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October 2018
Volume 2



सत्यमेव जयते

**Mahatma Gandhi National Council of Rural Education
(MGNCRE)**

Department of Higher Education

Ministry of Human Resource Development, Government of India



Where there is Rural Wellbeing
there is Universal Prosperity

About the Journal

Indian Journal of Rural Education and Engagement (IJREE) is a blind peer reviewed half yearly Scholarly Journal published by Mahatma Gandhi National Council of Rural Education (MGNCRE), formerly National Council of Rural Institutes, Ministry of Human Resource Development (MHRD), Government of India. The journal is basically intended to diffuse Scholarly information on Academia Community Engagement/ Rural Engagement and its related issues such as Rural Education, University Community Engagement, Rural Tourism, Rural Entrepreneurship and Rural Communication. It publishes research and review papers, intended notes on Community Engagement and Education. It is intended to benefit the academia, policy makers, government departments and all others interested in Rural Community Engagement.

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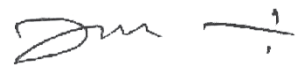
Foreword

Mahatma Gandhi National Council of Rural Education (MGNCRE) of the Department of Higher Education in the Ministry of Human Resource Development, Government of India, brings out the second issue of its Journal in the field of Rural Community Engagement and Rural Education to diffuse development research and scholarly information as part of meeting its objectives.

The blind peer reviewed Journal's scope has been identified broadly to cover the areas of Academia-Rural Community Engagement and Higher Education focusing on Rural Concerns. Areas covered include: Rural Education, University-Community Engagement, Rural Tourism, Rural Entrepreneurship, Rural Management and Rural Communication among other aspects of rural concerns. The Journal publishes research papers, review papers, case studies, including Notes on current issues of concern to the Rural Community Engagement and Rural Education sectors.

Efforts have been made to identify potential authors and scholars who have been working in rural community engagement and rural education through the journal databases and the literature scan in the field. Request letters have been sent to the research institutes and universities in India and also to the individual scholars and academics to contribute their research manuscripts for publishing in the journal. All the manuscripts received have been put for anti-plagiarism verification and those articles which have more than 25% of similarity have been sent back to the authors concerned to minimize and edit their papers. Further, those articles which were well within the limits of plagiarism have been sent to the identified Reviewers and Peer Reviewers to review and to offer their remarks on the papers about their worthiness and also to suggest any corrections needed in the paper before they are accepted for publishing. This is the second issue of the Journal based on recommendations by peers. The journal also includes Internship Studies on rural concerns by MGNCRE interns.

The Journal takes pride in having eminent scholars, researchers and administrators on its Editorial Board. The Journal is intended primarily for the academia, policy makers, departments in the government and for all others interested in Rural Community Engagement and Rural Education. Majority of India still lives in villages and so the topic of rural education in India is of utmost importance. Further, we firmly believe that the Journal will meet the objective of disseminating the current developments in rural community education and engagement.



Dr W G Prasanna Kumar
Chairman MGNCRE



1. Promotion of Rural Enterprise through Sericulture: An Amazing Success Story of a Woman Entrepreneur

C.S. Ramalakshmi, IFS

Abstract

Sericulture is one of the preferred activities for the small and marginal farmers in drought prone areas. High yielding varieties of mulberry and silk worm seed, technological interventions adapted under JICA project, financial support and production incentives provided by government of India and state governments to farmers, reelers and weavers are contributing to the development of sericulture. Sericulture is a traditional activity for farmers and suitable weather conditions for Bivoltine sericulture development is an added advantage. To the farmers facing declining ground water levels and failure of borewells with recurring droughts, the water saving mulberry crop comes as a savior. Low investments and monthly returns in sericulture help the farming families to move out of the poverty trap. Many farmers take up entrepreneurial activities like commercial nurseries for supply of mulberry saplings within their states and beyond. With the increased cost of establishing rearing houses for cocoon production, some farmers construct and rent to neighbours. Some small and marginal farmers are engaged only in mulberry leaf production and supply to other farmers capable of establishing rearing houses. It is a common practice for poor farmers to rent cocoon rearing equipment (plastic trays, sprayers for disinfection of rearing houses, and mountages). Production of high quality Bivoltine silk worm seed and young age silk worms (known as chawki worms) is more profitable compared to commercial cocoon production for 2 reasons. Many farmers cannot rear chawki worms as it requires lot of care in feeding worms with tender leaves besides maintaining appropriate temperatures for eggs to become larvae in 2 stages of moulting. Entire process of chawki worm rearing is a highly skilled job and fetches good income to farmers once in a fortnight. Gender division of labour is well established in silk production chain. In mulberry plantation and cocoon production activity, men are mostly engaged in land preparation, planting, watering, transport to markets and sale of cocoons. Women are engaged in weeding, fertiliser application, leaf plucking, feeding worms, cleaning rearing houses, harvesting, drying and packing of cocoons before they are transported to market.

This paper presents the amazing entrepreneurial journey of Silpa Nemarugummula, a graduate in computers. Influenced by her father, a farmer, she took up silk worm seed production as an entrepreneurial opportunity. The paper is based on the field work and experience gained by the author in her capacity as Commissioner of Sericulture Department, Government of Andhra Pradesh, during her tenure (2005-2008) and (2011-2014).

Keywords: Women Empowerment, Sericulture, Mulberry Crops, Silk Worms, Sustainability, Rural Enterprises, Women Entrepreneurs

Introduction

Sericulture, one of the preferred activities for the small and marginal farmers in drought prone areas, is also an effective rural enterprise when practiced and promoted with planning, commitment and proper vision. Silk and milk based livelihoods have always been ecologically and economically sustainable across the country, including the states of Telangana and Andhra Pradesh. Silk and milk activities are mutually dependent and suitable for women in families plagued by rural-urban migration. High-yielding varieties of mulberry and silk worm seed, technological interventions adapted under JICA project, financial support and production incentives provided by the government of India and state governments to farmers, reelers and weavers - are all contributing to the development of sericulture.

Sericulture is a traditional activity for farmers and suitable weather conditions for Bivoltine sericulture development is an added advantage. To the farmers plagued by perennial shortage of water and further declining ground water levels due to failure of borewells with recurring droughts, the water-saving mulberry crop scores over other crops. Low investments and monthly returns in sericulture help farming families move out of the poverty trap. Many farmers take up entrepreneurial activities such as commercial nurseries for supply of mulberry saplings within their states and beyond. With the increased cost of establishing rearing houses for cocoon production, some farmers construct and rent to neighbours. Some small and marginal farmers are engaged only in mulberry leaf production and supply to other farmers capable of establishing rearing houses. It is a common practice for poor farmers to rent cocoon rearing equipment such as plastic trays, sprayers for disinfection of rearing

houses and mountages.

Production of high quality Bivoltine silk worm seed and young age silk worms (known as chawki worms) is more profitable compared to commercial cocoon production for two reasons. Many farmers cannot rear chawki worms as this requires highest level of attention and care in feeding worms with tender leaves besides maintaining appropriate temperatures for eggs to become larvae in two stages of moulting. The entire process of chawki worm rearing is a highly skilled job but fetches good income to farmers once in a fortnight.

Gender division of labour is well established in the silk production chain. In mulberry plantation and cocoon production activity, men are mostly engaged in land preparation, planting, watering, transport to markets and sale of cocoons. Women are engaged in weeding, fertiliser application, leaf plucking, feeding worms, cleaning rearing houses, harvesting, drying and packing of cocoons before they are transported to market.

Silpa Nemarugummula, a graduate in computers hailing from a farming family, was influenced by her father, and took up silk worm seed production as an enterprise. This paper chronicles her amazing entrepreneurship journey. According to her, farming is a business and silk worm seed production is an enterprise that fetches financial returns every fortnight. Sericulture has made her a successful sales person by establishing networks with fellow farmers. She feels that the seed farmer is a social entrepreneur who is responsible not only for the supply of quality seeds but also for extending technical knowledge to make every crop successful. Silpa is a friend, philosopher and guide to more than 100 sericulture farmers in four districts of rural Telangana.

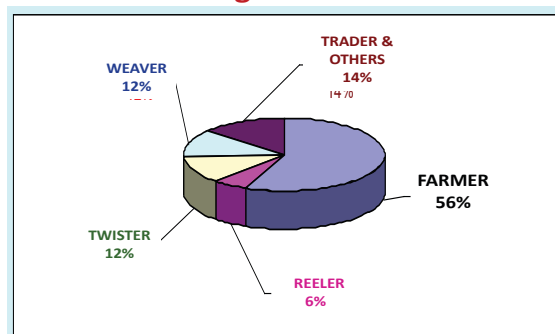
Sericulture

Sericulture is the science of producing silk involving the cultivation of food plants, silkworm rearing, reeling cocoons, silk twisting and weaving fabric. The sericulture industry can be seen as an effective socio-economic tool for creation of gainful employment especially for the women in rural areas. Sericulture is an ecologically sustainable and commercially viable socio-economic activity requiring proper support and caring hands with an aim of creating an environment conducive to its healthy development.

About 80% of silk in India is mulberry silk and 20% of silk is from the trees grown in forest areas, also known as non-mulberry / vanya silks i.e. Tasar / Eri / Muga.

- Silk production has pre-cocoon (allied agriculture activity) & post cocoon activities (Small and cottage industry activity) i.e. cultivation of mulberry crop, feeding silk worms on mulberry leaves for cocoon production in pre cocoon sector and production of silk yarn through reeling and weaving silk fabrics either in handloom (or) power looms in post cocoon sector.

Income Sharing in Sericulture Sector



Sericulture is a commercially sustainable farm based economic enterprise favouring rural poor in the unorganized sector because of its relatively low requirement of fixed capital and

high returns. Sericulture is practiced by small and marginal farmers having limited water resources as mulberry crop does not require much water and leaf production enhancement is possible through adoption of micro irrigation (drip systems) and organic farming practices.

Need to Boost Domestic Production

India produces 23,060 metres of raw silk accounting for 18% of world's production, as per CSB.

The country is the second biggest producer of silk and highest consumer of silk and silk garments in the world. The size of the Indian population and silk-wearing habits of working women in the country create a very high domestic demand for silk. Increasing production costs and inefficient reeling machinery poses constraints for Indian farmers and entrepreneurs to compete with China Silk in the global and domestic markets. However, women as farmers, reelers and weavers play a major role in silk production and provide caring hands in crafting the wonderful fabric. Various schemes designed by the Ministry of Textiles / Central Silk Board / State Governments appreciated the contributions of women to silk sector and provided subsidies / incentives under various schemes.

Role of Central Silk Board (CSB), Ministry of Textiles (MOT) in Promoting Domestic Silk Production to Reduce Dependency on Imports from China

- Under various plans and schemes, the MOT has mandated to promote Bivoltine silk production through introduction of high yielding varieties of mulberry and silk worm seed, adoption of modern technologies in reeling and weaving to improve productivity.
- Through R&D efforts, MOT is consolidating the Bivoltine breeding program to develop

Bivoltine breeds suited to different agro-climatic conditions, and make productive Bivoltine breeds available to farmers in a time bound manner.

- CSB also focuses on popularisation of chawki rearing centres, equipment, improved mountages, improved technology practices, frontline demonstration and all possible measures leading to quality and productivity improvement.
- Cluster approach is being pushed involving CBOs to promote Bivoltine sericulture in a focused way in selected blocks based on technical feasibility and financial viability in suitable areas.
- MOT support state governments (non-traditional) for production of quality mulberry (Bivoltine) seed.

Table below shows the important quality parameters that translated into production due to R&D efforts in the 12th Plan period

Sl. No.	Scheme	12th Plan Target	2012-13	2013-14	2014-15	2015-16	2016-17
1	Productivity improvement(in kgs of raw silk per ha) mulberry plantation	99.00	94.00	95.93	97.23	98.00	99.00
2	No of kgs of cocoons to produce one kg silk	6.8	7.31	7.21	7.20	6.00	7.00
3	Production of import substitute raw silk(in mts)	5000	2559	3261	3766	4500	5000
4	Enhancement in raw silk production(mts)	32000	23679	26480	28467	30,000	32,000
5	Employment(in Lakh persons)	90.00	76.53	78.50	82.80	85.10	90.00

(Source: Central Silk Board, www.csb.gov.in)

Role of State Governments

Andhra Pradesh and Telangana have traditional silk handloom weavers spread

across the clusters of Pochampally, Gadwal, Naryanapet, Peddapuram, Uppada, Venkatagiri and Patur. The handloom weaving sector is the second largest employment provider to the rural skilled people. In order to encourage backward linkage to the weaving sector with sustained supply of good quality silk, state governments have been providing incentives to farmers for production of Bivoltine cocoons under exclusive state government schemes. The state departments provide matching grants to centre-sponsored schemes for raising plantations, construction of rearing sheds, equipment, disinfection materials and soil fertility management practices.

Rural Enterprises in Sericulture Sector

The sericulture sector offers a multitude of rural enterprise activities in pre-cocoon and post-cocoon sectors to small and marginal farmers, agriculture labour and artisans. It mostly requires low investments but often assures quick returns with readily available markets. Some enterprises in the pre-cocoon

sector are:

1. Kisan nurseries
2. Mulberry plantations for leaf production and Bivoltine cocoon production

3. Young age silk worms (chawki) production centres

establish nurseries for raising high yielding varieties of mulberry saplings. Each sapling is purchased @Rs.1.25 under buy back mechanism from the government. Farmers can avail institutional finance for establishment of nurseries.

Income and Expenditure Statements of Some Enterprises

Kisan Nurseries - Farmers are encouraged to

Particulars	Amount in INR
Cost of 2 loads of plant material for raising nursery	2,000
Cost of cutting and transport of plant material	12,500
Cost of making the stumps from the plant material (50 labour X Rs.75 / person/day X 2 loads)	7,500
Cost of planting of stumps in the main field - total 75 man days for 2 acres, @Rs.75 per person	5,625
Land preparation done with own draught animals	Nil
Cost of FYM @9 tractor loads for 2 acres, CostingRs.2000 per tractor load	18,000
Cost of labour for incorporating the FYM- 10 labour for 2 days @Rs.150 per person per day	3,000
Cost of seed/stump treatment	600
Cost of Weeding- total 3 times weeding with 40 labour @Rs.70 per person per day	8,400
Cost of irrigation for 2 acres (electricity charges)	400
Cost of fertilizer, including the cost of application	2,000
Total cost of raising nursery in 2 acres	60,025
Output of plant material available for sale from 2 acres nursery (output @1 lakh stumps from 1 acre nursery) – 2,00,000 plants	
Gross income from selling 2 lakh planting material available from 2acres @Rs.1 per plant material	2,00,000
Net income by selling planting material from 2 acres of nursery for one crop	1,39,975 (Rs.69,987/acre/crop)
Income from two such crops in a year	2,79,950

Economics of a Nursery for Production of Mulberry Planting Stock(V1 Variety) in an area of 2.0 acres for Production of 2.0 Lakh Saplings in 2

Activity	Amount in INR
BV cocoon yield (Kg./ per crop) (average of 8 crops in a year) – 240 Kg	
Average of BV cocoons – 500	
Gross income from each crop (240 Kgs x Rs.500/-)	1,20,000
Total expenditure incurred from mulberry plantation till transport of cocoons to markets	50,000
Net income per crop (Rs.1,20,000- Rs.50,000)	70,000
Annual net income from 8 crops	5,60,000

Crops in a Year

Income and Expenditure Statement of Mulberry Cultivation in 2.5 Acres of Land and BV Cocoon Production

Sericulture Sector – CRC, a Rural Enterprise with Potential!

Establishment of young age silk worm seed production centres (Chawki Rearing Centre-CRC) is a viable rural enterprise for small and marginal farmers, especially for women farmers. Silpa states that a farmer need not be a king (“Ryte Raju” in Telugu language) as it has always been said, but a farmer could be queen too! (“Ryte Rani” in Telugu language).

Silpa – Her Entrepreneurial Journey

Nemarugummula Silpa, w/o Mr. Ravindra Rao, aged 39 yrs, resident of Thimmapuram(V), Avarapalli (M) in Suryapet district of Telangana, took up sericulture to boost her family income. The following is a narration of her incredible journey in building a successful enterprise which not only helps her to earn monthly income but also motivates many other farmers to follow suit.

Silpa, born in a farming family, was married to her maternal uncle, Ravindra Rao, at the age of 17. Since her husband was working in a private media company in Hyderabad, she decided to continue her studies in B.Sc. computers in a private college in Hyderabad. She discontinued her studies as she had to climb three storeys in the college when she was in the late stages of pregnancy, and went back to her in-laws home. Meanwhile, her husband was transferred to Suryapet and she became engaged in raising her child. After 10 years, in order to supplement her family income, she took up textiles retailing and gained experience in going to various places in India for procurement and running her business. However, she had an undying passion for

agriculture as she grew up observing her father raising crops and feeding not only her family and also families of the labour working in the fields. She felt agriculture is a noble profession and is not simple production activity but an enterprise. She wanted to take up farming but all her friends discouraged her as they felt it was a male domain and women’s role was only supplementary. However, in spite of the discouragement, she took up dairy farming and rearing of Emu birds. Unfortunately, she was unsuccessful in this venture.

Her life took a ‘U’ turn when she visited Nandyalavarigudem village in 2014 and interacted with some farmers cultivating mulberry crop and rearing silk worms. During her interaction, she was impressed with the monthly income of the farmers from the sale of cocoons and felt that sericulture farmers were comparable to government employees in earning regular income for financial security. She was also impressed with production incentives given to farmers on the day of sales in markets.

In 2014, her daughter went to Tamil Nadu state to pursue engineering studies. Silpa then decided to follow her heart to take up farming and purchased to 6 acres of land located 18 kms from her home, adjacent to the highway for easy transport of produce. When she secured Record of Rights (ROR) pass book issued by the government for the land purchased in her name, it was like getting a passport for a golden future (in her own words!). She was elated to become upgraded from being landless to land owner. She made some initial investment to clear and uproot the bushes and drilled two borewells for irrigation. Her visit to Nandyalavarigudem village gave clarity to her vision and with the support of the department, she constructed rearing house for silk worm rearing in the summer months of 2014. This was the most difficult activity as

it involved investment without much returns initially, for the first six months. She felt that initial infrastructure requirement was met and half the battle was won. Mulberry saplings were planted in June 2014 and the first lot of cocoons was harvested in September 2014.

Any entrepreneur should be willing to take risks and move out of comfort zone. Silpa took the risk of selling all her gold ornaments and two land sites to invest in sericulture. Her friends discouraged her and advised her to continue the textile business as it was less risky and was a women's preferred enterprise, but Silpa was undeterred. In 2014, she harvested 4 crops only, but later, from 2015 onwards, 8-9 crops were being harvested annually, and she made a net income of Rs. one lakh per crop.

Profits from Farming to Farming Again!

Encouraged by regular monthly incomes from sale of mulberry cocoons, Silpa decided to invest the net profits in diversified activity in sericulture. Her visits to other sericulture farmers in neighbouring districts made her realise that good quality young age silk worms give high quality cocoons and better price in markets. She felt that being a woman, she had an inherent capacity to carefully rear silk worm eggs into young age worms in two weeks times. Young age worms are called chawki worms, (comparable to fingerlings in fisheries, chicks in poultry, calves in dairy and ducklings in duck rearing). She knew well that her tender fingers and motherly attitude could provide baby food and clean environment to young age silk worms.

Silpa purchased three acres of land just on the other side of her mulberry garden for growing mulberry garden exclusively for feeding chawki worms as these need tender leaves. She took care to use only organic fertilisers for the mulberry garden for chawki rearing. Cattle, sheep and goat dung were applied and Neem

leaves were used as fertiliser and pesticide to the chawki garden. She purchased tiller for ploughing and inter cultivation. She now maintains 3 pairs of farm labour (wife and husband team) for chawki worms production. Her husband takes care of the mulberry garden while she takes care of rearing small worms in the rearing house. In this endeavour, the government of Telangana provided her with Rs. 3 lakhs for establishing a chawki rearing centre and equipment under the centrally-sponsored schemes.

From Job Seeker to Job Provider

An acre of sericulture provides year round employment to five people. Silpa engages 30 people in her farm as permanent workers and another 10-15 people as and when required. Most of the workers are women engaged in watering, weeding, leaf plucking, silkworm feeding, cleaning rearing houses, harvesting, drying and packing of cocoons to markets.

To make farming a sustainable proposition, a farmer has to play multiple roles. He or she has to be a worker, producer, an entrepreneur and a sales person. Some are innovators and extensionists and leaders too.

Market Creation through Networks

For establishing a successful enterprise, finding a sustainable market is crucial. Many entrepreneurs study market potential for products where as others create through networks and they are not afraid of competition. Silpa belongs to the latter category. She was sponsored to a training program in Central Sericulture Training and Research Institute (CSR&TI), Mysore where she met many other women farmers like her hailing from Patimatla village in Yadagiri-Bhongir district in Telangana. Generally, market expansion for rural products takes place through mouth to mouth publicity and Silpa utilised networking opportunity

with fellow farmers to improve sale of chawki worms. Some farmers are engaged as supervisors to take up sericulture in their farms as they are employed elsewhere. Silpa supplies chawki worms to farmers who cannot produce on their own and mentors them on after-sales procedures until crop harvest completion.

Egg supply

Silk worm eggs are pin-head sized and are available in clusters of 500. Silpa procures eggs from Mysore and Bengaluru directly from the central government establishments. These egg sheets are delivered at Suryapet in a bus directly from Bengaluru. Eggs from Mysore are

delivered at Hyderabad once in a fortnight and her husband takes this delivery. She prefers to buy best silkworm eggs irrespective of costs and extra transport charges as she knows that good silkworm seed will give good chawki worms.

Supply of Chawki Worms to Farmers

From the chawki centre, silk worms in the second moult are sent to farmers in plastic trays either in an autorickshaw or Tempo vehicles. Farmers make advance payment towards the cost of worms and transport costs are met by buyers on receipt of the worms.

Monitoring crop performance and technical

Particulars	Amount in INR
Initial Investment	
No. of crops per year	- 16
Building construction	6,00,000
Initial cost of establishment of mulberry garden	20,000
Cost of manually operated chaff cutter	15,000
Cost of humidifiers, 3 numbers, each costing ₹8300	25,000
Cost of trays in 500 numbers, costing ₹350 each	1,75,000
Cost of iron stands 2 numbers	50,000
Initial Cost of Establishment	8,85,000
Assistance by government(one time grant)	3,00,000
Recurring Investment	
Cost of disinfectants @1000 per month	1,000
Cost of paraffin paper required per month	8,000
Cost of labour for maintenance of mulberry garden (Cost of labour for weeding, fertilizer & manure application)	7,500
Labour cost at CRC for rearing activity. One permanent labour@₹5000 per month. Another labour @₹4000 per month	9,000
10,000 dfls of Bivoltine @₹600 per 100 dfls ₹60,000 per month	60,000
Total cost of recurring expenditure per month	85,500
Income through sale of young age silk worms (Chawki)	
Income by selling 10,000 chawki in a month, sold at 2 nd moulting stage@Rs. 2,400 per 100 DFLs	2,40,000
Net profit per month by selling 10,000 chawki worms	1,54,500
Loan repayment@Rs 50,000 per month	
Net profit after loan repayment per month	1,04,500
Net profit after loan repayment per annum for 16 crops @ two crops per month	16,72,000

advice is rendered meticulously either through mobile phone or personal visits to farmers' fields to ensure success of every crop and gain customer confidence.

Income and Expenditure Statement of Chawki Rearing Centre

Conclusion

- Rural enterprises have a good potential to train semi-literate and literate youth hailing from agricultural and non-agricultural families and artisans.
- Enterprises in sericulture sector require low investments and quick returns.
- Markets can be created in close vicinity without spending time on research.
- Most of the enterprises are ecologically sustainable and economically viable.
- Entrepreneur's passion and moderate risk taking ability helps in setting up successful enterprises.
- Family support to entrepreneurs, especially for women, is crucial.
- Ploughing back profits in the beginning for diversification and expansion decides sustainability issues.

Contributor



Mrs. C.S. Ramalakshmi (IFS), Rtd.

csrlakshmi@gmail.com

Mrs. C.S. Ramalakshmi is a retired Indian Forest Service (IFS) Officer, currently working as freelance consultant on rural and urban development issues, women empowerment, forestry and environment management issues and sustainable development goals. She developed a strong base for production of Bivoltine Silk in the state in order to reduce dependency

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of domestic silk industry on imported silk from China. She designed and implemented various projects and schemes in favour of farmers, reelers, twistors, weavers, and designers and worked to improve the value chain. She adopted labour saving technologies in silk production from leaf to cloth to cut down cost of production and quality improvement. She secured convergence of schemes with related departments like Agriculture, Social Welfare, Minorities Welfare, Rural Development, MGNREGS, Tribal Development schemes for maximization of benefits to stakeholders in Sericulture Sector. She served as a lead member for preparation of report on the Role of Women in Sericulture in the XI five year plan document for the planning commission in 2007. She is now serving as a resource person and guest faculty for subjects related to Women empowerment, Self Help Groups, Micro Credit and Micro Finance, Employment Generation for Poverty alleviation, Natural Resources Management, Water Shed development programs, Sericulture, Environment and Sustainable development and other related subjects. She also served as a board member in the Central Silk Board (Ministry of Textiles, GOI) from April 2011 to June 2014. Mrs. Ramalakshmi received 'Best State Coordinator' award from the Government of Andhra Pradesh in 2004 for rendering laudable services to the 'self help movement in Andhra Pradesh' during the period 1993-2004.

2. Impact of Electronic Media on a Village Community: A Study of Block Khour of Jammu District - Archana Kumari, Rahul Dev Singh Chib

Abstract

The current report is a preliminary study of radio and television viewership and trends in the rural communities, and their impact on building opinion, driving thoughts, gaining knowledge, and guiding the rural community on various socio-economic, intellectual and cultural fronts. The samples have been taken from Block Khour of Jammu district of Jammu & Kashmir state. Various aspects have been studied on this front, the most prominent being the exposure to electronic media. The role of electronic media in rural villages is highly commendable and a great harbinger of development. Communication is the lifeline of development and the villages of Jammu and Kashmir cannot vouch for more. In the age of Information, communication is essential for people to survive, grow, progress and develop. It plays vital roles in business, education, civilization, administration and other areas where there is interaction among people. The mass media including newspaper, radio, television and internet are catering to the information needs of the people. It is imperative that for the rapid and overall development of a country it is must that the citizens of that country are well versed with the happenings around them. Farmers, most of the population of the rural areas, need to come out of their shyness to adapt to the modern means of communication and enlightenment. Radio and television are active platforms through which the rural population can develop.

Television as an audio-visual medium of communication offers immense potential for penetrating technological information to remote corners of the country. Television imparts awareness to the illiterate and literate alike. In fact, the illiterates are known to have learnt and developed greatly from television. Television information is considered to be credible and trustworthy. The rural masses, in spite of showing great affinity towards entertainment programmes, with a little awareness and education, can be made to learn from television important things which can be beneficial to them.

Introduction

India is a country where a large majority of the population lives in villages and practices age old traditions and cultural ethos. Even today, rural society of this country is marked by deeply held traditions in relation to caste, gender, and religion. The rural population has remained isolated from external media influence until recently. However, the rural scenario has undergone a sea change with the external influence of media which sometimes poses new challenges before the rural people to protect and preserve their deeply-held

traditions and rich culture.

The convergence of communication technologies aided by 'Direct-to-Home' technology to inaccessible and 'shadow' areas of the country has made it possible for the once isolated communities to expose themselves to new TV culture. The role of television in the process of social change in rural India is a challenge. With the advent of high entertainment quotients and political events, it is not wrong to say that people in rural India and their problems have taken a backseat in

the media's list of priorities.

