		Narasipuram	
			Frequency (N=40)	%	Frequency (N=40)	%
	constraint	disease free seeds/planting materials				
		Lack of timely research information about organic farming technologies	20	50	37	92.5
		Non availability of organic inputs in time	24	60	24	60
		Lack of standard package of practices for practicing organic farming	32	80	36	90
3.	Infrastructural constraints	Lack of training	26	65	26	65
		Lack of indigenous certification agencies	20	50	19	47.5
		Non availability of labour	18	45	21	52.5
		Lack of storage facilities	22	55	13	32.5
3.	Marketing constraints	Lack of specialized markets for organic produce	20	50	12	30
		High transportation cost	26	65	20	50
		Lack of reliable market information	30	75	10	25
		Regulation and distribution channels	32	80	17	42.5
		Lack of farming cooperatives for marketing	36	90	23	57.5
4.	Environmental constraints	Heavy incidence of pests and diseases	12	30	30	75
		Requirement of long period to get positive responses from the ecosystem	18	45	27	67.5
		Yield suffer from hail storm during rainfall	22	55	28	70
		Destruction of crops by monkeys	26	65	32	80

\*Multiple responses

According to the data the constraints faced by the selected farmers in practicing organic farming at Devarayapuram village are given in table 2. The highest number of farmers which represents 57.5 percent were facing low price for the organic produce, 75 percent were facing higher cost involved in the certification charges, 55 percent were facing lesser yield, 45

percent were facing inadequate availability of credit, 40 percent were facing inadequate subsidies for organic cultivation of crops.

The data obtained from the Narasipuram village also showed the highest number of farmers which represents 72.5 percent were facing lesser yield, 65 percent were facing inadequate subsidies for organic cultivation of crops, 55 percent were facing higher cost involved in the certification charges, 45 percent were facing low price for the organic produce, 37.5 percent were facing inadequate availability of credit.

Regarding the technological constraints faced by the selected farmers from Devarayapuram village, highest number of farmers which represents 80 percent are facing lack of standard package of practices for practicing organic farming, 60 percent were facing non availability of organic inputs in time, 50 percent were facing lack of timely research information about organic farming technologies, 25 percent were facing inadequate shortage of quality disease free seeds/planting materials.

The data obtained from the Narasipuram village shows the highest number of 92.5 percent were facing lack of timely research information about organic farming technologies, 90 per cent were facing lack of standard package of practices for practicing organic farming, 60 percent were facing non availability of organic inputs in time, 25 percent were facing inadequate shortage of quality disease free seeds/planting materials.

According to the data obtained, the infrastructural constraints faced by the selected farmers from Devarayapuram village, highest number of farmers which represents 90 percent were facing lack of farming cooperatives for marketing, 80 percent were facing regulation and distribution channels, 75 percent were facing lack of reliable market information, 65 percent were facing high transportation cost, 50 percent were facing lack of specialized markets for organic produce, 30 percent were facing lack of specialized markets for organic produce.

The data obtained from the Narasipuram village, data shows that highest share of farmers representing 77.5 percent were facing lack of specialized markets for organic produce, 57.5 percent were facing lack of farming cooperatives for marketing, 50 percent were facing high transportation cost, 42.5 percent were facing regulation and distribution channels 30 percent were facing lack of specialized markets for organic produce, 25 percent were facing lack of reliable market information.

Marketing constraints faced by the selected farmers from Devarayapuram village. highest number of farmers which represents 65

percent were facing destruction of crops by monkeys, 55 percent were facing yield suffer from hail storm during rainfall, 20 percent were facing interference of middlemen in the market, 5 percent were facing lack of reliable market information.

The data obtained from the Narasipuram village, data shows that highest share of farmers representing 25 percent were facing lack of specialized markets for organic produce, lack of reliable market information 23 percent were facing lack of reliable market information, 17.5 percent were facing interference of middlemen in the market, 12.5percent were facing regulation and distribution channels, 10percent were facing high transportation cost.

Environmental constraints faced by the selected farmers from Devarayapuram village, highest number of farmers which represents 30 percent were facing heavy incidence of pests and diseases, 25 percent were facing yield suffer from hail storm during rainfall, 23 percent were facing destruction of crops by monkeys, 22 percent were facing requirement of long period to get positive responses from the ecosystem.