Dr. Abdul Kalam in his speech at 'Grassroots Summit' held at the Nehru Memorial Museum and Library in 2006 said: "I recall my experiences of visiting all the States and Union Territories and witnessing the unique ambience of the seven hundred million people living in 6-lakh villages equivalent to 2-lakh panchayats. What is that ambience? I call that ambience 'A scene of sweat'. It is the farmers. It is the fishermen, it is the work, teachers, knowledge workers in the laboratories and many other people, who always be remembered by this great media community..."

R.K. Pachauri, in his article, 'Let's Light up the lives of India's poor millions', says that India has miles to go in improving human development indicators. He says, "despite efforts to universalise primary education, more than one in every five of all primary age children out of school, are in India.... Similar is the sad situation of 1.6 billion people globally who have no access to electricity... unfortunately, 25% of these - 400 million - live in India".

(Pachauri, R.K. (2009). Let's Light up the Lives of India's Poor Millions. Sunday Times of India, 11 January, 10).

In India, concerted efforts have been made after independence to use communication technology to accelerate the process of rural development. Due emphasis on the role of communication was given while drawing national development policies which is well reflected in the successive Five Year Plans.

But even today, women and children are the most vulnerable and neglected lot in the development strategy. There is a need to give special treatment to this section in development and also while framing communication strategy for them to get better benefits of the programme. A committee report

on the status of women conducted in 1974 has been an eye opener. The report reveals:

"In any case women who are half the population are often half the audience. The success or failure of development plans in education, family planning, community development, health and nutrition depends upon the involvement and participation of women. The investigation shows that compared to men, women are underprivileged in many ways and suffer from serious disabilities. Since education is costly and long term process, it is essential to harness the mass media. However, incidental studies of the impact of the mass media indicate that women's exposure to the mass media is often marginal and unsatisfactory. It appears that the mass media has not been an effective instrument to inform and prepare women to play their new roles in society."

But there are some more studies which reveal the positive relationship between media exposure and women awareness about various aspects of life. During Satellite Instructional Television Experiment (SITE) both women and children were treated as separate social categories for measuring the impact or effect of TV viewing on them. It was revealed that those women who viewed TV gained more than men in areas like family planning, health, and nutrition.

Another significant finding was that illiterate women, more than literate women, gained knowledge from TV viewing in the same areas, thereby indicating that illiteracy was no barrier for learning from TV.

Thus, the linkage of the rural development programmes aiming at alleviating poverty among the rural masses through their contribution and active participation in the

programmes— with the mass communication for the social development of the village community—has become the integral part of the community development programmes. In this context, S C Dube, while studying 'Indian village in its transformation (1967)', remarks:

“The Indian Community Development Programme is an impressive and pioneering venture. A beginning has been made, but so far, it has not done much more than touches the surface of the complex and difficult problems of Indian masses. There are some signs that the great masses of rural India are awakening, but their first step towards progress have been faltering and hesitating. The awakening must be followed by determined efforts to channel the vast manpower and human resources of country into creative and productive pursuits.”

The present study 'Village Community and Electronic Media' is one of its kind in Jammu and Kashmir, describing the socio-economic factors of the village community and its impact on the process of modernity by use of radio and television. It provides deep insights into describing the complex process of socio-economic transformation of the rural community with increasing modern facilities including the mass media and other agencies. This study will also be useful from feedback point of view to the administration and the various policy makers to improve upon the existing infrastructure to transform the village community life in a positive way.

Objectives

- To study the media habits, especially electronic media, among the rural masses
- To study exposure of village community to electronic media vis-a-vis community life

Operational Definition of Terms

In order to conduct the study in a scientific manner, variables under investigation need to be objectively measured in a quantitative manner and hence need to be operationally defined.

Village Community: the community life connotes socio-economic condition, life style, ways of communication modes and attitudes and perceptions with regard to social life, political affairs and modernisation of community members in a village. It represents a composite and complex web among individual members, to act together and to differentiate as well in their ways and modes of using. Hence the village community refers to:

1. Socio-economic characteristics of community members, namely gender, age, education, occupation, education status of wards, family, income and family size.
2. Views and perceptions of community members, as represented by heads of household, towards certain modernity indicators such as criterion to determine social status, belief in caste system, religiosity, belief in gender equality, socio-political participation and developmental information seeking and sharing behaviour.

Electronic Media (E-Media): refers to exposure to electronic media, i.e. radio listening and television viewership, in terms of duration and purpose. Further, exposure to e-media was restricted to duration of radio listening or television viewership to analyse its role in village life, as perceived by community members (heads of household).

Review of Literature

Over the last decades, the growth of mass media particularly the cable and satellite television has spread rapidly throughout

the developing countries. These cable and satellite television sources expose the viewers to new information and the way of life of the outside world which may affect attitude and behaviours of people. India is also a part of this mass media revolution. Mass media has the capacity to bring about the behavioural, motivational, and attitudinal change in the rural people and in this regard television and radio are the most powerful media.

Actually, there exist different views about the role of mass media particularly electronic media. Mass media can act as a positive agent of social change in some cases while impeding such change in others.

Media Exposure Affects Studies

H. Abell, in a study of eighty villages in Ghana, a developing country, found that radio forums were beneficial in improving villagers' level of comprehension regarding inter-village cooperation, formation of co-operatives, and food nutrition. He further expressed views that radio has potentiality of being an effective tool for modernization which can be used in a variety of circumstances in developing countries with different strategies. (Abell, H. (1968). *An Assessment of the Project: An African Experiment in Radio Forums for Rural Development*. Ghana, 1964-65. Paris: UNESCO).

K. S. Sitaram, in his doctoral study of 221 persons in ten villages located in Hassan district, Karnataka, found a significant impact of radio listening among the villagers. The hypotheses which were confirmed by him are: The general awareness level of the rural Indian communities having radios is higher than that of communities having no radios; the illiterate radio listener is either equal to or higher than the literate one in communities without radios in terms of the level of general awareness; political news listening significantly raises

the political awareness of the villagers; and the villagers like the religious and cultural programme on their radios. He is of the opinion that even in the absence of schooling and literacy, rural India can be modernized to some extent by radio programmes. (Sitaram, K.S. (1969). *An Experimental Study of the Effects of Radio upon the Rural Indian Audience*. Unpublished Ph.D Thesis, Oregon: University of Oregon, Eugene).

P.C. Joshi, analysed the role of TV in the changing society's attitude towards the female sex. The study takes up the case study of Jalandhar city of Punjab. The findings of the study show that there has been a marginal change in the attitude of society towards the female sex. In the matter of education and career for girls, 90% respondents listed education as something very important for girls while 98% respondents were of the opinion that girls should be career conscious. (Joshi, P.C. (1994). *Television, Culture and Communication*. *Mainstream*, June 4).

VirBala, in her doctoral study of the role of mass media in the development of Himachal Pradesh, revealed that the majority of people consider television to be an effective agent in the task of eradication of poverty. However, there exists a considerable difference in the perception of the rural and urban people in relation to the role of television in alleviating poverty. She concluded that the role of television in economic development in terms of highlighting various economic issues related to agricultural development and on life style of people seems to be positive and no doubt, needs significant improvement to make it an effective medium of communication for development.

Kulkarni (2005) conducted a case study of Women's Exposure to Mass Media and Use of Family Planning Methods in Goa. The study

revealed that the exposure to television, radio and newspaper was positively associated with family planning messages and has led to significant increases in use of family planning methods. The important implication of the study is that Government of India must continue with the awareness campaign about the family planning programme in the electronic and print-media with special emphasis on television and newspapers.

Sandhu (2009) while analysing the construction of gender and notion in Indian media says that the media play an important role in influencing women's self-concepts and self-esteem. Unfortunately, the media have not kept pace with fundamental changes that occurred in gender roles in society. Selectivity, distortion and marginalization still characterize the presentation of women's issues in the media. Stereotypical images abound in the advertising media. As a result women are often saddled with negative perceptions of themselves.

Television Affects Studies

Television affects studies in the rural community. A separate review of the studies related to this medium gives a deep understanding of the effect of television on different aspects of life.

Steiner (1963), in the first study on television effect, made a national survey of 2427 TV viewers to find out as to what the phenomenon of TV means to the American people. The findings of the study show that the American viewers have come to depend on TV daily, but the viewers are neither overwhelmed nor disgusted. The viewers on the whole feel that TV should provide educational information but its main function should be entertainment. It was found that the people turned to newspapers and radio for seeking serious and detailed information but they turned to TV only

for relaxation and diversion.

V.R. Bhattacharya studied the role of the satellite communication in telecasting the TV programmes. He analysed the role of TV at the national and international levels. According to him the people of the world who are facing conflict and dispute, tension and turmoil, stress and strain can come under the common umbrella with the help of mass telecasts transmitted by the satellite. It can also help in bringing about economic development and raising the social and the political consciousness among the masses of the developing countries. (Bhattacharya, V.R. (1976). *Communication in A Global Village*. New Delhi: Chetna Publication).

M. Vidya Sagar conducted a study in rural Maharashtra to find out as to how far the TV programmes are need oriented to the rural people. In his findings the author points out that there was a lack of awareness towards the utility of TV programmes amongst the villagers. For most of the villagers, the TV is only films. (Sagar, M. Vidya (1980). *Television Needs Audience*. Vidura, August, 17 (4) 265-267)

V.N. Bhatt, in his study of television and rural health, points out that the TV rural health programmes could not make impact on the rural people because they did not adequately reflect the rural social structure and rural values. The TV meant for rural health still projects urban value orientations. The other suggestion made by the author is that along with the health programmes, the other problems like low wages and lack of medical care should also simultaneously be tackled. (Bhatt, V.N. (1979). *How Rural is Our Rural Television*. Vidura, 16 (2), 118).

Yadava (2006), after conducting a study of the effects of television and video in Delhi

and its neighbouring rural areas, revealed that in all categories of people, television is associated more with entertainment and less with news, and very little with education and development. Television in their mind is synonymous with entertainment. The information function of television is relegated to the background. Although people watch news they do not equate the main function of TV with it.

VirBala and Ranjit Singh, in a survey conducted in five villages of Kangra district of Himachal Pradesh found out a positive correlation between literacy and information which indicates a ray of hope in the existing circumstances. The younger and middleaged people opine that more informative and education programmes should be telecast on TV than entertainment programmes.(VirBala, and Ranjit Singh (1989). TV and the Rural Audience. Vidura, 26 (5), 11-12).

Pathak-ShelatManisha revealed in her study of Communication for Gender Sensitisation that among young educated viewers, more females than males credited TV with widening their knowledge about other parts of the country and the outside world. The impact of TV was maximum in the areas of health, and general knowledge of current affairs, whereas this impact was not so visible in agriculture.(Pathak-Shelat, Manisha (1998). Communication for Gender Sensitisation: The Value Discussion Approach. Media Asia, 25 (4), 218-228)

Oster and Jensen (2008), in their study of the “Power of TV: Cable Television and Women’s status in India”, based on the survey of Aging in Rural India (SARI), conducted in 2001, 2002 and 2003 in four states viz. Bihar, Goa, Haryana and Tamil Nadu, and the capital Delhi, revealed that the introduction of cable television is associated with significant decreases in the reported cases of acceptability of domestic

violence towards women, preference for sons, as well as increases in women’s autonomy. The authors also found that exposure to cable television increases school enrolment for younger children, perhaps through increased participation of women in household decision-making.(Oster, Emily and Jensen Robert (2008). The Power of TV: Cable Television and Women’s Status in India).

Several studies have been conducted in various parts of India to understand the impact of electronic media on the rural population. However, the winter capital of Jammu and Kashmir, Jammu, has remained out of focus. This study tries to fill the gap by initiating one step in this direction and takes up five villages of Khour Block to investigate the electronic media consumption of the villagers and its impact on them.

Methodology

There have been a number of media effect studies conducted in developed countries. However, there are hardly any serious studies of the impact of electronic media, particularly television, on Indian society and culture, especially in rural areas.

From this point of view, the present study is relevant and a timely effort to fill the gap in this direction. Since the researcher himself belongs to the rural community and hails from one of the surveyed villages - Manchack of Khour Block district, Jammu, state of Jammu and Kashmir, it helps positively to deeply and closely understand the various aspects of rural life. The rural background of the researcher was also helpful in filling up the questionnaire in a proper way by getting personally involved in the process.

Simple random technique was used for the collection of data. Since the purpose of the study was to explore media exposure versus socio-political and cultural life of village

community, it was planned to conduct field survey of some selected villages of Khour block, district Jammu, in the following manner.

In this study, five villages of Khour block of district Jammu of the state of Jammu and Kashmir were selected.

Research Tool

Questionnaire-cum-interview Schedule

The present study was essentially empirical to look into the usage of electronic media, village life and linkages of both in the transformation of the rural set-up. In order to achieve this objective, a questionnairecum interview schedule was used, which comprised of background information including age, gender, size of family, education and occupation.

Collection of Data

The field work was conducted by the researcher himself by visiting each village and holding interviews with the heads of households onebyone. Each interviewee was explained the purpose of research and assured that all information provided by him/her would be kept confidential and would be used for research purpose only. Totally, 50 respondents were interviewed, 10 from each of the five villages.

Analysis and Interpretation of Data

The purpose of the present study was to look into the village community life and electronic media in Khour Block of the Jammu district of J&K and their interrelation the impact of electronic media on the village community and their lives. The information on various indices of village community life in five villages from Khour Block, media usage and their interactive process was collected with the help of self-designed questionnaire-cum-interview schedule.

Subsequent Analysis of the Collected Data:

Personal Demography of the Respondents

Following points can be drawn about the demography of the respondents (As shown in Table 1 of Annexure 2):

Majority of respondents are males, because they were heads of the families selected randomly for interview.

- The family size of large majority of respondents is either small or medium.
- The educational status of respondents is average, i.e., literate up to high school stage.
- A large majority of respondents are engaged in agriculture or in farming activities. Some of them are retired persons and lesser number of them are in government service or business/professional occupation.
- The economic status of families under study is average and only a small proportion of them may be stated as above average (may not be high status).

Radio Listening Habits

Table 1:

Pattern of Radio Listening, Duration of Listening and Purpose

Questions asked/ Criteria	Yes		No	
Whether listen to radio	25	50%	25	50%
Having own radio set	22	44%	28	56%

(Source - Field Survey, 2017)

It may be observed from Table 1 that out of 50 respondents, 25 persons, i.e., 50% of the total sample, listens to radio and 25 persons, i.e., 50% do not listen to it; whereas 22 persons, i.e. 44% have their own radio sets while 28 persons, i.e., 56% do not have their own radio sets.

Table 2:

Duration of Listening Radio of Radio Set Owners

Time	No. of persons	Percentage
Less than half an hour	7	14%
½ to 1 hour	9	18%
1 to 2 hours	2	4%
More than 2 hours	4	8%

(Source – Field Survey, 2017)

This table indicates that out of 22 respondents who have their own radio sets, only 7 respondents listen to the radio for less than half an hour, i.e. 14% of the total sample. 9 respondents listen to the radio for half to one hour, i.e. 18% of the total sample. While 2 and 4 respondents listen to the radio for 1 to 2 hours and more than 2 hours respectively which comprises 4% and 8% of them respectively.

Table 3:

Purpose of Listening to Radio

With the confirmation of owning a radio set and listening to the radio programmes, it is also important to know, which type of programmes are being listened to.

Purpose	No. of Persons	Percentage
Entertainment	19	38%
News	26	52%
Educational	9	18%
General awareness programmes	21	42%

(Source – Field Survey, 2017)

It may be observed from table 3 that the purpose of listening to radio is majorly for news and general awareness programmes. Out of 50 respondents, 19, i.e., 38% of respondents listen to it for entertainment purpose; and majority, i.e., 26 respondents (52%), listen to it for the purpose of news. Only 9 respondents listen to it for the purpose of education programmes, i.e., 18% of the respondents. Twenty one people listen to general awareness programmes, which is 42% among the 50 respondents.

Table 4

Television Viewership and Resources

The television viewership of the village community was surveyed in terms of watching TV, having own TV set, duration, purpose of viewership, liking for advertisements and their impact, views on role of television in community life, cable or DTH connectivity and suggestion regarding improvement of programmes. The data pertaining to these aspects of television viewership have been analysed and shown below:

Questions asked	Yes		No	
Watched T.V	50	100%	0	0%
Having own T.V set	50	100%	0	0%
Having cable or DTH connection	50	100%	0	0%

(Source – Field Survey, 2017)

It may be observed from Table 4 that 100% of the respondents watched TV and have their own TV sets. It also shows that 100% of them are also having own cable or DTH connections and who watch serials. This implies that all the 50 respondents, i.e., 100%, watch TV and have their own TV sets with cables or DTH connections.

Table 5

Duration of Watching TV

Time	No. of persons	Percentage
Less than half an hour	1	2%
Less than an hour	12	24%
1 to 2 hours	24	48%
More than 2 hours	13	26%

(Source – Field survey, 2017)

It may be observed from table 5 that among 50 respondents only 1 respondent, i.e., 2% watched T.V for less than half an hour, 12 respondents, i.e., 24% of the total sample watch TV for less than one hour; the highest number of respondents, i.e., 24 comprising 48% of the total sample watch television for 1 to 2 hours; and 13 respondents watch TV for more than 2 hours, which is 26% of the total respondents.

Table 6

Types of Programmes Respondents like to Watch on TV

Programmes	No. of persons	Percentage
Entertainment	32	64%
Educational	17	34%
News	44	88%
Informative	22	44%
General awareness programmes	28	56%

(Source – Field Survey, 2017)

With the confirmation of owning a TV set with DTH or cable connection, it is also important to know, which type of programmes are being watched. It may be observed from table 7 that

there are various types of programmes which respondents like to watch on TV. Of the 50 respondents, 32, i.e., 64% watch TV for their entertainment. Least number of respondents, 17, i.e., 34%, like to watch educational programmes and the maximum number of respondents, 44, comprising 88% of the total sample, like to watch news programmes. Informative programmes are watched by 22 respondents which is 44% among the total sample and 28 respondents watch general awareness programmes, i.e., 56% of total respondents.

Table 7

Respondents' Suggestions/Opinion on Types of Programmes on TV

In order to further investigate on the types of programmes being telecast on TV, it was asked from the respondents which types of programmes they would suggest to be shown more on television and the results are shown below:

Programmes	No. of persons	Percentage
Entertainment	6	12%
Education	16	32%
Information	8	16%
News programmes	20	40%

(Source – Field Survey, 2017)

The table 7 shows the opinion of respondents regarding the programmes telecast on television sets. Least number of people, i.e., 6, comprising 12% of the sample say that more TV programmes should be on entertainment. Maximum number of respondents, i.e., 20

(40%) say that maximum number of TV programmes should be news related. A total 16 respondents (32%) of the sample have opinion that TV should have more programmes on education, while 8 respondents (16%) are of the opinion that there should be more informative programmes on TV.

Table 8

Respondents' opinion on most important role of TV

In order to understand the views of respondents on the role of television, their opinion about it was asked and the results are shown below:

Role	No. of persons	Percentage
Useful in increasing awareness	21	42%
Spoiling our culture	6	12%
Useful in making public opinion	2	4%
Encourage sense of participation among citizen in development of the country	21	42%

(Source – Field Survey, 2017)

It may be observed from table 8 on respondents' opinion regarding most important role of TV, majority of respondents, i.e., 21 (42% of the total opinion samples) have given the opinion that TV is useful in creating awareness and encourages the sense of participation among citizens in development. The least number of respondents, i.e., 2 which makes 4% of the total sample, say that it is useful in making public opinion. Total 6 respondents, i.e., 12%, say that it plays an important role in 'spoiling our culture'.

Table 9

Whether Respondents Like to Watch Advertisements

Since television programmes also have slots of advertisements and these advertisements have huge impact on the cultural and traditional values of the people, their watching habits of advertisements were also traced.

Responses	No. of persons	Percentage
Very much	5	10%
To some extent	21	42%
Not at all	24	48%

(Source – Field Survey, 2017)

It may be observed from table 9 that the interest of respondents in watching advertisement is not very significant. Majority of respondents totaling 24 which comprises of 48% of the sample, dislike watching advertisements. Five persons (10% of the sample) like to watch advertisements and moderate number of 21 persons (42%) like to watch advertisements to some extent.

Table 10

Whether respondents buy things on the basis of TV advertisement

Not only the advertisement watching habits of people were traced but also their impact on the buying behaviours of the respondents was studied.

Responses	No. of persons	Percentage
Always	1	2%
Sometimes	12	24%
Often	4	8%
Never	33	66%

(Source – Field Survey, 2017)

It may be observed from table 10 that of the respondents, only 1 person (2%) responded that he always buys things on the basis of advertisement while 4 persons (8%) often buy on the basis of advertisement. A maximum of respondents, i.e. 33, which is 66% of the sample, never buy things on the basis of advertisements, whereas 12 persons sometimes buy things after watching advertisements which is 24% of the total sample.

Suggestion to Bring Change or Improvement in Radio Programmes

The respondents say that more focus should be on educational and cultural programmes and also focus should be on the news from rural areas rather than on urban areas. It should also broadcast entertainment programmes to develop the interest and attention of the young generation so that once again number of radio listeners increases.

Suggestion to Bring Change or Improvement in Television Programmes

The respondents say that there should be more programmes to develop the interest of young generation in education and also for preservation and transmission of traditional and cultural values. Advertisements should be reduced which have adverse effect on the mental abilities and health of the individuals. Political interviews and programmes should be telecast that show the development work and schemes for the welfare of the society.

Conclusion

On the basis of analysis and interpretation of data, the following conclusions may be drawn:

Radio Listening Habits

- Half of the total sample listens to the radio while the second half seems not to be interested in listening to radio. More than half of the respondents have their own

radio sets whereas remaining ones do not have their own radio sets.

- Majority of respondents opt for radio listening for half to one hour (moderate level), whereas remaining ones are listening to radio either for less than one hour (light listeners) or for more than two hours (heavy listeners) or for one to two hours (extreme).
- Radio listening among respondents in village life is mainly popular for news now-a-days, followed by general awareness programmes. The radio listening for entertainment is reported by near majority of the respondents and only a small number of them reported radio listening for educational programmes.

Television Viewership

- Each respondent has his/her own television set and also watches it with own cable/DTH connection. Majority of them view television for watching serials.
- Majority of respondents opt for watching television for one or two hours; to a less extent, for less than an hour and more than two hours; and least for less than half an hour.
- Television viewership is perceived to be mainly for news, entertainment and general awareness programmes.
- Respondents' opinion on television is that it should have more news programmes. A moderate number are of the opinion that there should be educational programmes. Less number of people suggested more information and entertainment programmes.
- The village community is positive in its views on the role of television in various facets of community life. They have acknowledged its usefulness in increasing awareness and

encouraging sense of participation among citizens in the development of the village. They have also expressed concern on issues of 'spoiling the culture'; and were least concerned about television being useful in making public opinions.

- There is either no liking or some liking for advertisements and perceived impact of advertisements is either not at all or only sometimes among large majority of respondents. In other words, watching television advertisements does not have an impact on consumer behaviour in the village community.
- In spite of being bombarded with advertisements, majority of respondents do not buy things on the basis of television advertisements. Only an insignificant few buy things on the basis of television advertisements.

Electronic Media and Village Community

- Exposure to electronic media, radio listening to large extent, and television viewership, to some extent, relates positively with modernity in the village community's response towards determining social status in terms of 'education and general awareness.
- Radio listening and television viewership affect socio-political participation of the village community.
- The exposure to electronic media, both radio and television, affect the community members' developmental information seeking and sharing behaviour.

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ANNEXURE 1

Survey Questionnaire

1. Personal Information:

Name:	Age:
Gender: a) Male b) Female	Village Name:
Education:	Occupation:
Monthly Income:	Size of family:

2. Do you have anyone of the following in your house?

	Yes	No
Vehicle		
Television		
Radio		
Phone		
Computer		
Mobile		

3. Do you listen to radio programmes? Yes / NO
4. Do you have your own radio set? YES / NO
5. If not, where do you listen these programmes?

.....

6. For how much time do you listen to radio programme daily?
- a. Less than half an hour
 - b. ½ to 1 hour
 - c. 1 to 2 hours
 - d. More than 2 hours

7. Purpose of listening radio

Programme	Yes	No
Entertainment		
For news		
Educational programmes		
General awareness programmes		

8. Do you have any suggestion regarding the improvement in radio as a medium?

.....

9. Do you watch television? YES / NO

10. Do you have your own television set? YES / NO

11. If not, where do you watch these programmes?

.....

12. Do you have cable connection? YES / NO

13. For how much time do you watch television programmes in a day?

- a. Less than half an hour
- b. Less than an hour
- c. 1 to 2 hours
- d. More than 2 hours

14. Which type of programmes do you like to watch on T.V.?

Type of programme	Mostly	To some extent	Not at all
Entertainment			
Educational			
News			
Informative			
General awareness programme			

15. Do you watch television news?

- a. Regularly
- b. Rarely
- c. Occasionally
- d. Never

16. Do you watch serials on TV? YES / NO

If yes please specify the name of serials which you like most or have left impact on you

.....

17. In your opinion, TV should have more programmes on.....

- a. Entertainment
- b. Education
- c. Information
- d. News Programmes

18. Do you like to watch advertisement of various products of common household on T.V?

- a. Very Much b. To some extent
- c. Not at all

19. Do you buy things on the basis of TV advertisement?

- a. Always b. Sometime
- c. Often d. Never

20. In your opinion, which of the following role of TV is village life?

- a. Useful in increasing awareness
- b. Spoiling our culture
- c. Useful in making public opinion
- d. Encourages sense of participation among citizen in development of the country

21. Do you have any suggestion to bring change in television or improvement of television and make it more important medium of information in future also?

.....

ANNEXURE 2

S. No	Name of the Respondent	Gender	Age	Education	Occupation	Size of the Family (no. of persons)
1.	Ludhari Mani	Male	74	8 th passed	Retired	2
2.	Chunni Lal	Male	76	6 th passed	Retired	7
3.	Sunil kumar	Male	37	8 th passed	Barber	4
4.	Sukhdev Singh	Male	61	10 ^h passed	Retired	4
5.	Lovely Sharma	Male	26	12 th passed	Shopkeeper	5
6.	Chander Bir Singh	Male	49	Graduate	Govt. Teacher	4
7.	Joginder Singh	Male	40	10 ^h passed	Driver	4
8.	Amit Manhas	Male	34	Graduate	Govt. Service	6
9.	Avatar Singh	Male	69	9 th passed	Retired	4
10.	Roshan Lal	Male	21	12 th passed	Student	3
11.	Madan Singh	Male	52	10 th passed	Retired	5
12.	Chajju Singh	Male	65	10 th passed	Farmer	4
13.	Rajesh kumar	Male	27	12 th passed	Farmer	3
14.	Ashok Singh	Male	40	12 th passed	Farmer	4
15.	Romesh Singh	Male	42	8 th passed	Farmer	4
16.	Amrit Bhushan Bharti	Male	46	12 th passed	Shopkeeper	5
17.	Ram Pal	Male	59	10 th passed	Farmer	4
18.	Des Raj	Male	49	10 th passed	Farmer	4
19.	Raghibir Singh	Male	40	10 th passed	Farmer	4
20.	Kuldip Singh	Male	60	10 th passed	Retired	6
21.	Monika Thakur	Female	25	12 th passed	Housewife	5
22.	Karpal Singh	Male	50	10 th passed	Govt. Service	4
23.	Neena Kumari	Female	43	10 th passed	Housewife	4
24.	Varun Raj	Male	23	12 th passed	Student	5
25.	Jagdev Singh	Male	52	10 th passed	Retired	4

26.	Rameshwar Dutt	Male	74	10 th passed	Retired	4
27.	Rajinder Singh	Male	65	12 th passed	Retired	3
28.	Bharat Singh	Male	50	10 th passed	Govt. Service	5
29.	Bachan Singh	Male	60	10 th passed	Retired	2
30.	Sachin	Male	19	12 th passed	Student	7
31.	Babu Ram	Male	40	8 th passed	farmer	5
32.	Dhanatter Singh	Male	64	10 th passed	Retired	2
33.	Balwant Singh	Male	58	8 th passed	Retired	4
34.	Dalbir Singh	Male	41	10 th passed	Farmer	4
35.	Rajiv Kumar	Male	40	12 th passed	Govt. Service	4
36.	Jaswant Singh	Male	45	10 th passed	Farmer	6
37.	Sagar Singh	Male	29	12 th passed	Farmer	5
38.	Jagdish Singh	Male	39	12 th passed	Shopkeeper	4
39.	Laddu kumar	Male	37	10 th passed	Farmer	5
40.	Bua Dutta	Male	38	10 th passed	Farmer	7
41.	Dyal Singh	Male	45	8 th passed	Retired	4
42.	Neha Singh	Male	25	Graduation	Student	5
43.	Chandhan Singh	Male	22	12 th passed	Unemployed	4
44.	Naresh Singh	Male	26	Graduation	student	4
45.	Taniya Sharma	Male	21	Graduation	student	4
46.	Rajesh kumar	Male	32	10 th passed	Farmer	6
47.	Balwant Singh	Male	37	10 th Passed	Farmer	7
48.	Summit	Male	22	Graduation	Student	4
49.	Chain Choudhary	Male	36	10 th passed	shopkeeper	4
50.	Ghasita Singh	Male	66	8 th passed	Retired	5

(Source – Field Survey, 2017)

Contributor



Archana Kumari,

Assistant Professor,

Department of Mass communication and New Media,

Central University of Jammu, Rahya-Suchani, Bagla

Dist – Samba, Jammu – 181143, J & K, India,

E-mail: archanakumari@cuammu.ac.in / archanaiimc@gmail.com

Phone: +91- 9419026595

Mr. Rahul Dev Singh Chib

Freelance Journalist

Ms. Archana Kumari, working as Assistant Professor, Department of Mass Communication and New Media, Central University of Jammu, has published several research papers and chapters in various books. She has done her M Phil in Media Sociology from Jawaharlal Nehru University, New Delhi, and is currently pursuing her Ph.D in Media Sociology from JNU. Supervising students in their MA dissertation. She teaches Reporting and Editing for Print Media, Advertising and Public Relations, Media Management and Media Discourse. She has designed curriculum on reporting assignment, editing assignment and history of press, media management, feature writing, development communication. She is member of several committees.

3. MGNREGA and Swachh Bharat Mission – Women Collectively Fight for their Rights in Naharpur, Chattisgarh

- Ashutosh Nanda, Kalpesh Kumar Chauhan

Abstract

This article presents the author's experience and research findings on the operational and implementation issues that exist in MGNREGA. The several battles waged by the rural women for getting their rights is highlighted here. Though construction of toilets under MGNREGA was a right for the village women, they were not able to make this happen. It was then that the women under Self Help Group (SHG), took it upon themselves, as part of Swachh Bharat Mission, and became aware of their rights and entitlements. They then proceeded to collectively fight for their rights under MGNREGA.

Keywords: MGNREGA, Swachh Bharat Mission, women's rights, rural empowerment

Introduction

India, being a developing country has been experiencing the issues of unemployment, poverty, illiteracy, poor economy, poor infrastructure, etc. since ages. Being a welfare state, many policy efforts have been put forward for rural development and the nation as a whole. As the unemployment has direct link with economic poverty and this affects the livelihood, people find it difficult to meet their needs of food, clothes, shelter, and access of safe drinking water and hygienic facilities. Unemployment and poverty are interconnected. To address the issues of unemployment and poverty, Indian government has made many efforts through various schemes and programmes. NREGA, a social legislation, was enacted on 7th, September 2005 with the aim to ensure employment guarantee, strengthen the rural physical and natural assets at individual as well as community level, ensure direct democracy and demand driven environment and focusing on sustainable livelihood approach. Later, NREGA was renamed as MGNREGA in

2009. It guarantees 100 days of employment and strengthens the livelihood assets at an individual and community level. Employment security brings financial stability, reduces the risk of hunger and distress migration, and strengthens the natural and physical assets at an individual and community level. It permits land development and water conservation, and gave an opportunity to the people to take up the livelihood activities such as fishery, poultry, etc. through convergence approach. MGNREGA is being appreciated across the world for its uniqueness of social legislation. It has its uniqueness in itself that it provides not only the employment and durable assets, but also strengthens the Panchayati Raj Institution (PRI) to discharge their responsibilities.

Though the programme is well structured, the implementation of the programme at ground level is still at infancy stage. This is because of the low capacity of the local implementing organizations- both district administration and Gram Panchayats- caused by poor accountability, absence of performance appraisal, lack of motivation,

absence of system of incentives and penalties, poor working conditions, shortage of staff and their absenteeism, and large-scale leakages due to corruption. At the receiving end, the poor are not empowered, and are not included in the decision making processes. During our engagements with the community, we have experienced that the issues in governance, political interests and lack of capacity building of MGNREGA functionaries, Gram Panchayats (GP) and people remain unnoticed or unaddressed till today to a large extent. Below are the observations, data and experiences as studied that presents the state of MGNREGA functionaries, Panchayati Raj Institutions (PRI), Civil Society Organization (CSO) and the struggle of the people of Narharpur.

Whose MGNREGA and Whose Priority?

Gram Sabha is foundation of governance that ensures individual and community participation and development. MGNREGA has permissible works which Gram Sabha prioritizes and finalizes, but only the specific works get sanctioned which the state/state officials desire. For instance, recently individual Household Latrines (IHHL) got sanctioned and many of the community demands around water conservation and land development got bypassed. In 22 GP of Narharpur where the issues were discussed, it is found that toilets are the targets of the GP. Informally it is communicated to the GPs and people that MGNREGA work will not get sanctioned till Swachh Bharat Mission's (SBM) targets get achieved in the village. Data of Narharpur Block of Chhattisgarh also shows that construction of toilet increased to 3057 toilets in 2016-17 from 47 toilets in 2013-14 (<http://www.nrega.nic.in/>). Few farm ponds also got sanctioned, but overall natural resource management works have also reduced drastically from 73.21% in 2013-14 to 36.78% in 2016-17 (<http://www.nrega.nic.in/>).

[nrega.nic.in/](http://www.nrega.nic.in/)).

Natural resources play significant importance in the lives of the community as they are mainly engaged in rain fed agriculture with huge water scarcity. Statements from community that we came across and heard are- "Hum man la tohdabriaursamtalichahiye, magarPanchayat main manakarthe, aurbolis jab takshochalaynahikhatamhuigodikekamsurunahihui (We want MGNREGA work in land levelling and farm ponds, but Panchayat is saying that we cannot get the work until the SBM targets gets achieved)".

The Voice of the community is suppressed in various ways. Women were told by Sarapanchand Panchayat secretary (forcibly with power) that:-"Jab takshochalayakekampurannahihui, tab takchaurghalanehimili(Until the IHHL targets get achieved in their GP, no one will get ration through Public Distribution System -PDS)". Here, one can imagine how much pressure the people have to face, just to finish IHHL. The risk associated to demand other works or talking about MGNREGA work was challenging. The responses and behavior of the blocks are such that GP and people must achieve SBM target to get open MGNREGA work. It creates a feeling among the people that MGNREGA is not a demand driven programme but a government driven programme run from top to bottom as a relief programme.

Delay in payment, not getting the work within the demand period, frequent changes in MGNREGA, target pressure by top bodies to GP and hence to people and work sanctioning - are all that make the people's life more vulnerable during the cycle of unemployment. It also affects the people's faith in programmes of the government. Systemic flaws like account freezing, mode of payment, Aadhar card linkage and transfer of funds make the

situation worse. For example, villagers do not have the proper control and information from where and how they will take payment. Frequent change in service area approaches of bank, institutions (bank, post office, biometric account) and mode of payment make the process complex for the MGNREGA worker. This is because, the awareness and exposure of workers to the financial systems is low and also the accessibility to the institution is challenging for the villagers.

Based on the observation, it was found that there are several issues in tracking the FTO/EFMS (Fund Transfer Order/Electronic Fund Management System) in case of Post Office and Biometric payment system. In biometric system, one individual cannot trace or access his/her payment after working in MGNREGA. Second issue is that biometric payment processes are highly complex and have many partners to ensure service delivery in the village. The Block transfers the funds to the nodal bank, then the nodal bank transfers the amount to bank and then bank transfers the amount to the third party (Manipal Bank) and the third party delivers the amount to the village. Similarly in case of post office, the fund flows from Block to nodal bank, nodal bank to district Post Office and then to block Post Office and finally at GP level. People visit Post Office 3 to 4 times minimum in a month to receive payment due to unavailability of funds (as GP level post office does not carry more than Rs.50,000 in a day). There are documentation errors (multiple FTO numbers, amount and accounts of beneficiaries) and non-availability of staff.

Now the issue here is that MGNREGA functionaries do not take the consent of Gramsabha or PRI to decide what payment system the GP wants, what is convenient for the people and what are the pros and

cons of it. The orders and decisions were always communicated from district to block and finally to the villagers through Gram RojagarSahayak/GP. The villager's accessibility, convenience and GP's concern remained unnoticed. Digitalisation is good in order to check corruption but what if villagers/workers are unable to get their money on time and within the territory from where they can access the money. Based on observation, it is evident that 100% payment has been made through E-FMS from Block to the beneficiaries, but what percentage of funds was released to beneficiary account within one month is still a question and it has been observed that not more than 20% to 30% of the workers get their money within 1 month. The transfer of wages in the account of beneficiaries also take minimum of three to four months as it gets transferred from government to banks and then to beneficiaries. The system has clear mandates and rules regarding penalties on officials for delay payment, but this never gets exercised. Due to this and also inconsistencies in approach, payment flaws and, most importantly, top down target setting mechanism have made this programme less effective.

This can be seen in the overall progress of the programme. For instance, in Narharpur block, overall labour that worked in MGNREGA has been reduced by 17% in 2016-17 from 2013-14 (<http://www.nrega.nic.in/>). Similarly, total labour working in the block has been reduced by 29% in 2016-17 from 2013-14 (<http://www.nrega.nic.in/>). So the question that arises here is where are these 29% of workers going for employment? Although it is one of the best programmes which promises poverty reduction and economic stability, the hindering factors are accessibility, ownership and governance.

Capacity Building of Gram Panchayat, MGNREGA Functionaries and People - The Struggles

Over a period of 11 years, MGNREGA has undergone many changes that include convergence approach, digitalizing the data and financial transactions and involvement of CSOs in improving effectiveness at grass root level. But fewer efforts have been seen at the ground level to strengthen local bodies and awareness communities, especially in women, about their rights and entitlements. While discussing with GP members and people, it was found that GP members are unaware about MGNREGA as a right. Even if GP members know, they are unsure about the work to be given to the people as the work is sanctioned from the district or block level and GP has no stake in this process.

Capacity building of GP functionaries around MGNREGA is found to be totally missing. In the last 10 years, not a single training programme was organised for Gram RojgarSahayak, mates and workers by block/state about the technical aspects of earthwork, watershed approach and measurement details in Narharpur block. During interaction with engineers and MGNREGA staff, we found that the engineers have never gone through technical trainings although technical manual and Information, Education and Communication (IEC) is available on the website. Many of the engineers are from different backgrounds and have knowledge merely of basic works. The villagers as well as PRI look upon MGNREGA as a burden to implement the work and are unable to meet the community's demand. PRI members said,- "Sir, kaisekarbe, humumaan la tohupar se collector mahodayakaadeshhaweki agar humargaon ODF nahihui to haman la jovikas bar paisa milathaiworuksakthe. (What to do sir, we are instructed from the collector to

make our village Open Defecation Free (ODF) and if we wouldn't do within the given time, all development projects funds might get freezed)".So in a way, Panchayat, MGNREGA functionaries and the villagers seem to be helpless and not self-governed. At the work site also, there are no medical kits, and no facilities for taking care of small children. While discussing with stakeholders on the unavailability of required infrastructure and facilities at the worksite, the response was non-availability of funds, pressure on managing contingency and pressures on PRI.

PRI members, GRS and Mates say that they understand MGNREGA, their power and responsibilities, but are unable to exercise due to the targets from block/districts and therefore they feel that they have very less stake in MGNREGA. Autonomy of PRI, MGNREGA functionaries and people's right to access their rights are not being implemented properly due to operational issues, lack of awareness and capacity buildings of PRI and people and targets from state. Not only this, the transfer of officials also greatly affects labour budget for execution of work. With each changing official, the priorities change and the ongoing process is affected. Because of all this, people are losing faith in Gram Panchayat and Gram Sabha and also in MGNREGA. It could be analysed and affirmed that MGNREGA is more largely controlled and governed by block/state rather than people.

Our Experience and Observation with Women of Batbani Village of Narharpur Block, Kanker, Chhatisgarh

Unemployment after monsoon is phenomenal in Batbani village of Narharpur block (Chhattisgarh). In 2016, December was the starting month of unemployment. More than 80% of the inhabitants of the village were

almost through with rain-fed agriculture, and started cultivating paddy and other crops such as millets and pulses in the kharif (monsoon) only.

In the month of December, they are always left with no employment. Men migrate to nearby cities to urban/semi-urban areas like Kanker, Dhamatri and work as daily wage labourers, but women have to stay back in villages and they are the one who experience the unemployment period and the struggles. Getting work under MGNREGA helps women to be financially secure and independent and at the same time, also strengthens the individual and community assets through works of land levelling, farm pond construction, constructing poultry sheds, Vermicompost works, etc.

In mid-December, the village women approached the MGNREGA Mate for work. The Mate took the names and other details from them to submit the demand application. However, the women did not get any work even after a month. When they enquired about it, the Mate, Sachiv and Sarpanch of the GP told them that they were unable to open-up work under MGNREGA. They replied that they had received communication (informally) from the block not to open-up MGNREGA work till SBM targets are achieved in the villages. This unemployment situation went on till mid-January 2017.

During this time, MGNREGA awareness meeting was conducted in the village by Pradhan. Women's collectives were made aware about their rights and entitlements and they were also familiarized with the process of getting work under MGNREGA. The villagers needed work, but they had never discussed their needs and MGNREGA issues collectively. Women, realizing their deprivation and struggles, started discussing their issues at SelfHelp Group (SHG) level. Then they also flagged the

issues at village level in Village Organization (VO), a collective of their village's 13 SHGs. They generated awareness among themselves and also among the men in village regarding their rights and entitlements under MGNREGA. These discussions helped the women's collectives to take charge of their issues and flag them in larger forums. Being aware about their rights and entitlements under MGNREGA, the women conducted meetings at the village level to file demand application. They filled the demand application and went from door to door for the same.

Since the GP did not give them work, the leaders of the women's collectives went directly to the block/Janpad to submit their application. They met the Technical Assistant (TA), submitted the demand application and asked for a receipt of submission. Instead of giving the receipt, the TA tried to convince them. The TA said that there was no work sanctioned except for a farm pond. He also added that the landlevelling work was also sanctioned, but because of the SBM-ODF target, they were not allowed to start MGNREGA work. The women were firm and asked for the receipt. The TA did not accept the application and asked them to submit it to the Programme Officer (PO). The leaders of the women's collective met the PO-MGNREGA and told him about their journey, starting from preparing the social map, the seasonal map and the patch selection, to the approval of the files and plans at the gramsabha.

The PO was greatly moved by the confidence of the leaders. He appreciated their efforts. Although the PO too did not accept the demand form, he asked the TA to accept the application and to give the women the receipt. Both of them seemed helpless. The TA hesitantly accepted the application and signed it. The PO asked the GP to open up MGNREGA work in Batbani village based on the demand and

need of people. Immediately, the next day, a gram sabha was organized by the GP. The farm ponds and some land-levelling works were sanctioned for the village in February 2017. All of the women participated in Gram Sabha and a decision was made to open up work based on the demand by the women and the community. With the efforts of the women's collectives, the people of Batbani were at last given work. The Women Collectives were elated with their victory - "Sangathan hi humarishaktihai (Unity is our strength)"

Conclusion and Way Forward

MGNREGA, the biggest livelihood security programme, is found to have many flaws/gaps in implementation. The gaps exist mainly at two levels - one at policy/administrative level, and second at grassroots level. Grassroots problems include lack of awareness about MGNREGA, less understanding and realization

Contributors

Sri Ashutosh Nanda (based at Naharpur block of Kanker, Chhattisgarh) and Sri Kalpesh Kumar Chauhan (based at Darbha block of Bastar, Chhattisgarh), work for Pradan, a voluntary organization in New Delhi.

Pradan works through small teams of professionals in selected villages across eight states, promoting and strengthening livelihoods for the rural poor. Pradan, with its accomplished team, works in rural areas, helping the poor and underprivileged communities organize collectives that help people, specifically women, stand for themselves and for their families, by earning decently and benefitting from government programmes and other citizen entitlements.

of constitutional provisions, low capacity of PRI as well as ground staff (GRS, mates, Panchayat secretary, Technical assistant, engineers) for village level participatory planning, plan prioritisation and sanctioning in Gram Sabha. These issues need to be addressed to make MGNREGA effective. Strengthening decentralized governance is important, but making people aware about their MGNREGA rights and entitlements is the need of the hour which will make equality and democracy goals reachable as envisaged by the Indian constitution. The women collectives' fight and achievement has shown that being aware about their rights and entitlements and having collective strength to access their MGNREGA rights is possible in spite of great pressure and difficulties.

4. MGNCRE – Internship Studies

Foreword

Mahatma Gandhi National Council of Rural Education (MGNCRE) under the Ministry of Human Resource Development, Government of India, strives to promote resilient rural India through Higher Education interventions. MGNCRE designs, develops and promotes curriculum inputs for higher education programmes offered by Universities and Autonomous Institutions in India. The higher educational streams of focus for MGNCRE include: Rural Studies, Rural Development, Rural Management, Social Work and Education. The curriculum inputs are both theoretical and practical field-related, much relevant to rural India. As part of its proactive and continuing Research and Training endeavour, MGNCRE has, to date, initiated Research Projects in different parts of the country. Between 1995 and 2016, 115 such projects have been completed and appraised by the subject experts.

Established in 1995 by the Government of India under the Union Ministry of Human Resource Development, MGNCRE, founded by the Late Prime Minister Sri P V Narasimha Rao, seeks to usher in rural change and inclusive growth as a catalyst organisation. MGNCRE collaborates with rural institutes of higher learning such as Rural Universities, Rural Development Institutes, National Rural Livelihoods Mission and State Livelihood Action Units. Human Resource Development is our operational framework and Human Development is the goal. Sab Ka Sath Sab Ka Vikas is the guiding philosophy and strategy of MGNCRE, as enunciated by the Prime Minister of India, Sri Narendra Modi. Development of higher education curriculum addressing the needs of backward rural areas and their representative

higher educational institutions, boosting the flagship social and rural development programmes with focus on education, skill development, employment, livelihoods and Swacch Bharat comprise the core initiatives of MGNCRE.

Livelihoods in rural India covering 70% of the population are subjected to the vagaries of climate and natural disasters. Building resilience in rural areas is always a first step and not higher step in the path of development. In spite of years of hard work it continues to be a hardship ridden life. Rural India was the source of civilisational growth and it has to regain its prime place of pride in nation building and place India on the top in the comity of nations in the world. Higher educational institutions in the country have an important role in formulating and building curriculum for promoting continuous student and institutional engagement in study, research and improvement of the resilience of rural livelihoods and rural critical infrastructure.

MGNCRE – Internship Studies

As part of Internship Studies, MGNCRE has piloted research studies engaging Post Graduate students. These students have stayed in rural areas for a few months and submitted their research findings. The studies include areas of Rural Health, Rural Education, Rural Communication, Rural Governance, Rural Entrepreneurship and other Government of India flagship programmes such as Swachh Bharath and Skill Development.

Internship is rigorous, serious and fast paced. It requires full dedication and attention of interns for the entire internship period. The research methodologies adopted by interns include Participatory Rural Appraisal (PRA) of the rural

area that includes -

- Social Map
- Resource Map
- Services and Opportunities Map
- Transect Walk
- Time line
- Seasonal Map
- Human Resource Map
- Daily Activity Schedule
- Trend Analysis and
- Participatory Census Method

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Our goal is to increase the success of internship programmes and to better prepare MGNCRE's future workforce for coming career opportunities.

MGNCRE takes great pleasure in publishing the Internship Studies conducted under its tutelage in two volumes as part of its sincere endeavour to bring first hand ground reports on several concerns of rural India. The studies aim to seek developmental efforts and effective implementation from government authorities to make rural India resilient.

The Internship Studies, conducted during 2016-2017, are select studies encompassing several issues and also positive developments in the Indian rural panorama.

I. Rural Communication

I.1. Community Radio Mattoli – The Voice of Wayanad – Connecting and Developing Tribal and Rural Communities

Community Radio Mattoli (90.4 FM), the self-run and only radio station of Wayanad, located at Dwaraka, Mananthavady is a community radio service initiated on 1st June, 2009. The radio is licensed by the Union Ministry of Information and Broadcasting, with the prime objective of becoming a credible source of information that has direct and immediate relevance to the community living within its transmission zone. The radio was initiated by Dr. Mar. Jose Porunedam, Bishop of Mananthavady and supported by the diocese of Mananthavady. It provides farmers, tribes, dalits, women and children, with an opportunity to speak out, and be heard. The management of Radio Mattoli vests with a committee consisting of people representing different sections of society, besides designated members of the government body of Wayanad Social Service Society. The radio is for the people who normally have less access to mass media or lack opportunity to air their views/concerns on varied issues. Wayanad has a large settler population. There are people from almost all parts of Kerala who migrated to this fertile land. Since its inception in 2009, Radio Mattoli has been donning the role of a harbinger of socio-cultural and economic development through information-rich programmes. Being a dynamic media, radio can reach effectively. Its portability and cost effectiveness make it an affordable source of information for all strata of the community.

Background

The Government of India declared the National Policy of Community Radio in December 2006. Thereafter, in March 2007, Wayanad Social Service Society submitted the

formal application and after almost two years, the grant of permission was signed on June 1st, 2009 and on the same day Radio Mattoli went on air. Starting with four hours daily broadcast in 2009, today the radio is on the air for 17 hours from 6am to 11pm. Radio Mattoli produces some of its programmes with the financial assistance from government departments/institutions/organizations etc.

Role of Community Radio as a Tool for Development Communication

A community can be defined sociologically as a group of two or more people who have been able to accept and transcend their difference regardless of diversity of background (social, spiritual, educational, ethnic, economic, political, etc.). This enables them to communicate effectively and openly and to work together towards goals identified as being for their common good. The relevance of community radio comes in the context of imparting knowledge to heterogeneous people in a community on multi-dimensional aspects of social, spiritual, educational, ethnic, economic, political backgrounds. Community radio caters to the varied information requirement of the people. It acts as a reliable source of information for the people in the community.

Community radio enhances pluralism and diversity through its vibrant community broadcasting system. The participation from the part of people in the community towards programme making and content development makes the entire process of broadcasting a different experience altogether. No wonder that community radio is being called as true

people's radio. Community radio services perceive listeners not as mere 'target audience', but as active citizens and creative producers of media content.

Radio Mattoli- A Clarion Call for Change

Radio Mattoli functions as a platform to give voice to the voiceless. The radio is for the people who normally have less access to mass media or lack of opportunity to air their views and concerns on varied issues. The radio strives to build a self-reliant, interactive and harmonious society abounding in self-respect that seeks its own development, fully harnessing locally available resources. The community's efforts reach across masses like reverberating call of clarion – a call for change.

The programmes aired open up several possibilities especially for the marginalized sections, to express their views and feelings socially, economically, spiritually and culturally. Radio Mattoli provides an avenue for free flow of important information aimed at bringing socio-economic changes in the society. Radio Mattoli serves as a catalyst for the integral development of individuals and societies and operates as an avenue for the free flow of beneficial information aimed at bringing socio-economic changes in the society.

Radio Service of the People, by the People, for the People

Wayanad has a large settler population. There are people from almost all parts of Kerala who migrated to this fertile land seeking livelihood. Wayanad has a mixed population of all the major religions. It has a small Jain community consisting of Gowders who came from Karnataka. Almost all sections of Christianity is well represented. Hindus, Christians, Muslims - all live in harmony here. One important

characteristic of this district is the large Adivasi (tribal) population, consisting mainly of Paniyas, Kurumas, Adiyars, Kurichiyars, Kattunayikkans– all different aboriginal tribes of Wayanad.

Radio Mattoli is the only FM station in Wayanad. The prime objective in setting up a station here is to bring about a positive change in the socio economic, cultural, and educational and development scenario of Wayanad district. Since its inception in 2009, Radio Mattoli has been donning the role of a harbinger of socio-cultural and economic development through information-rich programmes. Being a dynamic media, radio can reach out to the masses effectively. Its portability and cost effectiveness make it an affordable source of information for all strata of the community.

Prime Objectives of Radio Mattoli

- Provide a platform for the marginalized community to voice their concerns
- Act as a catalyst for integral development of individuals and society
- Act as a harbinger of socio economic development of the community
- Bring about a positive social change in society
- Enhance the knowledge spectrum of the community
- Cater to the information requirements of the community it serves

Content Highlights

Radio Mattoli offers a comprehensive mix of educative and engaging content that mirror the current trends, relevant aspects pertaining to various socio-economic groups, people's voice, and interactive programmes for the listeners to be heard and answered. It has been

the indefatigable mission for the last decade that elevated the stature of Radio Mattoli to such impregnable heights, that today it has become an indispensable and emotional part of several lives. Behind everything, there is an ardent desire and absolute hard work observed to maintain quality, objectivity, timelines and freshness in content. There are three studios and accomplished teams supported by advanced technology to deliver the content.

Some Regular Features

- Weekly tribal literacy programme
- PSA (Public Service Advertising)
- Karshakavartha
- Interviews with officials and public servants
- Njattuvela programme (agriculture related programme)

Five Major Programmes with Good Engagement of Tribal Community

Vanitha Mattoli: A daily 15 minutes programme designed with the prime objective of women studies and women empowerment. All these programmes are produced by women from various walks of life. Vanitha Mattoli programmes strive to address various issues faced by women through informative as well as educative radio programmes.

Thudichatham: Radio awareness broadcast from Community Radio Mattoli series to sensitize the tribal community in the district on various socio-cultural educational aspects. Episodes are mainly focusing on the health and hygiene, education, cultural transmission, promotion indigenous tribal products etc. Thudichatham has a duration of 30 minutes and is broadcast seven days in a week. The programmes are made and recorded by the people from the tribal community and the script of the programme is in tribal dialects.

Each episode that is broadcast seven days a week is different from each other.

Njattuvela: Programme on current issues/concerns of the farming sector. This programme is highly popular in the farming community. Farmers receive information on all aspects of farming through this programme.

NjangalkumunduParayan: Weekly vox pop programme in which opinion of public on various issues affecting their daily lives are sought. Several common people were met and their views recorded on various issues that affect their daily lives. This is a popular programme and provides the public a platform to voice their concerns on many local issues.