The data obtained from the Narasipuram village, data shows that highest share of farmers representing 33 percent were facing yield suffer from hail storm during rainfall, 25 percent were facing heavy incidence of pests and diseases, 24 percent were facing destruction of crops by monkeys, 18 percent were facing requirement of long period to get positive responses from the ecosystem.

### 3) Agricultural technologies adopted by the selected farmers

**Table 3:** Agricultural technologies adopted by the selected farmers\*

S. No.	Category	Devarayapuram		Narasipuram	
		Frequency (N=40)	%	Frequency (N=40)	%
1.	Vermicomposting	35	87.5	37	92.5
2.	Satellite imagery	12	30	15	37.5
3.	Panchakaviya	25	62.5	19	47.5
4.	Compost Yard	22	55	21	52.5
5.	Cross breed	30	75	12	30
6.	Irrigation	10	25	39	79.5
7.	Hybridization of crops	26	65	40	100
8.	Green manuring	14	35	32	80
9.	Organic manure	11	32.5	14	35



10.	Fish meal manure	16	40	9	22.5
11.	Cow manure	20	50	38	95
12.	Organic fertilizers (poultry litter)	18	45	0	0
13.	Use of limestone	19	47.5	0	0

\*Multiple Responses

The agricultural technologies used by the selected farmers are revealed in table 3. It was found that the farmers from Devarayapuram village, majority 87.5 vermicomposting 87.5, hybridization of crops (65), panchakaviya (62.5), compost yard (55), cow manure (50), limestone (47.5), organic fertilizer (45), fish meal manure (40), green manuring (35), organic manuring (32.5), satellite imagery (30), and irrigation (25). The percentage of agricultural technologies farmers, by the Narasipuram village, Majority 100 percent were using, followed by those who were using technologies in hybridization of crops, cow manure (95), vermicomposting (92.5), green manuring (80), irrigation (79.5), compost yard (52.5), panchakaviya (47.5), satellite imagery (37.5), organic fertilizer (35), cross breed (30) and fish meal manure (22.5).

#### 4) Future expectations of the farmers in terms of organic farming

**Table 4:** Future expectations of the farmers in terms of organic farming

S. No	Category	Devarayapuram		Narasipuram	
		Frequency (N=40)	%	Frequency (N=40)	%
1.	Decrease in use of toxic chemicals and pesticides by farmers	02	5	08	20
2.	Development of sophisticated technologies for organic farming	08	20	02	5
3.	Better and easy access to available technologies	07	17.5	9	22.5
4.	Increase in yield through modern technologies	10	25	07	17
5.	Easy access to governmental schemes and facilities	10	25	4	10
6.	Advanced training programmes and professional learning by subject experts	3	7.5	10	25

The above table implies the future exceptions of the farmers from Devarayapuram village reveals that, 37.5 percent of the farmers were

Development of sophisticated technologies for organic farming, 25 percent of the farmers were Easy access to governmental schemes and facilities, as well as Better and easy access to available technologies, 20 percent of the farmers were Development of sophisticated technologies for organic farming, 17.5 percent of the farmers were Better and easy access to available technologies, 7.5 percent of the farmers were Easy access to governmental schemes and facilities, 5 percent of the farmers decrease in use of toxic chemicals and pesticides by farmers.

According to the data that from Narasipuram village, 25 percent of the farmers would like to have advanced training programmes and professional learning by subject experts, 20 percent of the farmers expected decrease in use of toxic chemicals and pesticides by farmers, as well as decrease in use of toxic chemicals and pesticides by farmers, 17 percent of the farmers expected for increase in yield through modern technologies, 15 percent of the farmers would like to have better and easy access to available technologies, 10 percent of the farmers expected for development of sophisticated technologies for organic farming, 7.5 percent of the farmers would like to have increase in yield through modern technologies, 5 percent of the farmers expected for development of sophisticated technologies for organic farming.

## **Conclusion**

There is concern that agricultural production in developing countries will cause environmental threats in the future, as production will have to increase to satisfy the growing demand for food. Important parts of these inputs of nutrients in the form of mineral fertilizers and animal feed. Pressure on the existing agricultural land may increase by growing demand for productive land and degradation of the existing agricultural land base. The study presented in this report concentrated on the interactions between livestock production, crop production and land use. As the world population is expected to stabilize in the second half of the twenty first century, the scenarios must cover a period of 50-100 years to include the impacts of human population numbers.

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