Interactive Content for Tribals:

- **Colony Visit-** A field visit programme in which the tribal people interact with the tribal people and act as a platform for the people to exhibit their talents and express their grievances.
- **Phone-in programme-** The phone-in programmes enable the tribal people to engage in communication process and express themselves to the audience. The programme allows the caller to speak about himself and talk about any topics of his interest.
- **Arangu-** a programme that acts as a platform to promote the cultural and ethnic art forms. The artists may either come to the studio or the radio programmers might visit the colony for the broadcasting.
- **Government Projects' based Programmes**
 - **ThangumThanalum** - Radio Mattoli produced and broadcast a financial literacy radio documentary series with the support of National Bank for Agriculture and Rural Development

(NABARD). The major objective of the project is the production and broadcasting of informative as well as educative radio documentaries on various aspects of financial literacy for the benefit of the tribals of Wayanad. Various aspects of financial literacy were presented using innovative radio formats such as skits, interviews, discussions, narrations and radio talks.

- **PuthanPadavukal** - Radio documentary series broadcast under the Thudichatham programme deals with creating scientific temper among the farmers of Wayanad to integrate technology in the farming sector and attain sustainability and economic growth. The project was a joint venture of Ambalavayal Krishi Vigyanakendram and Kerala Shastra Sanketika Paristhithi Council.
- **JalaSamridhi**- The programme highlights Jala Nidhi project and acts as awareness programme to engage people in participatory programmes to practice water conservation and prevent water scarcity and water pollution.
- **Thudichatha Visheshangal**- A more recent capsule, it is related to the tribal communities and their development schemes.

- **Special Interactive Content**

Gramamattoli: It is a programme where the Radio Mattoli team visits a particular village, stays there for two days (Saturday and Sunday) and makes programmes with the participation of villagers. The programmes highlight the tribals' tradition, culture and rituals, emphasizing on several issues faced by them, enquiring about their welfare and needs,

collecting petitions (needs and requirements) and escalating them to the concerned government officials, etc. The participants range from small children to senior citizens. Gramamattoli programme plays a crucial role as a platform for the villagers to be heard and helped. Until now, Radio Mattoli has conducted six Gramamattoli episodes.

Conclusion

Community Radio Mattoli (90.4 FM) is a classic example of the audio-visual media's importance and is an invaluable lesson about what a holistic communication channel can actually accomplish on a positive note impacting and engaging society. The study captures the role of a community radio in the development of the community from its deep core. To capture the real pulse of the people in the district, and address their concerns effectively through radio programmes, Radio Mattoli ropes in expert volunteers, and people from various walks of life in the content advisory committee.

The needs of the local community which were often neglected by the mainstream media are adequately addressed by the community media through participatory communication. Suggestions and contributions from the community add flavour to the content and enrich the programmes extensively. The Radio has been giving expression to people's thoughts and creativity by greatly encouraging them to be a part of the production process. For the people of Wayanad, Radio Mattoli, in their own expression is "our own radio station."

Also, a lot of differences between mainstream FM and community radio can be identified through the study. A majority of the population in Wayanad is farmers and therefore the bulk of radio programmes broadcast from Radio Mattoli are geared towards their needs. The Radio promotes the best practices in the

farming sector. Each and every programme, produced specifically, addresses the core issues and concerns in the respective fields. Considering the district's economic and educational backwardness, Radio Mattoli has been constantly producing and broadcasting programmes that could potentially and positively address the community's issues directly and indirectly.

Intern: Amala Chacko

B A Journalism and Mass Communication
Central University of Tamil Nadu
Ph: 9489288703
Email: amalatheresa95@gmail.com

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Based in a shopping complex in Wayanad and licensed by the Union Ministry of Information and Broadcasting, Radio Mattoli broadcasts information to the marginalised region in Wayanad, covering almost 85% of the area. Reportedly, it is the first radio station and the first electronic media channel to broadcast information in the tribal language. Different topics are dealt with including agriculture, health, community development, local issues and local news. The local people have made it a habit to carry radios while on work. The locals have developed the required skills to run and maintain the radio station. Community radio is an excellent way of communication within communities whose main language is not the official national language. Community radio stations are generally non-profit, and are owned, operated, influenced and maintained by the communities they serve. They enable individuals, groups, and communities to participate in problem solving and contribute to well-being of their community.

I.2. Pard Vaanoli (91.2 Mhz) Community Radio, T. Pudupatti, Madurai - Communication for Social Change

Introduction

People Association for Rural Development (PARD Vaanoli 91.2 MHz) Community Radio:

PARD Vaanoli 91.2 MHz community radio is located in a village called T.Pudupatti (on the road from Madurai to Rajapalayam) in Madurai district of Tamil Nadu. The village is now reeling under acute water shortage. This community radio has been working for rural development from 8th September, 2009 and covers almost 70 villages. Its programmes give importance to Education, Health, Women's Development and Organic Farming. This community radio plays an important role in finding and solving the issues of the rural areas.

Key Findings

- The major issue of the village, T.Pudupatti is drinking water. There are many solutions to solve this problem and can be done by the villagers and the administrators if they get together. People have started to take initiatives to think about the solution. If they are properly guided then the issues of the village can be resolved.
- The PARD Community radio actively extends its services for rural development by gathering and feeding information. The only communication process which has been going on properly in the village is PARD community radio. The village lacks effective administrative power. There is no communication between the villagers and village administrators. The village panchayat has not been conducting any meetings in an effective manner. The villagers are not aware of what is happening around them.

- The MGNREGA scheme work is the only option for the villagers to run their life. There is no other source. But they are not utilizing MGNREGA for their development. There is no proper guidance and observation of officials on the working spot. All these things directly convey that absence of proper communication is the reason for all their problems. Effective communication is required for social changes in the village. It helps them to know about their situation and to act accordingly for positive developments.

Highlights

- All the villagers have their own houses, sufficient school facility and one college in and around the village.
- Most of the facilities are available in this village. It contains two schools, a college, a primary health centre, a library, hotels, shops, and other facilities.
- The village is peaceful. It has all the essential things to live except drinking water facility.
- Farming lands are available and are protected by the farmers.
- This village has sufficient food available throughout the year.
- Plenty of firewood is available.
- Working process during different seasons is high. Work burden is shared by the people.
- Most of the agricultural works are carried out by women. Throughout the whole process their work is noticeable.
- Along with the agricultural work, women have been doing non-agricultural works.

They are mainly working on MGNREGA.

- Most of the men are not living in this village. They work in Madurai and neighbouring districts.
- Preferred employment choice is cooking.
- This village's agriculture is fully based on rain water. If there is no rain there is no agriculture in that year. Ground water is available at 300 feet.
- They have some micro industries, schools, college, dairy farms, shops, and other small businesses to run their life. Most of the micro industries are giving opportunities and temporary job guarantees with good salaries.
- Pipe lines to supply drinking water were done by the administration. People create huge pits/ponds to save the rain water.
- The bank has been there for long time and everyone has accounts and access to it.
- The village has a running library.

Issues in the Village:

- Role of the village administration in the present developmental processes is not satisfactory.
- Communication between the village administration and villagers is very poor and/or absent.
- There is a huge communication gap between the villagers and officials.
- The village is split on caste basis, and due to this, the village is also geographically divided based on caste.
- There are no interactions for village development among the villagers. They believe that watching television is better than interacting with neighbours.

- Manpower is less in this village.
- The village contains groundwater but it is too salty and the level of lime is high. Due to this reason it cannot be purified. If this groundwater is used to water a plant, it will decompose within the next 2 days.
- As there is no sufficient rain, other ways to cultivate crops and other related activities is limited. Many of the villagers sold their domestic animals due to insufficiency of grazing land.
- There are no easy alternatives for the farming process. Villagers are financially poor and now they have started to leave agriculture. They are totally relying on MGNREGA.
- Laying of water pipes in the village was not done seriously to solve the problem.
- The village was once in a good condition and had all essential things for a good life. Inadvertent acts by the villagers have led to the disappearance of the village wealth.
- Lack of awareness has been the reason for the present condition of the village. Many of the villagers destroyed the drinking water wells in the later 1990s leading to scarcity of drinking water now. Farmlands were sold and migration of villagers to nearby districts started.
- The village library is not properly used by the people.

Intern: Robert J Baggio

Masters in Mass Communication
Central University of Tamil Nadu,
Tamil Nadu

Ph: 08220486639

Email: rogertobaggio19@gmail.com

T. Pudupatti village in Madurai district of Tamil Nadu is an example of how lack of developmental awareness among villagers can lead to depletion of natural resources and subsequent regression of the village. The village faces acute water scarcity now as the villagers had unmindfully destroyed water resources. Employment opportunities are low and migration is the order of the day. In these circumstances, People Association for Rural Development (PARD Vaanoli 91.2 MHz) Community Radio has come as a boon to the village. The community radio has been working for rural development from 8th September, 2009 and it covers almost 70 villages. Its programmes give importance to Education, Health, Women's Development and Organic Farming. This community radio plays an important role in finding and solving the issues of the rural areas.

The radio is binding the villagers on social, cultural, economic, political, educational and other related issues, thereby making the villagers more interactive. The villagers are now educated more about their wrongdoings and are thinking on developmental terms. The role of the community radio, PARD, in the development of the village is instrumental. Such communication tools are essential for developing rural areas.

II. Rural Education

II.1. School Dropouts in Jagiraha Village – An Alarming Revelation

Introduction

This report is a monograph of the village Jagiraha. It is based on the empirical study of the village through Participatory Rural Appraisal. The primary data, hereby, collected was used to define a problem that had become the basis for a campaign. A detailed information including demographic details, psychographic details and socio-economic trends and services and opportunities availed by its occupants have been mentioned in this report. Besides, several sessions such as creation of focus groups, documentary screening, painting competition, poem recitation and street play were conducted as a part of the campaign. The implications drawn from all these sessions are clearly defined in this report. Functional participation method was used to make target students participate in the successful implementation of the campaign and wider dissemination of messages. Different kinds of media such as print, audio-visual and traditional were used for this purpose. For methodologies, several methods such as participatory census method, field observation methods, transect walk, interviews and schedules were adopted to carry out this research with minimum errors.

Objective

- To prepare a social map of the village
- To determine the human resource and economic structure of individual family of the village, i.e., income and expenditure
- To record daily activity trends of the village
- To determine the services and opportunities available for the members of the village

Participatory Rural Appraisal (PRA) of Jagiraha Village

Methodology

The following methods were used as part of the study:

1. Transect Walk: It includes a systematic walk along a defined path (transect) across the project area together with the local people to explore various issues live along with producing a transect diagram and the social map of the village.

2. Schedule Method: This method is used to do survey with a view to collect data regarding demographic profile i.e. age, sex, members, educational qualification, occupation, income and expenditure, bank account, ration card, voter card, Aadhar card, LPG, toilets, and media access of the occupants.

3. Observation Method: This method is used to gather facts and information about the daily activity trends of the villagers at places they have gatherings. Both covert and overt field observation methods are used.

4. Interview: Villagers, authorities and other related persons are interviewed with the purpose to exploring services and opportunities available to them and to gather data regarding their psychographic profile, through stratified sampling technique.

About the Village

Jagiraha is a village located at a distance of 155km. from its state capital Patna in Gopalganj district of Bihar at the border of east Champaran. The village has a poor rail

connectivity, and hence taking up road travel through buses is the only option though the sad fact is that there are no direct buses to the village.

The village suffers from extreme backwardness on several parameters such as proper housing, safe drinking water, poor connectivity, hygienic foods etc. Poor literacy rate, open defecation, lack of communication facilities and general awareness are some serious issues that plague the village.

The inter-personal channels of communication in the village are strong among the wealthier class as they get immediately informed about any new happenings in the village, but Dalits and other poor people get to know about them later. Due to its traditional roots, the village witnesses a stringent caste setup although there are no cases of physical atrocities reported recently. The latest social trend is to migrate to Nepal and other Indian cities in search of a better livelihood.

Jagirahais plagued by high school dropout rates owing to many socio-economic factors. This is a harsh reality faced by the village that has kept it in the darkness and is hindering it from progress.

The Problem

This report deals with the trends of irregular attendance and school dropouts among students of the government school in Jagiraha.

Education System – Problems Aplenty

Jagiraha has one high school in the village (classes 1-10) and the entire student community of the village depends on this. The school's location provides for access both by Jagiraha and Amarpura villages. The school provides several basic facilities such as water, MDM (mid-day meal), and benches etc. However, these facilities are not adequate

for quality education as it lacks proper management and maintenance and has a poor Pupil-Teacher ratio (PTR).

Poverty is the major cause for the high rate of school dropouts. When a family is not financially secure, prioritizing a child's education takes a backseat. A response to early indicators of a potential dropout, such as absenteeism, by counselling the students and teachers is the need of the hour. Most of the students do not have an educational environment at home and thus they rely on the school for all kinds of teaching and learning. Also, everyone, including teachers, students and parents need to be motivated in order to put a check on these dropouts. For this purpose, a study on the following areas was done so that successful implementation of the programme could be carried out.

Psychological Aspects Affecting Education Directly and Indirectly

Personal: On a personal level they have materialistic needs, job opportunities and a better income level

Common: Their common needs include adequate food, proper houses, irrigational facilities, tap water, toilets, veterinary services, primary health centres and quality education.

Hopes and aspirations: People of Jagiraha are low on confidence, hope, ambition and trust - having been away from regular and basic access to any kind of government intellectual and social support. There are many who are facing difficulties in operating services. They are forced to pay bribes for getting the benefits of various government initiatives despite being eligible. They gave a poor feedback of public servants and elected representatives.

Values: Due to the traditional culture rooted in their lifestyles, people even today are associated with their traditional values such as

cooperating with each other, respecting elders, being superstitious, God believing, trusting destiny, and preferring a joint family.

Personality Traits: Although several youths in age group 25-35 years are unemployed, they seemed too much relaxed with their existing condition. This seriously is affecting the ambition and personalities of the young boys and girls who find it easy to drop out from school without being concerned about their future.

Defining the Problem

Dropping out and chronic poor attendance of students at Jagiraha Government School, studying in classes 7 to 10

Dropping out – The primary data on education gathered during PRA of the village reveals that most students aged between 21-50 had dropped out from school in classes between 7 to 10.

Poor Attendance – The problem of poor attendance was revealed after referring to daily attendance registers of the students. Out of total admitted students (1058) approximately 300 attend regular classes on an average.

Objective of Study:

- Know the reasons for poor attendance and school drop outs (by creation of focus groups).
- Motivating students, teachers and parents to escalate their level of interest toward education (by rally, poem recitation, storytelling, nukkadnatak, etc.)
- Encouraging target audience to go through informative media messages especially newspapers on regular basis in order to increase their cognitive level. (by documentary screening, focus group, individual interaction, other)
- Set example by rewarding students who are

regular to school and active in searching new scopes for their career (by painting competition)

Target Audience

Precisely 98 of 114 students of Jagiraha aged between 11 to 20 studying in the government school were targeted with a view to put check on the ongoing trend of dropping out of the school and irregular attendance.

Participation

Functional participation method was used to motivate students to involve in the campaigning program from the target audience for successful implementation. Students were made to perform a street play which was a part of the designed campaigning programme. Besides, several of them took part in different competitions organized as a part of the campaign. On an average, more than 80% participation was experienced throughout the sessions. Also, there was a large audience participation that included teachers, students and parents.

Focus Group of Teachers

Number of participants - 10

Time – 1 hour

Implications Drawn from this Group are as Follows -

- **Lack of adequate teachers** – As per government's estimation the teacher-student ratio required for quality education in government schools of Bihar should be 1:10 (i.e. one teacher per 10 students). But in this school this ratio is 1:100 (i.e. 1 teacher per 100 students).
- **Lack of funds** – An amount of Rs 22,000 per year (and that too irregular) is insufficient to manage such a big school.
- **Lack of classrooms** – Due to insufficient

numbers of classrooms, boys and girls of 9th and 10th are taught separately.

- Overburdened – Teachers are very often kept busy with several governmental works such as survey (electricity, animals and population), election duty, invigilation, etc.
- Insincere- Teachers appointed in their local village often misuse the opportunity by showing negligence towards their duty. They spend most of their duty hours at home rather than being on duty.

Focus Group of Students (studying)

Number of participants – 80

Time – 1hour

Implications Drawn from this Group are as Follows -

- Availability of study materials – Study materials are available to a few and resultantly, many students were forced to depend on guides to pass the exam. The same problem lies with other facilities such as funds for dress, cycles, etc.
- Negligence of teachers – Teachers show less interest in teaching.
- Lack of teachers – No teachers are available for few subjects.
- Non-timely periods – Although classes are held on regular basis, no appropriate schedule is followed.

Focus Group of Students (dropped out)

Number of participants – 10

Time – 1 hour

Implications Drawn from this Group are as Follows -

- Financial problems – Students from very poor families did not continue since it is financially burdening for them.

- Compulsory tuitions – Students were forced to take tuitions due to poor quality of education at the school.
- No education facilities after class 10 – Several students were forced to leave education after class 10 since they did not have higher education facilities. The nearest high school is 35 kms away.

Focus Group of Parents

Number of participants - 20

Time – 1 hour

Implications Drawn from this Group are as Follows -

- **Poor management system** – They find their wards roaming aimlessly and needlessly in school premises during class hours due to poor management.
- **Stringent rules on wearing school dress** – Students without school uniform were regularly asked to purchase it but many claim that they have not yet received the amount for the school dress in their accounts.
- **Lack of scrutiny of ward's attendance** – Very few parents care whether their children were really going to school. Many students were leaving home in the name of school but were not attending classes.

Documentary Screening

Number of participants – 80

Time - 3 hours

Documentary screening highlighting the importance of education, success stories of Bihar's village boys who cracked IIT entrance and future potential

Other Activities

Painting Competition

Street Play and Poem Recitation

Outcome

- Sustainable – Daily session for reading newspapers in class by the students under the guidance of teachers was introduced
- Distribution of awards to students shortlisted in painting competition
- Strength of the students doubled
- Students were more aware and better informed about government institutions where they could opt for the course of their choice at reasonable fees.

Conclusion

It may be noted that the most important factor that drives sustenance in education besides economic, social and cultural reasons, is the motivation that a student should receive from inside as well as from the society around him. A compulsory change in the mindset, behaviour and actions of all stakeholders including teachers, students and parents is the need of the hour in order to deal with this problem of school dropouts. Most students are uninformed about what they should opt for next. Increased media exposure could help such students to make a decision. Parents on the other hand are more worried about the facilities given to their wards by the government and not about their quality education. Also, teachers should be more motivated in order to make them realize their primary duty. Lastly, government should take necessary action to curb overburdening teachers with unrelated governmental tasks other than teaching.

Intern: Ayush Anand

Jagiraha, a remote village in Gopalganj district of Bihar, is extremely backward with low literacy rate. It has no proper housing, no safe drinking water, and no proper hygiene facilities. The alarming rate of school dropouts and irregular attendance of students in spite

of Midday Meal Scheme throws light on the utter poverty and backwardness of the village. Financial insecurity, uneducated environment at home, low motivational levels, social backwardness and inequality are some of the reasons for students not pursuing higher education. The primary data on education gathered during PRA of the village reveals that most students aging 21-50 had dropped out from school in classes between 7 to 10. Out of the total admitted students of 1058, approximately 300 attend regular classes on an average. Functional participation method was used to motivate students to involve in the campaigning program from the target audience for successful implementation. Students were made to perform a street play which was a part of the designed campaigning program. Besides, several of them took part in different competitions organized as a part of the campaign. On an average, more than 80% participation was experienced throughout the sessions. Also, there was a large audience participation that included teachers, students and parents. The outcome of the campaign was encouraging as strength of the students doubled and they showed inclination to come to school.

The most important factor that drives sustenance in education besides economic, social and cultural reasons is the motivation that a student should receive from inside as well as from the society around him. A compulsory change in the mindset, behaviour and actions of teachers, students and parents is the need of the hour in order to deal with this problem of dropouts. Motivating the students about the benefits of education, rewarding them appropriately, and the higher levels they should opt for by showcasing through media or print media could help such students to make a decision. Parents on the other hand are more

worried about the facilities given to their wards by the government and not about their quality education. Also, teachers should be more motivated in order to make them realize their primary duty while the government should take necessary action to curb overburdening teachers with unrelated governmental tasks.

II.2. Assessing the Reasons for Students Dropping out of School in Kolavada Village

Introduction:

Participatory Rural Appraisal (PRA) helps a researcher to understand the lives of the villagers, their needs and various dynamics related to it. Kolavada village has utilised facilities such as PDS, households, Gram Panchayat, hospital, market, road connectivity, water resources and agriculture facilities etc. The use of these facilities in the village indicates the living conditions of the villagers. A unique feature of the village is that people live in nuclear families.

Some of the positive aspects of the village are equality among different castes, respect to women and their position, and unity among villagers. The PRA exercise explored the reasons behind school drop outs in rural areas. The perception of the parents and the view of their children were studied to find out possible reasons of drop outs of children from school. The main reason given by all respondents for this was poor economic condition of the family which restricts parents from continuing their children in the school. Other reasons were lack of interest on the part of the children, student failure in class, being out of station and migration.

Key Findings:

Education is a basic human right and fosters economic development and human development (Okidi et al., 2004). Achieving

Universal Primary Education is a common target set out in the Education for All and in Sustainable Development goals. India is also committed to achieving the aim of Universal Education. The government is trying to attempt to achieve the goal but still millions of students remain out of school due to various reasons and do not take advantages of education. There are many reasons for dropping out of school but they may be mostly classified into two categories -

- those internal to the education system and
- those external to the educational system.

The external factors are those factors within the child's socio-cultural milieu. Of these, the economic and social condition of the family is the single most crucial variable affecting drop outs along with many other factors. The school itself as an internal factor, its impoverished facilities, and pedagogical methods may affect the child's schooling experiences and influence drop outs.

SWOT Analysis of Kolavada Village

Strengths

- i. Availability of tubewells
- ii. Public Distribution System (PDS)
- iii. Ayurvedic hospital facilities
- iv. 100 bed facilities for patients

- v. One Public Health Center (PHC)
- vi. Shops
- vii. Industrial land for growth
- viii. Large population
- ix. Land available in plenty of area
- x. Forest

Weaknesses

- i. Lack of interest of drop out students to go back to school
- ii. Lack of community involvement

Opportunities

- i. Health facilities
- ii. High rate of job opportunity in Gujarat Industrial Development Corporation (GIDC)
- iii. High production in agriculture
- iv. Resources available
- v. Road connectivity

Threats

- i. High rate of drop outs of girl students
- ii. Poor road facilities
- iii. Job insecurity in Gujarat Industrial Development Corporation (GIDC)

Access to Education

There are four government schools and two private schools in Kolavada. They are all situated in different localities. There are four primary schools, a high school and a higher secondary school. Two schools are for girls with total strength of 354. This means that the village has focused on the priority of girls' education. All schools have all the basic facilities such as toilets, playground, classrooms, blackboard, and

teachers etc. All government schools are providing free education, mid-day meals, books, and uniforms under the RTE Act 2009. Some of the schools are located on the village boundary. Chamunda Pura School is underdeveloped compared to the other three government schools. This school, located in a forest area, does not have proper classrooms and proper playground.

Intern: Sonu Kumar

Centre for Studies in Social Management (CSSM)

School of Social Science (SSS)

Tehsil-Gandhinagar, District-Gandhinagar, Gujarat

Central University of Gujarat, Sector 29, Gandhinagar-382029, Gujarat

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The pitiable conditions of government schools are mainly responsible for children dropping out of schools. This problem has become the scourge of developing countries. Dropping out of school is just not mere rejection of the school by children; it is also a wastage of funds invested in the school (infrastructure, salaries, equipment, books, and so on). The problem is an indicator of organizational deficiencies in the education system. The subject of 'dropout' or 'wastage' has been studied in India and other countries over the years. The reasons for this educational malady are cited in many forms, but basically it all comes down to the design of the education system. India is now gearing up for reviving the interest in children for going to school by changing the perception of education by involving scholars, politicians and administrators.

II.3. School Boats - A Unique Solution to Reduce School Dropouts in Rural India

(Deltaic, Riverine, Coastal Belts)

Rangabelia Village – Case in Point

Backdrop

In India, just as we have annual festivals like Durga Puja, Holi, Eid, Rath Yatra, Diwali, Bihu, celebrated with great fervour, we also have havoc creating floods visiting us every year. Floods cause natural disasters and resultantly migration occurs from rural to urban areas. The rural to urban migration is generating great challenges to the civic infrastructures in the cities and added with the rising population of slum dwellers is disturbing the Urban Management & Planning activities.

In 2017, the heavy floods in Assam affected 25 out of 33 Districts and around 2600 Villages with 20 lakh people. More than 50,000 people have been displaced from their homes and many have migrated to other dry places. There was casualty reporting of about 90 people and also uncounted animals. The flood waters also damaged 86,000 hectares of crop area. The schools have been made into flood shelters as a result of which the education of the school students has been badly affected. This long break from regular school and irregularity in education system, plays an important role in reducing the interest level of the students and their parents. The habit of the students going to school also takes a beating as a result of which the school dropout rate increases which ultimately hampers the family's overall growth. Hence, the concept of School Boats was introduced in states including West Bengal (South 24 Parganas, Murshidabad, Malda districts), Assam, Bihar, Uttar Pradesh and Manipur, Arunachal Pradesh in the Northeast. Communities of Rangabelia village face several problems which has a direct impact on their social, physical, economical and mental

wellbeing. In order to live a productive and useful life, one of the important problems identified was lack of education of the parents and their children, which is one of the main reasons for their social vulnerability.

Kaviguru Rabindranath Tagore had advocated throughout his life the concept of education in an open natural environment. He had started the Patha Bhavana, the school of his ideals, whose central premise was that learning in a natural environment would be more enjoyable and fruitful where children would study in a joyful atmosphere in the lap of nature, without fear of any kind. Tagore believed that the students learnt more when they are close to mother nature and when education is imparted through nonconventional methods. Similarly, Tagore's Philosophy can be adopted in addressing the social challenges which were identified in Rangabelia Village.

The concept of School Boats can be a strong instrument in bringing the children victimised by floods and other natural disasters to schools and also in reducing the number of school dropouts and irregular students in Rangabelia village and also in other deltaic areas, flood prone areas and coastal regions of rural India.

The solution of School Boats is a proven example for mitigating the problems of providing continuous education to the communities belonging to flood prone, riverine, deltaic and coastal belts. Success of this project will help in reducing the school drop outs and bring in continuity in studies among the children in flood prone areas of West Bengal, especially in the Sundarbans Delta region. Thus, School Boats can transform the regions with waterways into pathways for education, information and technology,

thereby transforming their weaknesses into their strengths and threats into opportunities.

Way Forward

‘If the children cannot come to the school for lack of transportation, then the school should come to them, by boat’

The solution of School Boats is a proven example and a replicable model for mitigating the problem of providing continuous education to the flood prone communities. Success of this will help in reducing the school dropouts and bring in continuity in studies among the children in rural populations in flood prone areas in West Bengal, especially in the deltaic and coastal regions of Sundarbans. This is an innovative way to deliver educational programmes to children who are missing school. This will be giving out-of-school children access to education in School Boats, thus maintaining continuity in their studies during emergencies, and ensuring that the vulnerable children do not miss out the benefits that education brings in building their life and society.

Floating schools are a creative way to ensure yearround access to education in flood prone communities and coastal belts. This creative solution of ‘Schooling on Boats’ is to address this issue which brings the school to the students during the flooding season and also during heavy rains. This fleet of boats can also be used as libraries, primary health camps and also for other purposes like adult education centres and for conducting workshops on matters related to mother & child nutrition programmes and also encourage use of solar lamps. These boats can be fitted with solar panels that can power the computers, lights and other equipment. But the boats bring more than services to these cutoff areas – they bring electricity. The boats can also be used to run floating clinics that may have doctors and paramedics during floods. The boats can also

be used to impart knowledge to the farmers, thereby educating them about smarter ways of farming and also for providing them with needful information related to weather conditions, best time for sowing of seeds, details on availability of Government schemes and policies for safeguarding the interest of the farmers, etc. Hence, the School Boats can be instrumental in reaching out to the children in farflung islands which are uninhabited.

Key Findings

The model of School Boats may be implemented with the following Methodology

1. A large or medium sized mechanized boat may be taken which provides roof top cover so that the class rooms with students are safe from rain, sun and cold.
2. All the students on board should be given life jackets so that they are safe from any mishaps and danger while the boat is in water.
3. The students may not be required to carry books along with them every day, such that, they will get the needful books at the School Boat which are required for their studies.
4. The boat then travels in a fixed route which is known to the beneficiaries and the boat floats and picks up students from prefixed pickup points in several islands, which are unreachable in the normal route.
5. After the classes, the boat travels back through the same route, and drops the students to their places of stay so that the students do not face any danger from wild animals or from water.
6. Different classes may be taken at the same time when the number of irregular, dropout

students and children who have never been to school are more in number.

7. The same boat may host different classes with different timings; For Ex: Class IV from 8 am to 10 am; Class III from 10:30 am to 12:30 am, etc.
8. In case the number of irregular and dropout students is less in number, then one class comprising mixed standards may be taken, where bridge courses are given so that the continuity of their studies is maintained.
9. In case the boats are powered with solar lamps then that will enable the School Boats to provide evening classes to the working children who work for meeting their family's financial needs.

Sustainability of the Solution

After evaluating the relevance and fitment of this solution of School Boats, the State Government with the help of the local NGOs, can implement School Boats in order to reduce the number of irregular and dropout students and maintain continuity of school attendance and also bring those children within the education system who have never attended school.

Like the pilot study done in Rangabeliavillage during this research, more such studies are required to be done on a larger scale by the State Government to see its impact and the change it brings in reducing the rate of school dropouts for at least one season. The State Government can hire a boat and transform it into a School Boat and impart education to those children who have never been to schools, students who are irregular to schools and have dropped out recently. One of the areas of sustaining the School Boats is that the State Government should proactively promote

such non-conventional methods of imparting education. Hence, an Implementation Model should be built with the participation of stakeholders from various facets of the society such as

1. Sarva Shiksha Abhiyan, South 24 Parganas, West Bengal
2. Department of School Education, Govt. of West Bengal
3. Department of School Education & Literacy, MOHRD, Govt. of India.
4. Local Administration – District Collector, BDO, School Inspector's office, South 24 Parganas
5. Members from Local NGOs
6. Representatives from Corporates who are ready to participate as part of their CSR activities
7. International Donors like ADB, World Bank, UNICEF, DFID, BMGF, etc.

With the help of the above stakeholders a project with specific objectives and for a specific duration not less than 5 years, may be conceptualized. A corpus fund may be created for this project with the support of State/Central Governments and other likeminded stakeholders. The government may make a provision for utilizing the interest component of the corpus fund which may be disbursed in the form of an annual grant for operation and maintenance of the School Boats. Some of the important components that are to be kept in mind while designing this solution are as under:

1. While appointing teachers preference should be given to locals so that they are more familiar with the geographic and topographic challenges of that area. This will not only help in giving jobs to local

people but will also provide the teachers easy accessibility to these schools, which in turn will also ensure that students attend schools regularly.

2. The use of a boat as a school has a life span of 20 to 25 years. Hence, the solution of School Boats can be continued for at least 20 years.
3. The solution of School Boats is an unconventional method of imparting education and a matter of enjoyment for the students. This helps in developing an informal relationship between the teacher and the students, which ultimately connects the student with their teachers and also get attached with the school.
4. Active participation of local people and owners of the School Boats is essential in the smooth functioning of the project such that no child in the vicinity is deprived of getting the elementary education. This will improve the literacy rate of the region over a period of time.

Intern: Sudeshna Mitra

M A, Rural Management
Visva Bharati University, West Bengal
Ph: 9830930341
Email: sudeshna12m@gmail.com

School Boats is an innovative and excellent concept of education for all people in all spheres of life. The primary aim is to bring all children in flood prone areas under one roof (boat) to help them continue their studies and not get affected by natural calamities like floods and heavy rains. Such School Boats will ensure yearround access to education in flood prone communities and coastal belts. Along with education, the boats can be used as libraries, health clinics, discussion joints, adult education centres, and other creative workshops. The distinctive feature is the use of solar power thereby doing away with the use of electricity. Combined efforts by the government, local bodies and local people can make School Boats concept a very successful method of imparting education to the inaccessible people victimised by the ravages of nature.

II.4. Identifying Critical Success Factors Influencing Rural Education with Special Reference to Sagar District of Madhya Pradesh

Introduction

Rural education is essential for the backward areas of society to manage and improve their livelihood. Rural Education is the metric you can use to reduce poverty and unemployment. By measuring and tracking Rural Education we can put new processes in place to increase the overall quality of teaching as well as raising the students' quality.

Acquiring education costs a lot of money. The government policy is to provide free and compulsory education until high school, thereby getting the attention of prospects, nurturing them into leads and closing them into quality education.

In this competitive world, education plays a vital role in the economy of the country. Rural education is a key differentiator. People succeed and survive in their life only because of their education. Also, women Empowerment and awareness of people is quite necessary for the purpose of development.

Several factors play a dominant role in the success of rural education. There are various schemes of central government, state government and collateral governments such as

- Sarva Shiksha Abhiyaan
- Scheme for Infrastructure Development in Minority Institutes (IDMI)
- Digital Literacy Mission
- Rashtriya Madhyamik Shiksha Abhiyaan (RMSA)
- E-Pathshala that focuses on Padhe Bharat Badhe Bharat
- RashtrivaAvishkarAbhivan (RAA), and other

These schemes help to implement the education programmes in the rural areas smoothly and successfully. There are other schemes too that promote rural education including Mid-day meal, Free books distribution, Free uniform distribution, Cycle distribution and Scholarship distribution.

Way Forward

Following are the suggestions that would be justifiable according to the findings of the study:

1. The schools should conduct extracurricular activities rather than only studies, undertakesome field work, and organise organising programmes like sports day, annual day, etc. to encourage the students to increase the enrolment ratio and to reduce absenteeism in the school. This will also help the schools to increase the quality of students who will be able to survive the harsh world.
2. The school infrastructure should be upgraded. The children should be given a proper atmosphere in the school like proper seating infrastructure(table and chair), water facility, electricity, fans and tube lights, sanitation and transportation facilities.
3. A proper framework is to be set by the government to the undertaking authorities, schools authorities, teachers that should cover all the students as a whole.
4. A trusted body is to be set up to keep an eye on government authorities and those neglecting the rural education and to check the proper implementation of schemes of government at ground level. Though

inspections are done time to time, actual reporting is not done by the inspection committee.

5. Parents and students should be made aware of education in their lives and also about the importance of the latest technologies like computer, mobile and their applications.
6. Projector study for learning and exploring the world around would be helpful. This will not only help the children and the parents to go with the flow in the world but also will encourage the children to put in sincere efforts. This will help the teachers in providing quality education to the children. This is only possible when there is proper availability of resources like electricity, internet connectivity, etc.
7. Learning should be made interesting. Students should be provided with proper field work, projects and other programmes that would encourage the students to gain practical knowledge of the subject and not focus only on theory. This was observed from the outcome of a study that revealed that eighth class children do not have knowledge of the basic alphabets of English as well as Hindi.
8. Teachers are assigned many other responsibilities like census work, awareness programmes, election voting supervision, making of various certificates and many more activities. Apart from teaching they are involved in these activities and no systematic teaching takes place. The unrelated works of the teachers must be reduced and the government must utilise the teachers for only teaching activities.
9. Motivation programmes for teachers must be organised by the government such as orientation programmes to increase the quality of teaching and to boost the morale of the teachers for teaching and other learning activities.
10. Computer should be made compulsory in primary as well as in middle schools of rural areas as part of providing technical knowledge as per the needs of today. This will help the school to increase the enrolment because the children love working on the computers and will willingly go to the school for learning purpose.
11. Despite lack of the basic infrastructure, some children score good marks and have made rural education successful. But for more success the children must be engaged in activities like creative play of words, singing, recitation of poems, animated participation, excited discovery, etc.
12. Proper training should be provided to the teachers, especially elementary school teachers, to raise the quality of the teachers.
13. Government has to increase the budget for the educational activities in rural areas. The schools are given very less amount (Rs.5000-10000) for the activities like whitewashing, and maintenance of school premises, etc., that is not sufficient for the upgradation of the school and its premises.
14. The teachers are generally seen coming to school chewing pan masala, and sometimes even drunk, that indirectly puts a bad impact on the child. The impressionable children may resort to such habits when they grow up. Proper counselling on these issues should be done to the children.
15. Some schools have very few students (say 20-30 children in total). Here also quality education is being neglected. The main

reason for this is the unwillingness of the teachers to do work. Some orientation and awards should be provided to the schools to encourage the teachers to do work.

16. Every student's bank account must be opened and functional so that the amount of uniform and scholarship (sponsored by the government) is transferred directly to the beneficiary bank account and is not misused by middlemen.

Key Findings

The following are the findings of the study:

1. The major finding of the research is that the following schemes are playing a dominant role in the success of rural education
 - Mid-day meal
 - Free books distribution
 - Free uniform distribution
 - Cycle distribution, and
 - Scholarship distribution
2. In some villages these schemes are misused by the concerned authorities. The main reason behind the corruption is that majority of the beneficiaries in the rural areas do not have bank accounts and this poses a problem for the government officials to transfer the scholarship and other scheme amounts to the beneficiaries.
3. Lack of proper resources to the teachers as well as students such as infrastructure, electricity, water facility, transportation and sanitation facilities discourages the children to attend the schools and is the major cause for the low enrolment in schools.
4. The majority of the beneficiaries are farmers and labourers who, due to financial constraints, send their children to the government schools.
5. Students do not go to school with the motive to gain knowledge but with the motive to take benefits of the schemes launched by the government like mid-day meal and scholarships.
6. The quality of the government school children is very low compared to the private school children but they are still promoted to the higher class so that the children do not stop attending the school until he/she is able to pass the tenth class board examination. Sometimes, even after several attempts, some children fail in the Tenth Class board exams, and finally drop out of school education.
7. English language plays a vital role in today's scenario. A major drawback is the teacher's lack of knowledge of the English language. The teacher mostly comes from Hindi or vernacular background, which reduces the quality of English education in these rural areas.
8. Rural areas are considered to be the most backward areas of society and the mentality of the people prevents them from sending their children to school especially the girl children. They are forced to go on work and earn something for the family rather than going to school and gaining knowledge.

School Infrastructure Details

1. Name of the School: ShaaskiyePrathmic Shala, Bararu

Schemes Implemented by Government:

1. Sarva Shiksha Abhiyaan
2. Mid-day Meal
3. Uniform Distribution (Children get Rs.400 for 2 pairs of uniform)
4. Free Books Distribution
5. Aayam Shala Siddhi

- Scholarship to the children of Aadiwasi Region (Rs.150 p.a)

Infrastructure of School

- Teachers and children together maintain the school because there is no availability of support staff.
- Electricity is not available (No basic facility of fans and lights)
- Teachers have no separate staff room.
- Students do not have proper seating arrangements (no tables and chairs).
- The condition of the toilets is pathetic. There is only one washroom for girls, which is also used by the teachers.
- Classrooms are in a poor condition and there are no classes held in the rainy season.
- There is no availability of fresh water for drinking.
- The roads are in very poor condition and pose problems in rainy season.

Name of the School

ShaaskiyeMadhyamVarg Shala, Bararu

Schemes Implemented by the Government:

- Sarva Shiksha Abhiyaan
- Mid-day Meal
- Uniform Distribution (Children get Rs.400 for 2 pairs of uniform)
- Free Books Distribution
- Bicycle Distribution
- Scholarship to the children of Aadiwasi Region (Rs. 150 p.a)

Infrastructure of School:

- Electricity is available but there is no facility of light.

- Meters are established by the government. There is no physical existence of tube lights. Fans are maintained with contribution from the staff.
- Teachers have separate staff room but there is no seating arrangement for the students. They do not have tables and chairs to sit and study.
- The condition of the toilet is satisfactory but there is only one washroom for girls which is being used by all the teachers as well as all the students.
- Classrooms are in poor condition and there are reduced classes in the rainy season.
- Fresh drinking water is available.
- Transport facility is available.

Researcher's Observations

- Students clean their classroom by themselves.
- Proper schooling activities start after 11:00 am.
- The condition of the toilets is disgusting.
- Parents do not attend the Parents-Teacher Meeting.
- The quality of higher grade students is equal to the lower grade students.
- All the five classes are being taken in the same classroom and at the same time.
- The road facilities are quite poor.
- The mid-day meal programme is being held successfully.

Name of the School

Shaaskiye High School, Badkua

Schemes Implemented by Government:

- Uniform Distribution (Children get Rs.400 for 2 pairs of uniform)

2. Free Books Distribution
3. Cycle Distribution
4. Lab and Library
5. Sports Activity
6. Scholarship to the Students (Rs. 2250 p.a)

Infrastructure of School

1. Electricity is available.
2. Support staff is available.
3. Teachers have a separate staff room.
4. There is proper seating arrangement for the students.
5. The condition of the toilet is very good and there is a separate washroom for teachers, girls, and boys
6. They have their own tube well for fresh drinking water.
7. Condition of classrooms is very good.
8. They have separate rooms for lab and library.

Researcher Observations

1. Teachers themselves promote the children to go for ITI Registrations.
2. The school has lab, library and newspaper facilities. However, the students are not willing to read the newspapers.
3. Transportation facility is not available.
4. Absenteeism is more in school but teachers are under pressure not to reveal it.
5. People are too dependent on the schemes launched by the government like scholarship, and are addicted to the free benefits given by the government.

6. Children are not getting scholarships in reality.
7. Arrival of Head Master to the school at 10:20 am whereas of teachers at 11:00 am shows disciplinary issues.
8. The condition of the toilet is good.
9. Fresh water is available easily.
10. Parents do not attend the Parent-Teacher Meeting.
11. The Sarpanch does not participate actively in the school development activities.
12. The mid- day meal programme is not being held successfully.
13. The roads are quite good.

Intern: Shubhangi Jain

Master of Business Administration (II Semester),
Department Of Business Management
Dr.HarisinghGour Central University, Sagar
M.P. 470003
August 2017

Rural education is of utmost importance as majority of India still lives in villages. A survey named called the Annual Status of Education Report (ASER), shows a dismal picture. According to ASER, even though the attendance of number of rural students in schools is rising, most of them are unable to read a second grade text book and are not able to solve simple maths. There are several reasons such as insignificant and detached efforts by the government, and increasing number of single classrooms with very less teachers

A major concern is quality and access to education in rural schools. Less number of teachers, inadequate text books, lack of interest

among teachers and school authorities, low motivational levels in parents and students are some of the reasons for the declining state of rural education.

The rural people are now understanding the importance of education and its benefits, thanks to media exposure, technology in communication, and several government welfare programmes. However, financial constraints deter them from sending their wards to school. Even if they send, it is mainly for the utilisation of the government schemes such as mid-day meals and financial benefits from the government. Other than this, rural children do not have any other attractions towards school.

While some government schools in rural India have high number of students, above the capacity, others have minimal or no students. This leads to distorted teacher- student ratio. The teachers' attention in such cases is highly divided and they are not able to do justice to their profession. While poverty is one deterrent, the sickening state of government schools further adds to the students' woes. Consequently, there are high numbers of dropouts. Only elementary education is within the reach of the villagers as secondary school is unaffordable to them and thereby, the cycle of poverty continues.

Many rural students have practical knowledge and show inclination towards studies. However, limited vernacular options and dependency on English language defeats their purpose of and adds to their difficulty in understanding the textbooks.

The quality of education acts as a bigger hurdle than poverty. For teachers to achieve their targets and pressure on schools to get more number of students passed, the students are advised to memorize instead of understanding the syllabus. Cheating is rampant in the schools as passing the examination gains

more importance than gaining knowledge. The CBSE rules that "every student is supposed to be promoted to the next class irrespective of marks in their examination". So, neither the student nor the teacher shows keenness in the subjects as going to the next level through hook or crook is the only aim.

High quality primary education will lay the foundation for satisfying secondary and college level education. For this, primary education must be upgraded on a war footing. Rural students will show more interest in education if the textbooks are related to their cultures, their traditions, and their values. Improved teacher quality, committed teachers, well paid teachers will help in improved the quality of education.

The urban and rural student differs in terms of environmental skills, learning ability, adapting to infrastructure and facilities. Curriculum may not be different, but the method of teaching must change. Genuine rural students must be encouraged in education and make them more competent to face the outside world. It is critical that schools and students must be assessed at every level. Timely assessment will aid in identifying and solving problems. A dedicated resolution by the government to resolve all these issues of rural education is the need of the hour.

III. Rural Health

III. 1. Safe Drinking Water Facilities in Rural Areas

What are the reasons behind the poor and tardy development of Safe drinking water in rural areas?

The recent observation of Day Zero by Cape Town, South Africa, to bring attention to its critical water scarcity problem, brings to the fore the gravity of the situation of water supply and management. According to the UN, water scarcity, a global issue, is not just about safe drinking water, but also about sanitary and tertiary healthcare problems. Cape Town's situation finds resonance across the world.

Rural areas in India face water scarcity and also water contamination issues. Research reveals 12.2% of tested sources reported nitrate contamination beyond BIS permissible limits. The sources exceeded permissible limits of chemical contaminants (Iron, Fluoride, Salinity, Nitrate, and Others). Bacteriological contaminants such as E. coli and coliform, are the next major water contaminants, but unfortunately are not detectable in drinking water, as per BIS. Drinking water, exceeding BIS permissible limits of chemical and bacteriological contamination, is declared unsuitable for drinking purpose.

Aurangabad – A Case in Point

How a remote village solved its drinking water problem

Aurangabad village, situated at a distance of 14 Kms. from Lucknow City in the Kokori block, is a case in point. The village has two parts – Aurangabad Khalsa with a population of 2384 and Aurangabad Jagir with 1800 people. The village boasts of good education facilities as the government offers free education

and free meals along with free uniform and books. The junior college in the village has a science laboratory and employs qualified and experienced teachers.

Aurangabad village has ample water supply, a large pond being the resource. However, the looming problem was that of the unsafe drinking water. Additionally, the village has access to 45 hand pumps, 4 tube wells as well as a recently built large capacity overhead water tank.

Increasing rate of water borne diseases in the village raised the alarm over the supply of the drinking water. Government initiatives and mass contact programmes were taken up in the village to create awareness about safe drinking water. Mass media events were conducted which saw participation by the people in large numbers. Experts, broadcasters, well known academicians, NGOs and other grassroot organisations took active roles in the education of the masses.

People were informed and educated about bacterial and viral contamination of water and how diseases such as typhoid, dysentery and hepatitis can be combated. The consequences of biological oxidation by microbes were explained. Sewage management principles were discussed and efforts were put in force to implement the schemes. Subsequently, the measures bore fruit and Aurangabad village is now free of the menacing problem of contaminated drinking water.

Aurangabad village is an example that has paved the path for better and bigger projects for the goal of safe drinking water. Though very challenging, the mission can be successful, if

there is inclusive participation. The Ministry of Drinking Water and Sanitation aims to provide every rural household with a minimum of 70 lpcd of water per head instead of the current raw untreated water from open water sources. For this, a budget of INR 61,600 crores is required spread over the next 5 years to cover 90% of the rural population, against the current 15%. More concentrated and aggressive measures need to be taken up by the government along with the local bodies to achieve this milestone.

Intern: Ashish Kumar

Almost 60 million people in India living in rural areas have no access to clean water, as per information revealed on World Water Day in 2017. The availability of safe drinking water is become scarce due to increasing population and environmental damages. Planning and investment in safe drinking water adhering to both quantity and quality is the immediate need of the country. Though access to safe drinking water is a human right as per the United Nations, it remains a challenge for rural and also urban areas in India. The main reasons

for this scenario include depleting ground water, lack of proper rainwater harvesting and rising contamination in the ground water due to sewage and industrial effluent discharge. Almost 90% of people in India still rely on free sources of water and other unreliable water sources. Such choices are making them suffer from water borne diseases and related maladies.

As per World Resources Institute (WRI), almost over 100 million people in India are living in areas which have severe water pollution. As per government of India, almost 70% of water available for drinking in India is unfit for human consumption. Safe drinking water received attention in 2014 when Mr. Narendra Modi assumed office as Prime Minister and highlighted the need for drinking water and sanitation in India. The Swachh Bharat initiative added further momentum and strength to the implementation of WASH (Water, Sanitation and Hygiene) facilities in the country.

III. 2. Dargakona Rural Community – Sordid Sanitary Affairs

Dargakona village, in Assam state of India, once known for its tea gardens, now reeks of poor sanitation and unhygienic conditions. The labour from the surrounding states of Uttar Pradesh, Bihar and West Bengal migrated to Dargakona and settled in the place. Deriving its name from a 100 year old Dargah, this place is about 330 kms from Assam's capital city, Dispur.

Over time, the place also came to be known as Durgakona, as West Bengal migrants referred to it after Goddess Durga. The sex ration is 959 females: 100 males. Hindi, Bhojpuri and

Bengali are spoken here. The voters number is 1482. Hindus comprise 99% of the population, while Muslims are 1%. There are 4 schools, 7 Anganwadis, A Community Hall, Youth Club and a Self Help Group (SHG). The principal occupations include farming, fishing, office works, and tea farming. Literacy is low.

Very low awareness about safe water exists in Dargakona village. A piece of cloth is what is used to filter the drinking water. Pond water is used without treating or boiling the water. Garbage is disposed at landfills while only 20% burn the waste. Only 12% of the people use safe

toilets. Owing to several progressive measures, the village is slowly achieving its hygiene goals.

Intern: Sahabaz Ahmed Choudhury

MSW

Assam University

Ph: 9706447211

Email: sahabazcny@gmail.com

Hygiene and sanitation have become buzz words of late in India. Recent interventional studies on environmental sanitation in India

have highlighted several control strategies and their implementation. Government of India is actively promoting low cost sanitation system with subsidies, greater household involvement, technology awareness, sanitary complexes for women and men, rural drainage systems, and general sanitation awareness campaigns. Several NGOs and local groups are actively emphasizing on school sanitation.

III. 3. Irongmara and Sarbantilla – Health Status Profiles

The primary aim is to populate and enrich rural India with health care facilities by creating a chain of primary health care units that offer high quality, affordable outpatient care in low income, densely populated regions, where health care delivery by the state is poor.

The vision to set up primary health care centres in the remotest corners of India with foolproof service delivery models. The intention is to scale up and establish 25 additional centres in the next five years in the most rural areas of West Bengal, and over 100 new centres in the next ten years, throughout the length and breadth of our country. The provision for a mobile hospital equipped to provide basic medical services at the doorstep of the poorest is also envisioned.

Irongmara and Sarbantilla are villages situated in the Cachar district of Assam state. They are 17 kms away from Silchar town. The aim of the study was to identify the health status so that further interventions can be planned. As part of this initiative, a profile of people in the need for better health was done, and the health status report was prepared through interviews

with villagers and recommendations.

A critical component of the United Nations' 2030 agenda for Sustainable Development Goals is "health for all". However, despite a decade-long work under the National Rural Health Mission, a vast majority of Indians remain out of the "health care-for-all" umbrella. The more recent National Urban Health Mission of 2013 and the Rashtriya Swasthya Bima Yojana have still to show significant results.

At 60%, India's out-of-pocket expenditure for health is one of the highest in the world. This exacerbates health inequities.

The UHC scheme of the Indian government comes as a welcome measure in this regard. "Universal coverage" refers to a scenario where everyone is covered for basic healthcare services. This is a scheme, under which all Indian citizens, regardless of their economic, social or cultural backgrounds will have the right to affordable, accountable and appropriate health services of assured quality defined in a published package of services and benefits. It is also a supplemental system of

financing to protect people from increasing medical expenses.”(Source uhc-india.org)

Mortality Ratio of mothers during child birth varies from 61 per 100,000 live births in Kerala to 300 in Assam. Differences also exist in health indicators between urban and rural/remote areas. Infant mortality rate, estimated at 27 per 1,000 live births in urban areas, is 44 per 1,000 live births in rural areas.

UHC assumes even greater importance in the context of the recent adoption by the United Nations of the 2030 agenda for Sustainable Development Goals (SDGs). It is a key element for the success of health-related SDG (SDG 3) and it also underpins other SDGs.

India has made rapid strides towards increasing access to health services in the past few years through a number of initiatives, including the flagship National Rural Health Mission (NRHM), launched in 2005. This was expanded to the urban population through the National Urban Health Mission (NUHM) in 2013. To provide financial protection to targeted populations, including those below the poverty line, the government has implemented the Rashtriya Swasthya Bima Yojana (RSBY). It covers the cost of secondary-level hospitalisation. In addition, there are a number of state-specific schemes. Some involve running free diagnostics facilities and offering free medicines while others are government-funded health insurance schemes in several states. Evidence suggests that these can reduce the financial burden on patients and increase attendance at public health facilities.

While these initiatives provide some financial protection to those seeking health care, tens of millions still fall into poverty after an illness or abstain from accessing the health services they need. Accelerating UHC is the key to successfully addressing the new public health challenges and inequities in health outcomes.

Despite remarkable achievements such as polio eradication and maternal and neonatal tetanus elimination, to name a few, there are several health challenges. The country is facing a double burden resulting from significant increase in non-communicable diseases (NCDs) associated with lifestyle and the pre-existing burden of communicable diseases.

High-level political commitment to invest in the health sector is essential for advancing the universal health coverage agenda at both the centre and the state levels.

Cardiovascular diseases, cancer, chronic respiratory diseases and diabetes are the largest contributors to morbidity and mortality in the country. The four NCDs accounted for 56 per cent premature deaths in the 30-69 age group in 2010 in the WHO South-East Asia Region.

Environmental issues such as air pollution have also become a major concern. The high pollution levels in Delhi is a case in point.

Another challenge is inequities in health outcomes and access to health services. The Maternal Mortality Ratio (MMR) varies from 61 per 100,000 live births in Kerala to 300 in Assam. Differences also exist in health indicators between urban and rural/remote areas - infant mortality rate, or IMR, estimated at 27 per 1,000 live births in urban areas, is 44 per 1,000 live births in rural areas. In addition, disparities in coverage of essential intervention exist even within the well-performing states. For example, immunisation coverage in Tamil Nadu varies from about 34% in Kanyakumari district to 75% in Vellore district.

The Eight Recommendations for Accelerating the Progress of UHC

Agree on the process to define a vision: In order to start a journey, one should know

where to go. It is important, therefore, to define and agree on the vision and goals for 2030. This involves agreeing on a process for developing such a vision. This will entail development of a national framework and roadmap that define roles of the Centre and the states, besides that of both public and private sectors. This goal needs to be operationalised into five-year plans, which due to their step-by-step approach, allow for different processes to converge and adjustments to be made.

Opportunities to Accelerate UHC in States: As the states are at varying levels of development, the UHC vision for the country needs to be cognizant of these diversities. In this context, there are opportunities for the states to accelerate the process of moving towards UHC. They could choose a model that they can follow for 5-10 years to develop their own path and determine their own pace. The overall national framework ensures convergence in the long term.

High-level Political Commitment beyond the Health Ministry: High-level political commitment to invest in the health sector is essential for advancing the UHC agenda at both the Centre and the state levels. This commitment is also needed beyond the ministry of health, notably the ministries of finance, skill development and human resource development, and the NITI Aayog. A similar commitment is needed in the states also.

Participatory Processes for Designing and Implementing UHC: While political commitment is a must, community involvement is equally essential for moving towards UHC. Institutions, both in the government as well as NGOs, including think-tanks and private sector players, have an important role to play in advocating UHC and pushing for its effective implementation. Building a UHC vision for the

country on the basis of strong commitment and holistic participation will be a strong bedrock for the country's future.

More Money for Health but also More Health for the Money: The health sector has tremendous potential for directly contributing to enhancing the quality of human capital, which will drive other sectors to more productive outputs. This is particularly relevant to India, which has over 20% of the global burden of disease with 17.5% of the world's population. While the private sector plays an important role in provision of services, the role of the government is fundamental and central to achieving health goals and needs to be strengthened, both in the provision and regulation of services. This requires adequate public funding to improve the safety and quality of services, addressing of inequities and investments in prevention efforts. Increasing public spending in health would not only be instrumental in accelerating UHC implementation but would also be an investment in human capital, especially given that India's public health spending, at 1.1% of GDP, is among the lowest in the world. However, it is not only about spending more money on health but also about spending it efficiently. International evidence suggests that we can improve efficiency of health spending for better outcomes. The World Health Report 2010 estimates that 20-40% of all health spending is wasted. In the Indian context, irrational use of medicines and lack of absorption capacity to spend allocated funds are serious concerns.

A Strong Health System: Intrinsically related to efficiency in government health spending is the need for a robust health system. A weak health system cannot produce a healthy population. Put another way, the factors of production of health need to be optimised so that the sector can function optimally. It is

imperative to strengthen government health facilities and improve the working conditions of government health staff, especially in rural areas. This involves having essential medicines and supplies, training and ensuring an appropriate skill mix, besides a functional referral system for complicated cases. It is imperative that the system is geared to meet the matters of global health security and international health regulations. What is essential is to ensure that health care is of good quality so that health spending remains efficient. This is of paramount importance in the UHC vision.

Monitoring and Accountability Mechanisms for UHC Implementation: Progress towards UHC entails developing a monitoring and accountability framework as part of the same process that defines the UHC vision for India. This can be achieved through defining a set of indicators and time-bound goals, including IMR, MMR, life expectancy, OOP and access to services. Disaggregation of data by gender, economic status and geographical area will be the key to understanding the progress made and the remaining challenges. Overall, time-bound goals will help maintain the momentum for UHC implementation as well as make the process open to direct audit by stakeholders.

Evaluation and Adaptability for UHC Reforms: Finally, it is important to build mechanisms for regular review and adaption based on ongoing monitoring and accountability processes. The UHC models chosen should have the scope for revision as more hands-on experience is gathered. In addition to allowing for course correction regularly, there should also be a forum for the states to share experiences.

A dedicated social awareness movement has to hit the roots and go in all directions. This will see a reduction in diseases through preventive screening. There is a dearth of dedicated

medical professionals which must be addressed effectively. The beginning has been made and the journey has just begun. It is not the impressive numbers but what is important is a change of heart and commitment among the key stakeholders – the community leaders, the common man, rural women, and SHGs to work on a common platform.

Intern: David Thangou Haokip

MSW, Assam University

Ph: 7085644820

Email: davidhaokip272@gmail.com

The healthcare sector has tremendous potential for directly contributing to enhancing the quality of human capital, which will drive other sectors to more productive outputs. This is particularly relevant for India, which has over 20 per cent of the global burden of disease with 17.5 per cent of the world's population. While the private sector plays an important role in provision of services, the role of the government is fundamental and central to achieving health goals and needs to be strengthened, both in the provision and regulation of services. This requires adequate public funding to improve the safety and quality of services, addressing of inequities and investments in prevention efforts. Increasing public spending in health would not only be instrumental in accelerating UHC implementation but would also be an investment in human capital, especially given that India's public health spending, at 1.1 per cent of GDP, is among the lowest in the world. However, it is not only about spending more money on health but also about spending it efficiently. International evidence suggests that we can improve efficiency of health spending for better outcomes. The World Health Report 2010 estimates that 20-40 per cent of all health spending is wasted. In the Indian context, irrational use of medicines

and lack of absorption capacity to spend allocated funds are serious concerns. At 60 per cent, India's out-of-pocket expenditure (OOP) for health is one of the highest in the world. This exacerbates health inequities. To sustain its economic growth, India will need to have a healthy population and address health

inequities. In this context, Universal Health Coverage (UHC) can be the driver and benefit the entire population. High-level political commitment to invest in the healthcare sector is essential for advancing the UHC agenda at both the centre and the state levels.

III. 4 . Open Defecation in Banjaria Village

Introduction

After completing the research based study of the village Banjaria, various problems were identified that need direct attention. There are many loop holes present in the entire system which are slowly ruining the whole system. Whether it is the educational sector, public distribution system, government initiated schemes for public welfare, roads and transportation, healthcare, agriculture, veterinary; every system needs immediate transformation in its whole structure. When seeking to identify culprits responsible for this imbalance, there is no single individual who is whole and sole responsible, but there are multi-step intruders who affect the entire system abruptly.

Starting from the government institutes, there are a number of public welfare schemes like MGNREGA, Indira AawasYojana, Ration card scheme, Lohiya Swakshta Yojana, Kabir Antyeshthi Yojana; all the schemes are quite successful on paper, but the ground reality denies this fact. These schemes are not only responsible for the current scenario of the village, but the villagers too have their role in this.

While talking about building toilets, a villager replied -"I will not build toilet in my house unless the government issues me the fund." This statement clarifies the mentality of the

locals. They have turned into a complete dependent body which cannot move without the government support. While interacting with the villagers, I observed that they have been a weird mentality about the government schemes and only praise any government if they get any benefits from them. As per my analysis, I came to a conclusion that they strongly need to change their behaviour, attitude and approach towards their problems, concerns and other required amenities. Their backward thinking and the superstitious practices have made them quite rigid in manner to adopt new changes within the society. They should get the proper education so that they can overcome the hurdles and lead towards development. Along with education, they should be taught about the new changes within the society and the benefits of these changes. Their behaviour should be guided towards the positivity and they should get the chance to reform themselves.

Issues in the Village

1. **Public transportation** - Public transportation is one of the major issues of concern in the village. Due to unavailability of concrete roads or even proper roads, there is an absence of any form of public transportation. If one does not possess a motorcycle or a cycle, s/he has to travel 7 km to reach the main market. Even when

coming to the village, one has to arrive before sunset as there are no modes of transportations available after sunset. The autorikshaw drivers charge very high even in daylight. And if one has to reach Banjaria in monsoon, then he has to walk on his/her foot to get there as the mud roads get worse and distorted

2. **Roads** - Banjaria really needs to have good roads as there is absolute absence of the phenomena called roads. All the neighbourhood villages have concrete roads except Banjaria. Frequent floods are one of the reasons behind this. But there is never a road made in the village. Villagers somehow contribute some money to make a temporary roads but that also vanishes just after the flood leaving no traces behind it.
3. **Agriculture** - Although almost every village of India depends on agriculture. But Banjaria is an exception in this case. Due to heavy rains, frequent floods and droughts, the complete agricultural practices are treated as a matter of loss for the farmers. The farms and fields are quite fertile in nature. But regular floods cause heavy damage to the crops and vegetables. In other season, due to unavailability of water supply in the fields, the farming gets badly affected. But in good days, if the farmers are lucky enough to prevent their crops from flood, drought or insects, they somehow manage to cultivate Wheat, Paddy, Sugarcane, Potato, Lady Finger, Cucumber, Pulses and other vegetables. Still they fight with the destiny as they hardly manage to cultivate only that much grain or vegetable, which can only be in use for them. Although agriculture department of Bihar government in Sidhwaliya block distributes seeds and pesticides to the

farmers in subsidised rates, but Mr. Anil Mahto, a farmer from Banjaria told “most of the seeds are provided to us after the completion of the season when it proves needles to cultivate those seeds”.

4. **Business** - There is not that much scope in the field of business in Banjaria. There are only few shopkeepers who can be named as businessmen in the village. These are basically Kirana shopkeepers who sell common goods, grain, packed items etc. Tailors, blacksmith, slaughterer, carpenters are present there in very small amount and performing their task for very few bucks.
5. **Public Distribution System** - There is a Ration Shop available here in Banjaria. The shop facilitates the locals with the monthly ration provided by the government of India. Each citizen enrolled in Ration card gets 1 Unit grain for Rs 13. One unit includes 3kg of rice and 2kg wheat. The ration card holder is also benefited with kerosene oil at rupees 21.66 per litre. About 57% of the village population is enrolled in ration card. Those who are not enrolled are mostly infants. Total 25% adults do not have their names enrolled in ration card. People like Kalpan Ram & Gyanti Devi, who are physically handicapped and are unable to earn for their livelihood are not been facilitated but there are plenty of people those seem to be quite rich have enrolled their names in the ration card. The point is, real beneficiaries, who desperately need the support, are not getting the benefit of the scheme of the government. Some of the villagers also acclaimed that the ration was not provided by the proper weighing.
6. **Electricity** - After a lot of effort, residents of Banjaria village was finally awarded with the boon called ‘Electricity’ in 2014. The

village still lacks of complete electricity supply as there are many areas and houses left behind from the magical electricity. The village gets 8 to 10 hours of electricity supply, that too in instalments. Nights without electricity here seem to be darker and haunted.

7. **Veterinary facility** - Only very few cattle can be seen in the village. The reason behind this rare scene is mainly the migration of the village locals to the cities. Those who are residing here are indulged into other work and don't find themselves capable of ranching. A farmer named Rajeshwar Sahi told- "the flood used to carry away the cattle with the flood water. Now the time is changing. Our children don't want to take care of the cattle as they have other things to do." When asked for veterinary facility, he said "there is no such facility available here for cattle. If they get sick, we call the private veterinary doctor who charges us very high just for his arrival."

8. **Medical Facility** - Primary Healthcare Centre, Sidhwaliya is the nearest government primary hospital 18 km away from the village. It has four doctors, seven nurses, six beds and one ambulance. Dr P.N. Ram, in charge of the health centre told that the hospital provides the facilities like child delivery, vaccination, primary treatment and many drugs and medicines. The hospital offers 4 time check-up to pregnant ladies, free medicines and fruits to the delivering woman and the infant. Major cases reported here are mainly accidents, jaundice, viral fever etc. In certain causalities, the patient is referred to Sadar Hospital, Gopalganj.

Dr P.K. Singh is the physician cum surgeon who visits the village on private calls. He has his clinic named Rahul Clinic in

Muhammadpur. He shared that he has been practicing in and around the village for 12 years and that about 80% villagers prefer medical treatment rather than superstitious practices. "Major cases reported in the village are snake bite, viral fever, jaundice, dehydration etc. I have witnessed 9 cases of AIDS and 6 cases of Cancer in the village. At the time of severe causalities, I refer the patients to Dr Ajay Kumar Verma (Motihari), Sai Hospital (Patna)."- said Dr P.K. Singh.

9. **Entertainment** - There is not any theatre available here around the village. The nearest theatre is located in Muhammadpur, 19 km away. The residents here do not seem to be very fond of entertainment as they don't have such routine. Males engage themselves in playing cards games. Only 10% of the village population have access to T.V. shows. The only active form of entertainment witnessed here is Orchestra in marriage ceremonies. People gather around some common places like Teenmuhani, BrahmAsthan etc. for interaction and chit-chatting.

10. **Media habit** - People residing in Banjaria have very less access to media. 90% people do not have any television or even radio sets. There is not a single household present in the village which has a newspaper subscription. This causes them unawareness towards the government and welfare schemes. Those who have T.V. sets in their houses mostly watch soap operas and films. The new generation boys use smartphones. There is also connectivity issue with the mobile network as there is very less connectivity inside the village.

11. **Water supply** - Main source of clean water in Banjaria is Handpump, wells and other underground water resources.

Underground water level is quite good as it lies in Gandak basin. Villagers ensure the availability of clean drinking water on their own as there is absolute absence of common clean water resources inside the village.

12. **Cleanliness and sanitation** - Sanitation is the second most important problem after floods in Banjaria. Only 16% residents of Banjaria have access to the toilets. Rest of the population is used defecating in the open. They use farm lands, fiends, bushes, river banks for open defecation. This practice is so inculcated as a habit as they feel free to defecate in open rather than using toilet.
13. **Disputes and their solution** - The villagers gather at a fixed place and talk peacefully when there is any kind of dispute among them. Elders play a vital role in this process as they try to resolve the issues peaceably. But when the dispute grows more violent, the case is then referred to Muhammadpur Police Station.

Campaigning for Open Defecation Free Village

1. Documentary screening: - A few documentaries on 'Open Defecation' were shown to the students and discussed with them about the message of the documentary. The students actively participated in the discussion and interacted with the great enthusiasm. The documentaries were on the benefits of making and using toilets and the haphazard effects of open defecation
2. Debate competition: - With the help of school teachers, a debate competition was organised on the topic 'Toilet and Health'. The competition was open to the students of classes 8th, 9th and 10th. Students actively

participated in the competition and spoke about many important issues regarding the importance of a toilet. Winners of the competition were awarded by some prize.

3. **Street play** - The message of the street play was to avoid open defecation and to opt toilets for defecation. The script was prepared by the researcher, translated by the students as well as the locals of Banjaria. It took six days to train the students for the street play. School time-table was creating hurdle in this process as classes of boys and girls of class 9th and 10th were conducted separately by the school administration due to lack of space. Monday, Tuesday and Wednesday were the boy's class timing and Thursday, Friday and Saturday were reserved for the girls. The students worked very hard in the practice sessions. After the complete preparation of the rehearsals, the team of students performed the street play at Banjaria village. The students formed a cue holding banner and posters and shouted the slogan 'Shauchalay nirmaan-mahilao ko sammaan' (building toilets-honour to women). This rally marched to the Brahm Asthan of the Banjaria, a common place of meeting of the villagers, and thus gathered an audience for street play. Then the students performed the street play and returned to the school.

Intern: Vikas Kumar

M.A.C.M.S., Centre for Mass Communication & Media
Central University of South Bihar, Patna
August 2017

India's Swachh Bharat Abhiyan aims to eliminate eliminate open defecation in India by 2nd October 2019 – the 150th birth anniversary of Mahatma Gandhi. As per the Swachhta report

of 2015, almost 52% of the population in India still defecates in the open – a very disturbing issue. Now, almost 60% of rural households have access to toilets. The major agenda of the government is to build more toilets, increase access, and bring about behavioural changes in people to use the toilets. As of March 2016, 54,732 villages in India were declared ODF. Eight States and two Union Territories, i.e., Sikkim, Himachal Pradesh, Kerala, Haryana, Uttarakhand, Chhattisgarh, Arunachal Pradesh, Gujarat, Daman & Diu and Chandigarh have

been declared as ODF completely. According to the World Bank estimates, the lack of sanitation facilities costs India over 6% of GDP. In a report 'The Financial and Economic Impact of SBM in India (2017)' UNICEF estimated that a household in an ODF village in rural India saves Rs.50,000 (US\$800) every year.

III. 5. Health Status of Women of Dirgha Forest Range Village

Introduction

The Dirgha Forest Range Village is located in Papum Pare district of Arunachal Pradesh under Kakoi circle, in 1901 group of Nyishi (Hill Miri) and Apatani tribe from Lower Subansiri district (Raga and Ziro) came to Hatilong which was under Lakhimpur Frontier Tact, later renamed as Balipara Frontier Tact. Till 1916, the village shifted from Hatilong to various other places viz. Sapoti, Kakoi, Dirgha Dafla and to present day Dirgha Forest Range village. Being outsiders they were yet to be accepted by the locals and to gain permanent settlement. Owing to the growing issues the British Government declared an area of 350 bighas (140 acres approx.) for the immigrants and named it Dirgha Dafla in the same year.

In 1982 a man was allegedly murdered by a group of indigenous people, due which the scenario of the village deteriorated and when Arunachal Pradesh got statehood in 1987 Dirgha Dafla village remain disputed because it is in the border of Arunachal Pradesh and Assam. In 1997 the villagers had meeting where they came up with the decision of

moving to Dirgha Forest Range which lies in land of Arunachal Pradesh, so in the year 2000 they started to settle in Dirgha Forest Range village. The village is still lagging behind in terms of development specifically in education, health, electricity and road connectivity.

The villagers depend on forest and agriculture, wet cultivation and jhum/ shifting cultivation is practice by the villagers where they grow rice and different seasonal vegetables like bitter gourd, chilly, pumpkin, cucumber, taro and other leafy vegetables. To meet their basic needs like salt, cloth, sugar and other miscellaneous things they sell their agricultural products in market which is the most challenging part of their life. The road which villagers take to reach market is very dangerous; they have to cross the same river five times in different places as there is no bridge. They also encounter problem in monsoon season when the level of water rise and many a times they get attacked by the wild elephants in the way. A few years ago,

two men were killed by a wild elephant; that is most horrible incident for the villagers. Apart from every constraint the villagers work hard for their survival and they hope for a better future.

Health Status of Women in Dirgha Forest Range Village

Mrs. Yape Pudu an ASHA of village Dirgha Forest Range discussed about the health status of women. According to Mrs. Yape, the village does not have any medical or health center and therefore many women fail to go for checkup during pregnancy. Family planning and up to which extent the ASHA can provide help regarding family planning were also discussed. After discussion, a focus group discussion was held with the women folk of the village.

Focus Group Discussion with women of Dirgha Forest Range village (FGD)

Session: I Date: 19th June 2017 Topic: Family Planning

1. On the evening of 19th June women folk gathered and intern introduced herself, and also asked them to introduce themselves.
2. After that Mrs. Yape started the session by informing them about the importance of health and why it is important to have family planning.
3. She further told the women folk about the use of contraceptive pills, Copper-T and other contraception methods.
4. Some of the women asked questions related to family planning, they also discussed with each other whether they use contraception or not.
5. Some of them admitted that they never used any contraceptive due to which they had many unwanted pregnancy and they

aborted without a consultation with a doctor.

6. Mrs. Yape told them the side effects of abortion and also conveyed that during such abortion sometimes due to excess bleeding one can lose her life.
7. Later she gave them some contraceptive pills and condoms free of cost.
8. As the discussion went on for a long time and they had to go back home, the importance of health was once again highlighted.

Observation: At the onset of the discussion some of the women were not saying anything; they were feeling shy to talk about the topic but as the discussion went on every one got involved in asking questions regarding family planning. As they work all day, many of them seemed tired; but at the end all of them were sensitized about the precaution to be taken to prevent unwanted pregnancies.

Session: II 1st July 2017 Topic: Personal Hygiene during Menstrual Cycle

Womenfolk gathered for FGD once again at the house of Mrs. Yape who started the discussion by asking them a simple question, what do they understand by hygiene?

Many of them said taking bath every day, some said washing hands after going to toilet; Mrs. Yape added more input in the discussion by asking them how they take care of themselves during menstrual cycle.

Some said that they used sanitary napkins where as others use cloths; some said they change once in a day and others twice.

Mrs. Yape then spoke regarding personal hygiene, she explained to them what kind of care should be keep in mind during the cycle like washing hands properly, changing pads

once in every six hours.

If one is using cloth then how to wash it was shared.

Some of them asked why it was so necessary to change the pads every six hours; Mrs. Yape answered them that during the cycle women are more prone to be get infected by bacteria which can cause serious health problems later.

A discussion on how to dispose pads off properly and the importance of drinking lots of water was initiated.

It was also suggested to them to take care of their health and the need for family planning methods was reinforced.

Observation: Menstrual cycle is a part of all women; every woman goes through it but the womenfolk of Dirgha Forest Range never thought about it in depth and the importance of maintaining hygiene during menstrual cycle. During the discussion they were all involved and all of them had their own doubts and questions. As much information that was required was provided to the women.

Analysis: All of the womenfolk work in agricultural fields; it is very hard to have a gathering because after returning from field they all get engaged in household activities like fetching water and cooking. Even though they were tired after working all day in the field, they cooperated and came for the FGD. Through FGD all of them came to know about importance of family planning and how to maintain hygiene during menstrual cycle.

Intern: Dogin Yami

MSW, Diploma in Computer Applications
Rajiv Gandhi University
Arunachal Pradesh
Ph: 9436983583
Email: doginyami@gmail.com

IV. Rural Governance

IV.1 Role of Self Help Groups in Rural Development in Dindigul District, Tamil Nadu

Introduction

In Indian society women are suppressed and their voice is unheard. Especially in rural areas, in her family, though she plays a vital role, her labor is not valued. When it comes to financial decision her voice is neglected. In the community, she is not permitted to talk before others. Naturally her voice is neglected in social forums. Thus, she is marginalized by the patriarchal society and not given with any opportunities to share her views on rural development apart from her family issues. Despite the taboos persisting in rural society, like a bolt from blue, SHG emerges and gives opportunities to rural women to express themselves and participate in rural development. SHGs not only equip and foster individual growth and development but also foster entire village development.

SHGs are more than saving units and loan providers, they impart knowledge and empowerment to rural women. They are a legal adviser to its members in providing guidelines in times of domestic violence. Like a general physician SHGs treat their members on personal hygiene, nutrition, child rearing etc. Like a financial advisor they impart knowledge on savings, banking modus operandi for loans and insurance which is very new to rural women. Like an entrepreneur development organization they give training and introduction to new entrepreneurs. SHGs act a bridge between the member and the agencies which equip people on personality development.

After joining SHGs, the image of rural women in Vakkampatty Village Panchayat gets makeover as they are personally developed.

Family supports their participation in SHGs because of which women equally contribute for the finance of the family especially for their children education. Knowledge on political matters empowers women and so they begin to desire to contest in local elections.

SHGs break the caste discrimination among its members. SHGs are like redeemers of livelihood; they save rural women and family from unemployment because of failure of agriculture in rural areas as a result of breakdown of monsoon. Above all, women work together in groups for achieving universal goal of empowerment. According to the proverb "Where there is a will, there is a way", women with aspiration to develop not only use a magic wand on individual lives but over the entire rural area. Thus SHGs foster rural development.

SHGs in building of Rural Development

SHG not only touch individual lives but also impacts the whole area involving in the process of rural development. The activities of SHGs in various aspects of the rural development are discussed below

1. Involvement in Political Activity

SHGs motivate their SHG members to cast their vote and contest in local elections. As a result of personality development, working in groups and discussing on social issues, they have created a desire in women to contest in panchayat elections. SHGs also conduct campaigns on importance of voting for the general public.

2. SHGs in Village Sanitation

In terms of Village Sanitation, the image is

quite clean. The SHGs join hands with the panchayat in maintaining village sanitation. Open defecation reduced a lot due to active participation of SHGs in promoting awareness on sanitation. Adding feather to the hat of SHGs, they have passed a resolution to have toilets in all members' households, which shows the bright side of village sanitation.

3. SHG as a guardian of environment

Kalenchium Trust provides seeds to its SHG group members for kitchen gardening. SHGs also campaign for plastic free Vakkampatty Panchayat. SHG members are also involved in vermicomposting their vicinity as a step to organic fertilizer based agriculture.

4. Removal of Liquor Shops

Alcoholism always has been a threat to human life and environment. The immediate victims of alcoholism are women. The SHG members of Vakkampatty village panchayat joined hands together to close down of liquor shop located on the highway by agitating in front of the Collector over the nuisance of the liquor shop. The closure of liquor shop had relieved the local women & children from misbehaviour of the drunkards. This act not only benefited the Vakkampatty Village Panchayat but also the highways travellers.

5. Motivation to New Entrepreneurs

Majority of the SHG offers training to young widows in tailoring and weaving baskets with the help of senior women in the village. This not only fosters entrepreneurs but paves way for preserving handicrafts of rural areas.

6. Governance

SHG motivates its member to attend Grama Sabha. These members are shining

examples for others and actively participate in Grama Sabha and also encourage others to attend the Grama Sabha.

Way Forward

1. SHG in Vakkampatty village panchayat needs more encouragement and support from government and NGOs for better functioning.
2. SHGs can transform from saving units to entrepreneurial units which helps them to remove unemployment due failure of monsoon.
3. SHGs can work together with panchayat and stress on the importance of sanitation.

Key Findings

1. 74% of the women join in the SHGs for saving purpose. SHGs become the first choice for savings and getting loans since it is a safe option with low interest.
2. On the basis of the debit they incur in SHGs, the paying amount differs from person to person and from group to group. In Vakkampatty the average amount paid by the members for savings is Rs 200/-.
3. 56% of the women fully depend on SHGs for savings.
4. SHGs impact the rural women regarding the financial matters; 100% of the women are vested with bank account is possible only because of SHGs.
5. Without any hesitation women approach the Bank and are treated with due respect because of SHGs.
6. The percentage of women visiting the government officers have been increased from 46% to 62% after joining SHGs.
7. SHGs empower the women to claim their right and guide them to the right place to

get the right things done.

8. Women attending political & public meeting has increased (96%) after joining SHGs.
9. Capacity Building : Members of SHGs in Vakkampatty Village Panchayat have taken training course in Madurai and Coimbatore for capacity building by the Kalaencium. Members were given training on Basket Weaving and Tailoring.
10. 58% of women accepted that, after joining SHGs, they started discussing about public issues with fellow beings.
11. 80% of the women are aware about the women related schemes in the government after joining SHGs.
12. 88% of women developed self-confidence through SHGs.
13. SHGs impart knowledge on personality development, personal hygiene, family planning, child rearing etc.
14. 96% of the respondents admit that their economic status increased because of SHGs.
15. 54% of the women use their savings from SHGs for children's education.
16. SHGs have fostered the urge to contest in panchayat election.
17. SHGs have developed the leadership quality among the rural areas.
18. The bond between the SHGs and Panchayat should be strengthened regarding the village sanitation.
19. Since the SHGs in Vakkampatty are on a saving basis, the percentage of SHGs motivating to start new enterprise is less.
20. Kalenchium plays a vital role in training the SHG leaders on personality development. There SHG leaders act as the ambassadors,

educating their SHG members on social issues, schemes, health tips, tailoring etc.

21. SHG in Vakkampatty includes all the women excluding the community and religion they belong. This imparts community integration within the village.
22. Kalenchium offers guidelines to women on health, sanitation and starting of new enterprises. It also fosters reading habit to SHG member by offering weekly magazines on health and hygiene.
23. Women come out from the family and participate independently in community development.
24. Financial crises in family of the members are manageable due to SHGs.
25. Support To School Children : SHG offers help to poor school children by provide free note books and stationery in Vakkampatty Village Panchayat.

Self Help Groups in Vakkampatty Panchayat:

S. No.	Type of SHG	Name of the Self Help Group	No. of Self Help Groups
1.	Government Support	Valvaatharalyakkam	11
2.	Private	SSSPT Trust	9
3.	Private	Kallanchiyam	8

Source: computed

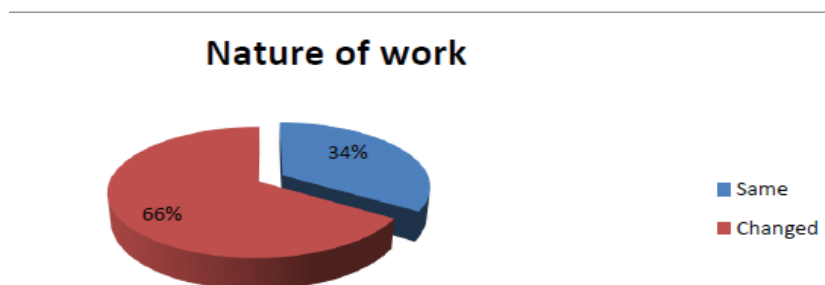
The Vakkampatty Village Panchayat comprises 28 self-help groups. In this 11 groups works under the government scheme “Valvaatharalyakkam”. These groups mainly do activities related to savings and rotation. Remaining 17 groups function under two private trust namely SSSPT- Social Service Sericulture project trust (9 self-help groups) and Kallanchiyam (8 self-help groups). The groups under the private engage themselves in Vermicomposting, tailoring and pickle making.

Highlights

Nature of Work before and after joining SHGs :66% respondents reported a change in

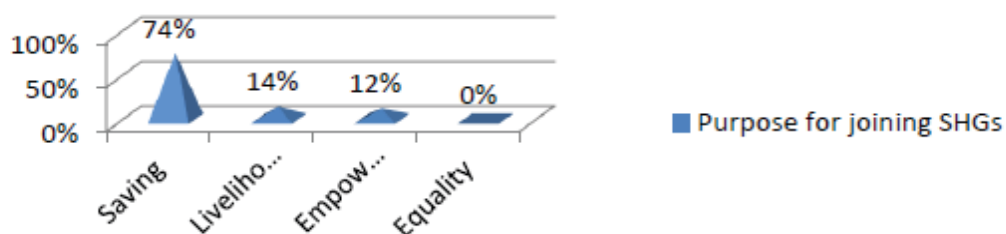
the nature of their work after joining SHGs

Figure 10: Nature of work before and after joining SHGs

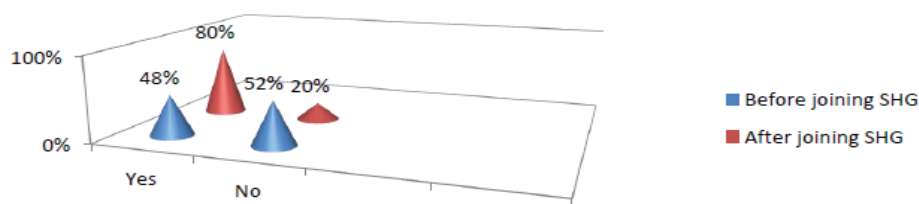


Purpose for joining SHGs : 74% of the respondents shared that they joined the SHGs for saving purpose.

Purpose for joining in the SHGs



Awareness about Women related Schemes: Awareness on women related government schemes rose by 32% after joining SHGs.



Intern: S. Sangeetha

Final year, M.A. Development Administration (5yr. int.)
 Department of Political Science and Development Administration
 The Gandhigram Rural Institute - Deemed University, Gandhigram-624302
 Dindigul District, Tamil Nadu
 July 2017

V. Rural Occupation

V.1. Chalta Basti – Fishing for Survival

Chalta Basti in Assam state of India is a 150 year old settlement where fishing is the mainstay for the largely migrant labour from Bangladesh. The once flourishing fishing hamlet is now seeking other avenues for survival as fishing is becoming an expensive proposition for them.

Fishing has been the staple source of income for India's coastal areas since times immemorial and along with the marine resources adds to the cultural richness of India.

The prominent marine fish disposition in India are the Mackerel, Sardines, Bombay duck, Shark, Ray, Perch, Croaker, Carangid, Sole, Ribbonfish, Whitebait, Tuna, Silver belly, Prawn, Shrimp, Squid, Octopus, Red snapper, Lobster, Cat fish and Cuttlefish. Among the species caught, Indian oil sardine, Indian mackerel and Sciaenidae are the dominant ones. At present, India's marine products export is worth about US\$ 1,330 million.

Chalta Basti has a population of about 1300 with BPL families constituting 90% of the population. There are 758 voters. Hindus constitute 95% of the people. Illiteracy rate is 60% with schooling rate at 58% and high schooling at 10%. Farmers make up for 37%, tea garden employees for 28% and construction sector for 10% of the population. The outlook for work is slowly changing from traditional farming to fishing. Electricity households constitute 41%, while those using kerosene are 8%. 58% are deemed healthy. Toilet using population is 4%, and those using pits are 40%.

The fishing industry infrastructure is a major concern for the fishing community with pricing heading the concerns. The species that are exported experience a quantum jump of more than 500% from the source of origin. The prices

are modulated by the traders at the expense of the illiterate and ignorant fishermen.

Basic amenities such as weighing machines, landing platform, icing facility (cold storage) are absent. The government should prioritize development of the basic facility centres.

Credit availability is yet another area of concern for equitable growth of the fishing sector. The credit leverage with the bigger players of the trade is one of the most important controls used on the trade. The rise of the "Client Patron Relationship" is the effect of the credit control which has distorted the trade unfavourably for the fisherman. The financial institutions need to review the several modes of operation and procedural glitches for providing credit facility to the fisherman.

The fishing market is highly unregulated with no minimum prices fixed for species, no product differentiation, no control on quality standards, and no weighing mechanism for the catch, etc. The scenario is further worsened with few players dictating the terms and conditions of the trade.

The fishing community of Chalta Basti is waiting for more help to streamline its life and reach higher standards of living. A motivating educational drive to uplift the community is the need of the hour.

Intern: Ashish Kumar

V.2. Migration and its Impact on Koli Tribal Community in Chavsala Village

Objectives of the Study

1. To study the impact of migration on Koli Community in Chavsala village
2. To know the present situation of Koli Community in Chavsala village

Introduction

The current study discusses the migration of a tribal community called Koli in Gujarat's Chavsala village and the subsequent impact of the migration on the village in socio-economic and cultural fronts. The community is considered as a primitive one that hails from Surat and Valsad districts.

Background

Gujarat, like many other Indian states, has a multitude of tribal communities that are distinguished by their diverse spread, socio-cultural features and varied lifestyles and economic conditions. The tribal population comprises 15% of the overall state population. One such tribal community is Koli community, also referred to as Kolgha – Kolachaor primitive group.

As far as Kolcha primitive tribe is concerned there is not much reliable data. The old Gazetteer of Bombay Residency, 1901 provides some specific and interesting information about its characteristics and conditions in the past. Kolis are found in forests and hilly areas, while in the urban scapes, they mostly inhabit the outskirts of towns and cities. Kolis are believed to originally belong to Khandesh area of Maharashtra. Historically, they have been culturally and socially underprivileged. Some of their crucial and consistent characteristics have been their hardworking nature and diligence. Koli community is a significant tribe in Chavsala village and is engaged in

several farming related occupations. They are actively associated with village politics owing to the prominent numbers in their tribe. They migrate to the nearest towns and villages during slack seasons in agriculture in their village.

Village Profile

Chavasala, located in Valsad district of Gujarat state, is endowed with natural beauty owing to its location amid hills and forests. The village is inhabited by various tribes with a population of about 3100. There are basic facilities available such as primary school, dispensary, water tank, well, ponds, roads etc. There are three Aanganwadies in the village. Chavasala has 12 wards and every ward has its own elected representative who represents the issues and problems before the Sarpanch, the head of the village. The Sarpanch runs the village Panchayat with the help of another body. The villagers mostly depend on seasonal work, for example, during monsoon season they do farming and for the rest of the year depend on some other labour work. Besides Koli, Kukan is another major tribal community in the village. Both these sub castes are culturally different from each other. Kukna Caste is considered to have higher status while Koli caste has lower status in society. Therefore there are minor rifts between the two communities. Nevertheless, they co-exist peacefully in the village.

Socio-economic Conditions of Koli Community

The condition of Koli tribal people of this area was as bad as slaves of the medieval period of the erstwhile feudal society. They are known as very hardworking and diligent people. They were satisfied by whatever was given to them by their landlords. They have no information about the origin of their name

'Kolgha'. They are also known as Kolgha, Kolcha, Dhorkoli and Tokar-Koli. Though the tribe names are different, they have basically common characteristics. Ironically, this tribe is considered untouchable even by other tribes. They are also known as 'Dhorkoli' tribe. Dhor means cattle. Because these people consume the meat of cattle, they are called Dhorkoli. This was the usual practice to identify a tribe. The persons who were preparing baskets (Tokra) from bamboo, were known as Tokra-Koli.

As per R.E. Enthoven, this tribe was considered the most backward. It also keeps distance from 'Bhangis' (most backward community among schedule castes) and do not eat with them or even touch them. As per 1961 census report, 47 villages and 5 cities of Thana District and 129 villages of Khandesh area were merged into Surat and Valsad districts. The survey conducted in those villages surprisingly showed that there was not a single village, which did not have population of Koli tribe! Koli tribe people usually stay in villages along with Dhodia, Kunkana, Nayaka, Rajput, and Muslims etc. In the villages they stay in a group of 10-12 families. Their main occupation in these villages is grazing of animals, agriculture and labour work. If they stay in a village in larger numbers, it becomes difficult for them to get animal grazing work or agriculture labour work for all of them. That is why they prefer to stay in different villages with 10-12 families in a group. They sometimes construct their own huts on the land of the land owner, their master. Their huts are separately located in a corner site. Such settlement is known as Kolgha-was (place where Kolghas stay).

In Gujarat, as per 1991 census, the population of Kolgha primitive tribe was 82,679; in 2001 (Land and People - 2005) 48,419; and as per current 2005-06 survey it was recorded as 41,396.

Background of Migration

Koli community people migrate from village to towns such as Valsad, Nashik, Vapi, and Pardi etc. During monsoon season, they do farming in the village. Once farming work is done, they migrate to cities for labour work. They come to the village again in the intermediate if they have work, otherwise they remain in the cities only. People work on the basis of daily wages, and have no fixed work. Villagers go with their whole family. Men and women, both work as labourers. There are labour markets in the cities from where they are taken by prospective owners. The community people do not have any proper place to stay, and stay on footpaths. The villagers come to their village once or twice in a month and stay back only in an emergency.

Impact of Migration on Koli Community

Education

Owing to the perennial migration, there has been a big impact on the community, especially their future generations since their education prospects have been suffering badly. Kolis take their children along with them to the cities depriving them of their education. Though some children of the Koli community are studying in primary and high schools, the data establishes big dropout rates and migration is the major reason. Also, very few girls are exposed to education.

Children help their parents and most of them also take to labour. Girls make food for them and take care of small kids. When asked why they do not send their children to school and why they take them to cities, they blame it on the lack of employment in the village. This is a chain and because of lack of education, the future generations too are taking to labour as there is no considerable change in their economic status. Very few people are found taking up jobs. There is some change but still a

lot is desired to be changed.

Health

The villagers of Chavsala mostly spend time in the cities for labour work. Therefore they are not able to take care of themselves on the health front. With poor diet, exposure to varied climatic conditions, pollutions and improper lifestyles, the community's health is at major risk always. They are generally engaged in laborious jobs such as construction work, gutter work, etc. and have no proper time to take rest. They fall ill regularly and are prone to all kinds of diseases and disorders. This is also showing up on their financial status as a major chunk of their earnings go into medical care.

Financial Indiscipline

No doubt, many Kolis are seen earning enough money but lack proper savings and discipline in spending. People earn for six months and spend in two months. They do not save it for the future. This has been forcing them into a vicious cycle of borrowing at high returns and pledging land and properties. Koli people are very backward among tribal communities. The Gujarat government took notice of this issue and has allocated special funds for them. They are provided with special reservation in local schools with scholarship to promote education. This has surely brought changes in the community, though modestly. Many government schemes as well as private schemes are now available to the tribe. Gujarat Government has given special status to them and they are called "Primitive Group".

Culture Aspects of the Community

Kolgha tribe people reside on the outskirts of the village. Usually they stay in slopes of hills or in forest areas. At some of the places, the tribal Kolis stay away from the mainstream of population and have small houses built for

them in remote outskirts. During the last few years, in some of the areas, some pucca houses were constructed and allotted to them under Tribal Area sub Plan- TASP.

Education

The level of education is very low among Kolitribals. Parents do not care about education of their children. Usually children of Koli people take school education up to Std. IV in a nearby school. The tribe, being economically very poor, often has to move out in search of labour work. Therefore, the education is neglected and remains at a low level. As per Land and People (S.C. Bhatt - 2005) rate of literacy in this tribe was 38.26% in 2001. Now under this survey under report the numbers of educated Koli people is 12,133 and the number of illiterate people is 23,957.

Religion

In Kolgha tribe, we do not see any religious totem or a symbol. Usually they worship the goddesses named Kaneshari, Mavadi, and Kalikamata, etc. In their economic life too, religion plays a significant role. For example, when they take the crop from the field, they worship Kankeshari and Mavadi goddesses.

Economic System

The Kolis originally used to be engaged in catching frogs from ponds. Now this occupation has totally become extinct. Therefore they have taken up different occupations in different areas. In hilly areas, they are engaged in forest labour and other related works. These also include making baskets and toppla. Those who reside around urban areas have taken up petty jobs in factories or other labour work. For any kind of labour work, they migrate to other cities and districts.

Koltribals are not landholders. There are a very few Kolis holding land. These people too, besides farming on their own land, look for agricultural labour work elsewhere, such as construction of farmhouses, preparing land squares for paddy growing, digging of wells, collection of fire-wood for monsoon, and grazing of animals, etc.

Thus, Kolitribals are resourceful in economic activities of Dhodia and Kukana tribal farmers. In return, they get food-grains, and money, etc. Often they also migrate to places where there are sugar factories. For a couple of months they get work such as cutting of sugar cane. Some of the Koli families work in farms producing chiku and mangoes. These people have an expertise in preparing land squares required for fruit plants.

Current State of the Community

Present situation of Koli community is better but has still to be developed. Children are getting educated but only till Std. XIIth on an average. They do not go for higher education and the educated youth too are also not interested in taking up jobs. The drop rate is higher than what is among the Kukna community. Because of migration they do not sustain a quality life and continue to serve as labourers.

Major Observations

There are several major issues found in this study - The Impact of Migration on Koli Community. They are more affected economically, socially and educationally. Despite the special status, there is no perceptible change in their lives and financial status. Special schemes are available but they do not get the benefits.

Conclusion

Koli is a tribal community very much affected by migration. They do not have a plan or proper concern for their future generation. It is here where the government can play a bigger role and pay more attention towards this community. Several schemes are provided but

still a lot more is desired to be done to bring them to the mainstream. Education can play an important role for their upliftment. Kolis are low in their esteem and confidence and lack of education is the main reason. The government and NGOs along with well-settled Kolis need to come together to provide education to the Koli community. The villages need to have more opportunities for livelihood such as MNREGA schemes so that the community can stay put in their village and provide continuous education to the children. It is felt that the head of the village and other leaders as well as government officers need to explore this aspect and implement schemes that deter rural-urban migration of labour for work.

Intern: Ajay Raut

M A, Social Management
Central University of Gujarat
Ph: 8238750765
Email: ayraut.cug@gmail.com

VI. Rural Social Issues

VI.1. Human Trafficking

Millions of children have lost their childhood to the greed and villainy of powerful crime networks. Children are being forced into horrendous activities with the lure of money. The quest for money by parents leads them to far off lands where, due to their ignorance and innocence, both the adults and the children are forced into illegal and immoral acts.

Human trafficking menace needs to be addressed aggressively by governments at both national and international levels. The paucity of efforts in addressing the issue reeks of political interventions across countries. While some countries implement culture-friendly measures, other countries have no counter trafficking laws at all.

In 2003, the UN Protocol to Prevent, Suppress, and Punish Trafficking in Persons, established a universal trafficking definition and set goals for countries to prevent and combat trafficking and assist victims. In India, the government, both at the national and state levels, has passed laws which are however, not getting implemented because of loopholes. All governments have a role to comply with the “minimum standards for the elimination of trafficking.”

These efforts are challenging as there is no one way to address the variations in trafficking across the world. Differing cultures, economics, and religions - all make laws complicated to implement; and corruption, cultural interpretations, and different systems of justice make them even more difficult to enforce. Another writhing agony is that many of the laws worldwide focus on sex trafficking as opposed to labour trafficking (which is more

widespread), partially because sex trafficking is talked about in the media more.

Children – Vulnerable Prey

More and more innocent children are forced everyday into this vicious circle, led by the lure of money. Children slog for long hours for paltry daily payments, falling easy prey to unsuspecting and wicked pimps, agents and slave drivers.

Lakhs of children go missing every year and every now and then the laws governing children are tightened. But the chase goes on. This is a huge big black mark on the beautiful face of India.

According to NSS estimates of 1993-94, there were approximately 9 million children who were working as full-time workers. The definition of ILO in 1996 recommended a methodology of estimating child labour which is very similar to that of NSS of India. The ILO dealt with two districts of Gujarat. NSS estimates provide sub-grouping of child population (0-14 years). The absolute number and proportions of rural-urban dimensions of child population (5-14 years), child labour and its gender components. Out of a total estimated child population of 175.9 million in India, 85.8 per cent are in rural areas and 14.4 per cent in urban areas. When seen in the light of degree of urbanisation in India, we find that proportionately the number of children in rural India is much larger than that in urban India. Out of a total estimated full-time child labour of 8.9 million, 90.9 per cent were in rural areas and only 9.1 per cent were in urban areas.

In 1981, Andhra Pradesh was the only state where more than 10 per cent of rural male

children were working. The pattern observed in 1991 suggested lowest incidence of rural male child labour in Kerala, Haryana, Himachal Pradesh, and Uttar Pradesh while the highest was in Andhra Pradesh, Karnataka and Madhya Pradesh. Incidence of rural female child labour in 1961 had a marked regional bias. Rajasthan, Madhya Pradesh, Andhra Pradesh and Himachal Pradesh had extremely high incidence of rural female child labour while Kerala, Uttar Pradesh, Punjab, Haryana and West Bengal had low incidence. The change in definition of workers in 1971 affected rural female workers much more than others. Hence, the census data of 1961 and 1971 data has lot to be desired. A proper comparison would be between 1971, 1981 and 1991 census.

The child trafficking definition adopted by the UN Office of Drugs and Crimes states the importance of steps to prevent, suppress and punish trafficking of persons especially women and children.

Bijnor, Uttar Pradesh, India, an area of research for human trafficking, has seen increasing growth in the crime, supported by weak awareness among the people. Bijnor has 5 government primary schools. However, its population of 14,500 people is concerned by the high levels of child trafficking. The area has a low literacy rate and high rates of labour work.

Research revealed children are forced into labour that may include agri-labour, construction, carpet, garments and other such industries. Some children also get trapped in begging networks, organ harvesting and drugs peddling. Most of the children land in sex films, flesh trade, or get exploited as members of circus troupes.

Though laws are aplenty to punish the guilty, shoddy implementation and delayed

mechanisms dilute the justice system. The urgent need of the hour is to boot out old and incapacitated laws and make way for progressive, aggressive and comprehensive laws which are strict on the accused. The media, on its part, must go slow on sensationalism and live up to its role as a positive agent of change.

Intern: Devendra Kumar Prajapati

M A, Mass Communication and Journalism
Babasaheb Bhimrao Ambedkar University
Lucknow, UP
Ph: 7755075617
Email: kumardevendra138@gmail.com

VII. Socio-economic Conditions

VII.1. Socio-Economic Development of the Farmer in Bakhariya Village of Varanasi District

Introduction

The current report delves deep into the “Socio-Economic development of Farmer and Rural Communities in Bakhariya village located in Uttar Pradesh”. The main purpose of the present report becomes very clear from the topic of the report. The report clearly elaborates socio-economic condition of farmers, rural artisan, women as well as functioning of rural institution. This report discusses the problems, barriers in village and solutions for development of village through rural participation.

Objectives

The main objectives of Participatory Rural Appraisal are:

- To stimulate the community to identify the causes of its problems and collective aspirations
- To facilitate communication with the community
- To get insight into the socio-economic and cultural realities of rural life
- To blend class room learning with the field experience

Methodology

The data was collected in areas of demography, social structure, infrastructure, agro-climatic resources, village economy, village organizations and people’s institutions and the issues of development. Both Quantitative and Qualitative data has been collected. In the present study quantitative data were on population, land holding, literacy rate and qualitative data on quality of drinking water, quality of the road, housing pattern, sanitation,

food habits which were obtained from the village after the interaction with the villagers and with use of tools like Participatory rural appraisal, Focused Group discussion, informal meetings.

Geography and Social Structure

Location and Demography

Bakhariya village is located in Kashi Vidyapeeth block of Varanasi district in the state of Uttar Pradesh. It comes under Sarhari Gram Panchayat and is located 7 km from Maduadih, 15 km from District Head quarter Varanasi and 100 km from state capital Lucknow. The village is divided into four hamlets. It is situated on uplands and has an area of 107.63 hectares.

Its total population is 2809, out of which men are 1495 and 1314 are women. The sex ratio of the village is 892 female per 1000 males. The total number of children is 479 out of which number of boys and girls (between 0-6) is 210 and 169 respectively. The population belonging to the age group 18 and above constitutes 62% of the total population, 13.49% per cent belongs to the age group of 0-6 years and 24.51% per cent belongs to the age group 7-18.

The literacy level of the village is 71.65%, out of this 81.7% males of the village are literate whereas just 60.35% females of the village are literate. Adult male literacy rate is found to be 74.6% and adult female literacy rate is 52.1%. Also 88.8% and 68.6% of the boy and girl respectively in the age group of 0-18 are literate.

Social structure

The village has a large population of Hindu but a few families practice Christianity. The

households' wise social composition is - 77 belong to General caste, 51.69% i.e. 229 belong to other backward caste, 27.99% i.e. 124 is of schedule caste and rest 2.93% i.e. 13 is of schedule tribe.

Natural Resources

According to the villagers, the fertility of soil is good because of which the yield per hectare is high. The village is situated on uplands or mid up land where the texture of soil is sandy loam with or without clay.

The land use pattern in village is as follows:

Water

The village has 65 government hand pumps for the drinking water of which 26 is not functioning now. Village does not have good drinking water facility as these pumps do not provide safe drinking water. There are a large number of households which are far away from the hand pump and well and therefore face a lot of problem for drinking water as well as for their daily use.

Infrastructure

The village is connected through a PCC Road and inside the village road there are both Kuchha and Pucca roads. The sample survey shows that 85% of the households say that the road is dilapidated, 8% of the road is of poor quality, 5% of the road is average and just 2% of the sample says that the road is of perennial quality.

Electricity

The sample survey shows that 80% of the households are electrified

Drainage

Drainage is a main problem in the village because there is no drainage line on both sides of roads. This is leading to water stagnation,

a serious problem in the village during rainy season, causing spread of monsoon diseases such as malaria and diarrhea.

Communication

The village has network connectivity of BSNL, VODAFONE, IDEA, and RELIANCE JIO. The sample survey shows that almost households use smart phones.

Educational Infrastructure

There is one Government Primary school in the village, Middle school is situated in the neighbouring village Sarhari which is just 200m from the village, and High school is situated at Sarhari which is 200 m from the village. The strength of primary school is 67 including 39 boys and 28 girls and three teachers are there to teach them. The Primary school has been provided with midday meal facilities for the children under Sarvashiksha Abhiyan. There is no toilet facility for students. The teaching quality at the Primary School is very poor and despite good facilities the performance of the students is poor.

There are two Aanganwadi Centres established in 1996 but they still do not have own buildings.

Health

Primary health Centre is available in the village. According to the villagers the PHC is not functioning well despite adequate number of doctors. Diseases such as general fever, malaria and diarrhea are common and an Asha worker provides vaccination to the children and also informs people about different diseases.

Defecation

Majority (70%) of the population in the village practice open defecation while the rest have toilet facilities. Households having toilet facility also prefer to go in the open for

defecation; toilets are mostly used by small children's and woman. Presently under the Swachh Bharat Abhiyan (Gramin) toilets are being constructed.

Local Economy

The Source of livelihood of villagers is multidimensional as they are engaged in a number of activities comprising weaving which is the primary source of income while agricultural is the secondary source. Apart from this they also do work as wage labourers in government schemes and or private works. They also migrate to nearby city to earn some livelihood. Few women's are engaged in handicraft activities.

Land Holding Pattern

There are 10% landless people who are dependent on wages and also migrate (daily as well as seasonal) for livelihood. Around 48 percent farmers have less than one acre land and they are engaged both in agriculture as well as non-agriculture labour to sustain their livelihood. 26% have between 1-2 acres' land and they used land in proper manner for cultivation. 10% farmers have land between 2-4 acre. Six percent farmers have four or more than four acres' land.

Agriculture

The agricultural practice is mainly primitive in nature and labour intensive. It is rain fed due to non-availability of water for irrigation purpose. It is found that the soil is sandy loam with or without clay. The farmers use urea along with cow dung as fertilizers; however, application of cow dung is found to be prevalent in the village. Nitrogen, phosphorus, potassium and micro nutrient deficit are common.

Consumption

There is a huge manufacturing unit related to weaving and handicraft. Weavers travel

to Varanasi to purchase raw material and also sell sarees. People sell their grain stock in the nearby market. Main products are the agricultural and handicraft produce. The production of agricultural produce is just sufficient for the villagers, though they sell rai, wheat, rice, flower (marigold, rose) and vegetables etc. in the local markets of Korauta and Lohta.

Food Availability

According to the survey, most households have sufficient food availability. The village has surplus production of vegetables and sufficient production of fruits like guava and mango and cash crops like sugarcane.

Housing Pattern

The village is divided in to 4 small hamlets. The houses in the village are scattered, most of the houses are located alongside the road of the village. 68% houses of the village are pucca houses, 14% houses are semi pucca and rest of the houses in the village are thatched houses made from brick, mud, stone, logs etc.

Banks

There are two banks, Kashi Gomati SahkariGramin Bank and Union Bank. A large number of villagers have account in the Co-operative bank, and a few of them in the Union Bank. The main reason is that the villagers receive their payment for MNREGA through Kashi Gomati SahkariGramin Bank. Due to MNREGA and Jan DhanYojna, 98 percent of the villagers have bank accounts.

Credit

Traders/Money Lenders

This is the major source of the informal credit for the villagers, from daily expenditure to social and medical expenses to purchase of cattle or crop loan and children's higher

education. The interest rate varies from 80-120% p.a. depending upon the emergency of credit.

SHGs and Committees

There are two self-help groups and five village level committees to handle developmental, welfare and social uplifting activities

Government Schemes

Poverty Alleviation Program: Mahatma Gandhi National Rural Employment Guarantee

Act (MNAREGA)

Din Dayal Upadhyay AntyodayaYojna: It is distributing food grains and kerosene under Public Distribution System (PDS) to the villagers.

Swachh Bharat Mission (Gramin): Under this program, toilets are constructed by Pradhan and Nirman Samiti. In first stage 50 toilets were constructed

Din Dayal Upadhyay GraminVidhyutikaranYojna: Electrification is going on

PLANS:

Short Term

Panchayat has decided to clean two ponds and also bore some hand pumps in the village for both drinking and irrigation facilities.

Long Term

Work on “merh bandh” i.e. boundary along the fields would be done throughout the village.

Electrification of some part of the village i.e. a mohalla which is not yet electrified

Findings of the Study:

- » Agricultural productivity had reduced in the last 20 years
- » According to soil health card (checked and

verified by Government of India, 2014), the deficiency of micro and macro nutrients found in the soil

- » Prevalence of illiteracy in the village
- » Hygiene and sanitation are the major problem
- » Mostly population were involved in weaving but due to debt trap most of the people had lost their work and were facing poverty
- » Gram panchayat is not functioning properly
- » Chak road is in a dilapidated condition
- » Drains are open and in pathetic condition, which gets over flooded in rainy season and villagers suffer from water logging
- » Availability of drinking water is a major problem
- » No government secondary school
- » High rate of girls’ dropout in higher education
- » Men and women do the same work but women paid less
- » Stray animals’ number high
- » Village communities have improper functioning
- » Health sub centre is in pathetic condition
- » Lack of basic amenities in primary school
- » Lack of basic infrastructure at Aaganwadi centres

Conclusion

The following stand as recommendations

- » Encouraging integrated farming system in which poultry, pisciculture, bee keeping, dairy and other agricultural allied activities for economic uplifting of farmer
- » Systematic arrangement of irrigation

like concept of per drop per crop by introduction of watershed development and renovation of village pond

- » Special training for encouragement of organic farming and encourage the use of organic manure
- » Specific provision for providing benefits of crop insurance to beneficiaries' farmer
- » Sustainable way to encourage such a transformation will be to encourage Farmer Producer Organization, and create forward and backward linkages for agricultural produce
- » Arrangement/ provision of easier loan services for tenant farmer and leased land farmer for incompetency of credit loan to them
- » Arrangement for middle-man free market for getting actual price for agriculture produces
- » Special arrangement for regular availability of High Yield Variety seeds,

insecticides and fertilizers at suitable price to farmer

- » Improvement of all season rural roads
- » Promote Self Help Group building
- » Intervention of Dairy project
- » A sustainable way to encourage the rural artisan (waiver) to form waiver co-operative societies, provision of loan for waiver and create forward and backward linkage as supply of raw material from its manufacturing center and forward linking through e-marketing
- » There is need to increase the flow of resources in rural sector through existing channels of network of brick and mortar branches as well as strengthening the model of business correspondents.

Intern: Ankit

VII.2. PRA Exercise at Kakarahiya Village in Kashi Vidyapeeth Block of Varanasi District

Introduction

The current study embodies the complete Participatory Rural Appraisal (PRA) exercise conducted at Kakarahiya village in Kashi Vidyapeeth block of Varanasi district in Uttar Pradesh. The study was done with the following objectives -

1. To identify the natural, human and economic resources of the village
2. To identify the village problems and prioritize them with the help of the villagers
3. To prepare an action plan for agricultural

development of the village

4. To identify the village amenities available in the village
5. To inquire about the socio-economic status of the families living in the village
6. To assess the status of infrastructural facilities
7. To discuss the demographic profile and way forward for development of amenities and rural communities

Methodology

At the initial stage of Participatory Rural Appraisal (PRA) exercise, a meeting of the men and women of the village along with the Pradhan, Vice-pradhan, and the village secretary was conducted in the village for building rapport.

Tools and Processes Used during the Activity

Ten techniques were used to conduct the Participatory Rural Appraisal of the village –

1. Transect Walk
2. Social Mapping
3. Resource Mapping
4. Services and Opportunity Map
5. Seasonal Map
6. Human Resource Map
7. Daily Activity Schedule
8. Trend Analysis
9. Time Line
10. Participatory Census Method

About the Village

Kakarahiya is a small village located in Kashi Vidyapeeth block in Varanasi district, Uttar Pradesh. It is located 7.8 km from Maduadih, 15 km from District Headquarters Varanasi, and 100 km from the state capital, Lucknow. The village is divided into four hamlets. It is situated on upland and has a total geographical area of 45.45 hectares. Kakarahiya is administrated by Pradhan (Head of Village) who is the elected representative of village. The village has a population of 1,099 of which 588 are males while 511 are females as per Population Census 2011. The population of children in age group 0-6 is 154 constituting 14.01% of the total population of the village. Average Sex Ratio is 869, which is lower than Uttar Pradesh state

average of 912. Child Sex Ratio as per census is 1053, higher than Uttar Pradesh average of 902. The village has higher literacy rate compared to Uttar Pradesh. In 2011, the literacy rate was 76.83% compared to 67.68% of the state. Male literacy stands at 77.55% while female literacy rate was 52.83%. Also, 90.4% and 72.6% of the boys and girls respectively in the age group of 0-18 are literate. This increase in literacy level of girls indicates that the villagers are now concerned about the girls' education. This increase is mainly due to the programs launched by the government.

Work Profile

Out of total population, 687 were engaged in work activities. 43.52% of the workers describe their work as main work (employment or earning more than eight months in a year) while 56.47% were involved in marginal activity providing livelihood for less than six months annually. Of 299 workers engaged in the main Work, 286 were cultivators (owner or co-owner) while 13 were agricultural labourers.

Social Mapping

Social Structure

The village, Kakarahiya, has a unique social composition since it has only Hindu population. There are four social groups - Patel, Thakur, Rajbhar and Gaund. The composition is divided among the Scheduled Tribes (ST), Other Backward Caste (OBC) and General. Hierarchy based class structure is very visible as 17.38% of the households (i.e., 27) belong to General Caste, 77.70% (i.e., 122) belong to other Backward Caste, 5% (i.e., 8) belong to Scheduled Tribes. There is no population of Scheduled Caste (SC) in the village.

Resource Map

Kakarahiya possesses resources that are

typical to any Indian village. These include Aakhadha or Indian style gymnasium, KVIC training centre, anganwadi (NandGhar), primary school, middle school, temple, sewer pipe factory, Navkiran Training Academy and a bank. The Village has 32 hand pumps for drinking water of which five are found to be dysfunctional. Drinking water has been a serious and perennial problem as both quality and quantity are found short. The village has a total of seven open wells of which two have water and rest are perpetually dry. The village has two ponds of which one is engaged in fishing activities, while the other has turned into a garbage dump. The village has well equipped underground sewage system, developed under LohiyaAadarsh Gram in 2014. However, waste management and cleanliness of the sewer at regular intervals is a challenge.

Composition of Land

The soils are fertile and yield per hectare is large. The village is situated on uplands or mid upland where texture of soil is sandy loam with or without clay. Depth of soil is thick and red in texture. Fertility is immoderate.

Migration

About 17% of the population migrates to cities inside the state and outside for higher education, and for employment as daily wage labour and services in the nearby towns.

Infrastructure

Roads – The village is connected with three link roads in which two are PCC and another is a muddy road.

Electricity- The village was electrified in 1980. About 95% of households are electrified. The DeenDayal Upadhyay Vidyutikaran Yojana is in the final stages to realize 100% electrification

Communication- The sample survey shows 62% of population uses Smartphones.

Education and Health

Education – There are two government schools, one primary and the other, middle school. The high school is situated at Sarhari which is 2.5 km from the village. There are six teachers in the primary school to teach 235 students with 129 boys and 106 girls. The strength of middle school from class 6 to 8 having 143 students enrolled comprises of 50 boys and 93 girls taught by five teachers. The school provides mid-day meals under Sarvashiksha Abhiyan. Free school dress and books with bag are provided to all students enrolled under Uttar Pradesh government educational schemes. There is availability of separate toilet for boys and girls in the school. Both schools have 80% attendance which was verified in the attendance register of the school. There are sufficient numbers of teachers for fruitful running of the school. The school students showed active participation in learning and in other academic programmes.

Health in the Context of Anganwadi Centre- There is one Anganwadi centre in the premises of the primary school, which has been renovated by Vedanta Group under Corporate Social Responsibility as NandGhar. It has advanced audio-video learning system as well as creative learning toys and instruments.

Sanitation

Defecation- The village has covered 80% of individual households toilet facilities under Swacch Bharat Mission (Gramin). But 30% of households in the village practice and prefer open defecation. Approximately 20% toilets are used as store rooms.

Skill Related Services

Khadi and Village Industries Commission (KVIC) Training Centre

Navkiran Training Academy by Aawada group providing vocational training

Services Related to Credit

There are two banks, Kashi Gombi Sahkari Gramin Bank and a mini branch of Union Bank. The latter was opened after a declaration about the village was adopted by the Prime Minister as Sansad Adarsh Gram for the year 2017-18 in July. Most of the villagers hold an account in Union Bank. The bank provides them with Kisan Credit. After the launch of Jan Dhan Yojana, about 98% of the villagers have turned into account holders.

Opportunities Available

Livelihood

Agriculture is the fundamental activity while weaving is another major occupation while a few are engaged in industry or marketing. At least 25 women are engaged in Self Help Groups. The village has one pipe factory providing employment to 10 people including skilled and unskilled workers. An egg laying machine is also functional providing job opportunities. There are 98 job card holders enrolled in MGNREGA which assured them of getting employment for hundred days in the village.

Findings of the study

Primary and secondary data was collected which was used for preparing community map, resource map, trend lines for forest cover, population, seasonal calendars, timeline and a list of institutions or groups working in the community.

Recommendations

- » Construction of link road
- » Health Centre in Panchayat and nearby Panchayats
- » Bore wells for irrigation
- » Watershed development and rain water harvesting
- » Encouragement to integrated farming system including bee keeping, poultry, fisheries, dairy, horticulture, floriculture and other allied activities
- » Encourage farmer-producer organisations and create forward and backward linkage for agricultural produce
- » Special provision for crop insurance to beneficiaries of farmers
- » Provision for overhead water tank to each household for fresh drinking water
- » Better focus on training for encouragement of organic farming and also for use of organic manure
- » Construction of Panchayat Bhavan
- » Promote SHG training
- » Promote microfinance

Conclusion

The PRA exercise in Kakarahiya identified issues; studied opportunities to generate income and sustain livelihood; uplift living conditions; and improve health, sanitation, employment generation and capacity building of the village community.

- The Resource Map and Transect Walk bring to the fore the unconstructed link road, literacy levels and awareness about different government programmes. The most worrisome aspect is the callous functioning of Gram Panchayat and the

absence of Panchayat Ghar, hampering local governance.

- The Social Map emphasizes on village community gatherings. The villagers' lives are interwoven and have harmonised relationships among the different castes as well as with nearby villages.
- The Historical Timeline demonstrated the development of infrastructure in the last five years through proper implementation of different government programmes.
- The Seasonal Calendar reveals that agricultural productivity has come down gradually in the past decade.
- Rice cultivation has been severely affected by diseases, pests as well as stray animals.
- Cultivation of pulses, maize, and also musk melons and water melons has also been battered for ages due to stray animals.
- Non-availability of bore wells and irrigation facilities has been increasing the cost of production and making the farmers part of

a vicious cycle of crisis.

- Services and Opportunity Map highlights the absence of a health centre, posing grave concerns about health and lives, especially in cases of emergency.
- High rate of girls' dropout in higher education has been observed owing to the absence of facilities for higher education in the panchayat and nearby localities.
- PDS is in good working condition.
- Opening of a new Union Bank mini branch in the village has helped the farmers and their beneficiaries to experience the different benefits of the different government schemes.

Intern: Piyush Kumar

M A Integrated Rural Development and Management
Banaras Hindu University
Varanasi
Ph: 9451309066
Email: piyushkbhu@gmail.com

VII.3 PRA Of Bodak Village, Mebo Circle, East Siang District, Arunachal Pradesh

Background

The current rural appraisal study covers Bodak village located in Arunachal Pradesh. It is one of the historic villages of the region in existence since 1911 and has a rich cultural and linguistic diversity owing to its proximity to Tibet and China. The village had seen nature's ravages and several challenges throughout history, only to be consolidating itself as a peaceful settlement thanks to its potential for cultivation. The current study employed multiple and diverse methods to arrive at several benchmarks and

specifications, to analyse and evaluate the village on several parameters and understand the socio-economic and political and cultural backdrop and future potential and challenges.

Introduction

Bodakis located at 28.1545, North latitude and 95.2788 East longitude under Mebo circle of East Siang district, Arunachal Pradesh and is 15 kms. away from headquarters, Pasighat. Covering an area of 1150 hectares, it is inhabited by Padam sub tribe of Adi community. Sino-

Tibetan dialect and English are the spoken languages of this region. The village, formed in 1911, expanded its stretches, and came to its present form, now known as Bodak village. Initially, people settled high up in the mountains in 1911 but after a mass destruction in the 1950s earthquake, they came down to a very fertile region called MimangKumkol. Due to its immense potential for cultivation in that soil, they decided to move their habitation to less fertile areas and use the current land for cultivation, and hence they migrated to the present location. The village is famous for its excellent varieties of orange fruit. People come to the village during harvest season to taste and savour the scenic beauty of the village blanketed in shades of orange.

Bodak consists of 36 households of which two were built last year. According to census 2011, Bodak village had a total population of 163 persons of which eighty six were male and seventy seven were female. The above population census data was collected in June 2017 which reflects that in seven years, the total population has risen to 211 of which male and female population is 109 and 102 respectively. The village has male and female child population of 30 and 32 respectively.

Resource Map

The community survives on the produce of the paddy fields, orange orchards, jhum fields, fruit trees, kitchen gardens, river fish and non-timber forest product (NTFP). Apart from the grains, the husk of paddy has an important place in the culture of the tribal community. The leftover straw in the field is used to feed the livestock and to cultivate mushroom. Every household has a kitchen garden of its own where various fruits and vegetables are grown as per their need and convenience. This practice is helping in revitalizing the barren and exploited mountains and hills. Fishing, hunting

and timber production are other occupations.

Social Map

The village lies along National Highway 52 and is connected by a link road. There is a web of roads built by the inhabitants by mass participation from various walks of life.

Timeline

Analysis: The first recorded instance of migration dates back to 1911, when 34 families came from Padu and Sille villages from the north and south respectively. The village was then situated high up in the mountains which is why the great earthquake that hit the Himalayan region in 1950 had a huge impact on it and the village was completely demolished. Then the villagers moved downhill and lived at MimangKumkol. They found the soil to be very fertile. So, upon unanimous consent, they decided to use the place for cultivation and moved to a less fertile region (present day Bodak).

The village was visited by many Britishers as told by the village elders. They even built an Inspection Bungalow, after which the frequency of the visits rose. In 1954, a great epidemic hit the village, in which many lost their lives. It is believed that the disease was airborne and might have been the after effect of radiations from the nuclear bombing of Hiroshima and Nagasaki in 1945 during the II World war.

The village is located at 155 meters above sea level on a hilly terrain. Means of irrigation is one of the main concerns. Forming of a canal in 1978 from Tasong stream was a huge agricultural milestone. The village is situated along NH52 which links Yingkiang, the headquarters of Upper Siang District. Along the years, NHPC and J P Company made several visits and surveys along the village for construction of the same.

The first television of the village was bought in 1994 and ran on inverters and batteries as electricity connection was established only in 2014 after installation of a transformer.

Education

The primary school was established in 1962, before which the learned people would volunteer to teach in groups called 'Benchers'. Currently, majority of the youth and school going children study in nearby towns and stay in hostels while only two are studying in the village school.

Tourist Potential

The village area is a huge tourist attraction and people from far and near come there for picnicking and sightseeing. The Village Welfare Committee charges a sum of Rs. 500/- and maintains the sanitation of this place while also delivering local catering services on demand. More recently, the Bollywood team of the movie 'Rangoon' shot here in the picturesque locales.

Seasonal Analysis

Weather

The village is located near a large river and there is constant flow of wind and occasional gales all through the year. This keeps the village cool during the hot season and many people do not feel the need to install fans at homes.

Livelihood and Lifestyle

Mr. ApokTayeng (Retd.) was the first officially recruited teacher and the sole person in government services back in the 1960s. Today, many of his earlier students are working in several professions across the state and the country. The primary school now teaches English, but way back, it was only Assamese, which is why many of the village elders were

fluent in speaking and writing.

A common observation in every household was the use of LPG along with the traditional hearth. Upon interaction, it was found that for traditional cooking including roasting and drying, and for making local handicrafts and tools, a traditional hearth was imperative for every household. The hearth acts as a heating system during cold season and also most of the elderly are accustomed to it and cannot do without one. At the same time, LPG is efficient and more convenient for rest of the activities. The traditional milling of rice using cows and large mortars used to be a physically demanding job, but now, after introduction of rice mills, the villagers conveniently get the job done and save time by paying Rs.15-20 per tin to mill owners.

Road connectivity has led to trading of various housing materials, expansion of tourism and network connections in the village. People began building semi pucca houses mainly with concrete pillars, tin and walls made of bamboo and wooden planks. The region now has BSNL and Airtel networks.

Bodak village is quite liberal in gender equality and has equal education and equal freedom opportunities to boys and girls. Many women work outside in clothing and vegetable business and also as Gram and Anchal members. This shows the community is realizing women to be equals, independent and capable of accomplishing anything.

Agriculture

The Jhumming pattern of cultivation is very challenging as the village is located in a mountainous region and yield was comparatively lower than the effort put. So the villagers are gradually practicing wet cultivation as it is easier and the yield is as good as to sell the surplus in the nearby towns.

The tropical climate and slightly acidic soil of the village is highly suitable for orange plantation. However the potentiality of orange farming wasn't realized till last decade, only upon which full scale cultivation was accomplished. The orange saplings were repeatedly devoured by goats around this time even after installation of locally made walls. Once grazed, the plant couldn't grow as it had no fruit and no leaves to photosynthesize to build a root system, so the community unanimously decides to ban rearing of goat. The decline in Jhum cultivation was directly linked to the advent of kitchen gardens. The villagers started expanding the gardens to grow various fruits, vegetables and fodder for domesticated animals.

Trade

The construction of NH52 impacted tremendously on the trading patterns of the village. The good road connectivity resulted in better trade in and trade out of various goods and services. The villagers are dependent on nearby towns for goods viz. machineries, transportation, agricultural, housing, toiletries and food etc. They grow and gain access to the jungle and natural resources in terms of housing and food but they are trading in various items for the same. This is because, more than half of the villagers have shifted to modern style of housing which requires tin/GI sheets and cemented pillars etc, and many are inclined in the same direction. The evolving food habits are such that the villagers especially children are insisting more of packaged products, an effect of the sponsored media and eye catching advertisements. The trading out ratio against trade in goods is much lesser which can be concluded as that the consumption of the village is far greater than the supply. The womenfolk form groups, collect various vegetables and fruits and sell it

in nearby towns. They are mainly dependent on agricultural and forest resources and the frequency of such trips highly depends on the seasonal products. The growing tourist spots are also contributing to the income of the village as 500/- is charged for booking a 21 picnic spot. The villagers prepare and deliver locally made food items to the tourists on order which adds to the community fund.

Importance of Health and Sanitation

The village has a well-built drainage system which ultimately drains in the Siang River. Out of the 36 households, 35 have a pucca or semi pucca toilet which is functioning on the conventional gravity method. The villagers conduct mass social service once in a while and especially before festivals and rituals. The village was chosen as the cleanest village of the district in 2015 under the Swachh Bharat Abhiyan. However, the village isn't keeping up to the previous honour as they felt dejected because the promised amount of seven lakhs wasn't sanctioned. When it comes to livestock sanitary practices, it was found that sterile pigs are kept in piggery while non-sterile, especially females are left free to roam around with their piglets. These pigs and cows roam, dug up soil and litter in the neighbourhood.

One important observation was that most of the houses didn't have direct connection to the public drain to expel the waste of the household. They clean utensils in an extended bamboo structure attached to the kitchen. Here, the liquid waste flows away but the solid waste gets accumulated and creates pollution which is aggravated by the mother pig and her little army.

Conclusion

While awareness levels with respect to education, gender equality and adaptation

towards changing times are appreciably high, the concern has been towards proper management of sanitation and personal health. Despite faring well on certain indices, Bodak still has a long way to go in sanitation management without health threats. The place looks to be having immense and untapped potential in both agriculture and tourism. A focus by the state government, NGOs and intellectuals can make a grand difference to

this unsung hero of the hills.

Intern: Menuka Kadu

B A English Honours, MSW /DCA
Rajiv Gandhi University, Arunachal Pradesh
Volunteer in 2 NGOs
Ph: 8415949424
Email: tladenkadu799@gmail.com

VII.4. PRA of Koronu Village, Lower Dibang Valley District, Arunachal Pradesh

Introduction

Koronu is a small village located in the Lower Dibang valley district of Arunachal Pradesh, state India. Its Latitude is 27.14 and Longitude 93.61. It is located in the eastern of the district. The village is mainly inhabited by Idu Mishmi people a sub tribe of Mishmi community. The settlement of the village began after North-East earthquake in the year 1950 as the people from Thulugu village migrated to Koronu since; the Thulugu village was located in the hilly region and was completely destructed by the earthquake. As time passed on people from different villages shifted to Koronu as a result of conflict among their people. Agriculture is the main occupation of the villagers. More than Ninety percent of the total villagers are dependent on this profession. Hence it not only plays a vital in driving the farmers towards self-sufficiency but also helps them to earn money by adopting commercial cultivation. The villagers practice both Jhum and settled cultivation .The livestock plays a vital role for uplifting the socio-economic life of the villagers. The livestock are reared by the villagers for meat eggs as well as to be used as

bride price and sacrificial purposes during the festivals.

Population

The village at present has 77 households and 368 members, of which 117 are men and 141 are women, 59 minor male and 53 minor female.

Demography

The number of villagers as well as the number of households has increased in the last few years. 20 years back there were only 35 to 40 households but now the number has increased to 77 households.

The village is divided into four zones. The first zone is hilly area and also the red soil is found here. Mithuns are mostly kept in this area for grazing land. The second, third, fourth zones are plain area, and jhum cultivation is done mostly in all these zones.

The village has two different churches for both Revival and Baptist. About 40% of the villagers practice Christianity.

The villagers depend upon agriculture for living.

Timeline

The timeline of the village shows how the village has evolved gradually overtime in business and socialization. The villagers started their main source of income from timber business. Later, it has witness downfall in the socio-economic stagnation of villagers after the ban of falling tree and restriction on timber mill.

From the above mentioned trend it is clear that the village has undergone a drastic change in terms of development in the recent years and with the improved road connectivity and transportation system it is predictable that such development will result in both economic development as well as improved lifestyle.

Focused Group Discussion

Concern: Dropouts

Session: 1 Time: 2:30 pm To 3pm Place: Grocery Shop

The focused group discussion with the villagers was regarding dropout rate among students. There was a stress on the background and the questions revolved around the school, teaching staff, faculty member and the education quality of the school. The villagers were of varied opinions and analyses in this regard. The dropouts were mostly adult males, aged between 18-29 and their number ranged between 30-35.

Observations

The foremost reason behind the dropout is the lack of proper guidance. Around 90 per cent of the parents were illiterate themselves. They were unaware about the education system as well as the benefits of it. Most of the parents would get their children admitted in the school but would never bother to enquire about their study progress and moreover instead of encouraging them to study better they

engaged them in the domestic work.

Other reasons

Lack of interest among the students

The students were not much interested in their studies. According to most of the dropouts after entering secondary level they got too caught up in unnecessary activities such as drinking, smoking and skipping classes. Their negligence towards their studies led them to their final dropout.

Lack of quality education

As per governments no detention policy the students will not be detained till class 8. This policy leads to lack of quality education since the students are promoted to higher classes despite their poor performance. After the discussion the intern enlightened them about right to education (further RTE) and the facilities which government provide to the students. She notified that according to RTE all the students from class 1 to 8 standard shall be provided books and uniforms in free of cost and so the admission. The intern's explained the villagers that only thing they have to do are to provide proper guidance to their children; she later mentioned that tuitions can be provided to the children for their betterment.

Conclusion

Despite its strategic location and potential for agriculture, Koronu continues to lag on the education front due to low accessibility and affordability. It is bound to be the responsibility of the government and the village authorities to instantly direct their attention and energies and create an improved infrastructure to provide quality education.

Intern: Embi Megha

B A English Honours, MSW
Rajiv Gandhi University, Arunachal Pradesh
Ph: 9402988539

VII.5. Socio economic condition of Ranmalgadh village, Sanand, Ahmedabad, Gujarat

Introduction

In the current study paper, we attempt to present the socio economic conditions of Ranmalgadh Village in Gujarat through a Participatory Rural Appraisal, with an aim to focus, study and analyse various aspects of progress, challenges, development and mindsets that may be crucial in setting benchmarks for several identical, contiguous and related rural arenas with an aim to arrive at important touch points and effective solutions for the holistic rural development. This is also expected to provide guidance to the students engaged whose academics are engaged with the Rural India, in devising and designing similar research and study models

Participatory Method

Visualisation

Diagrams, maps are created by the people by using symbols they develop or define. This helps them to understand the product and to modify them if necessary in a creative way. One main principle of PRA is to find a way how the.

Sequencing

Different PRA tools are combined in a specific order to achieve the goals of the PRA process: building relationship with the people, empowering the people, increase their analysing and problem solving capacities and validation of the data. Semi-structured interviews, village mapping can be supplemented by farm maps and flow charts.

Direct observation

Observations are related to questions:

What?

When?

Where?

Who?

Why?

How?

This is also used as a technique especially in the social sciences since a long time. In this technique, related indicators are used in the field to verify the collected information or to generate questions. For example, if the dung is used for cooking purposes, it means that there is a scarcity of firewood in the area.

Participatory mapping and modelling

Using local materials, villagers draw or model current or historical conditions. The researcher then interviews the villager by “interviewing the map.” This technique can be used to show watersheds, forests, farms, home gardens, residential areas, soils, water sources, wealth rankings, household assets, land-use patterns, changes in farming practices, constraints, trends, health and welfare conditions, and the distribution of various resources.

Transect walks and field walks

The researcher and key informants conduct a walking tour through areas of interest to observe, to listen, to identify different zones or conditions, and to ask questions to identify problems and possible solutions. With this method, the outsider can quickly learn about topography, soils, land use, forests, watersheds, and community assets.

Seasonal calendars

Variables such as rainfall, labour, income, expenditures, debt, animal fodder or pests, and harvesting periods can be drawn (or created

with stones, seeds, and sticks) to show month-to-month variations and seasonal constraints and to highlight opportunities for action.

Daily-activity profiles

Researchers can explore and compare the daily-activity patterns of men, and women, by charting the amount of time taken to complete tasks.

Semi structured interviewing

A semi structured interviewing and listening technique uses some predetermined questions and topics but allows new topics to be pursued as the interview develops. The interviews are informal and conversational but carefully controlled.

Group interviews

Established groups, farmers' groups, or people using the same water source can be interviewed together. This technique can help identify collective problems or solutions.

Time lines

Major historical community events and changes are dated and listed. Understanding the cycles of change can help communities focus on future actions and information requirements.

Local history

Local histories are similar to time lines but give a more detailed account of how things have changed or are changing. For example, histories can be developed for crops, population changes, community health trends and epidemics, education changes, road developments, and trees and forests.

Objectives of PRA

- » To identify socio economic conditions of the Ranmalgadh village
- » To identify village problems and prioritize

them with the help of villager

History of Ranmalgadh Village

Village Ranmalgadh is situated 30km from the Ahmedabad district. The village lies in the Gorajgram Panchayat, Sanand block. It is believed that the village of Ranmalgadh is named after Ranmal Singh, brother of famous King Tikasaheb of Sanand.

The primary school of Ranmalgadh village was established in 1959.

In 1980, a woman from the Thakor community took Samadhi. This is now known as Palima Samadhi and is a revered place.

Key Questions

1. What are the approximate boundaries of the village with regard to social interaction and social services?
2. How many households are found in the village and where are they located?
3. Is the number of households growing or shrinking?
4. What are the social structures and institutions found in the village?
5. What religious groups are found in the village?
6. What ethnic groups are found in the village?
7. Which are the female Headed Households and where are they are located?

Social Map

Looking at the social map of the village it is seen that there is lack of primary facilities (basic need). The village is very small so there is less population. According to the government rules Gram Panchayat is generally formed in villages with population at least exceeding 1500 people. Now village is eligible for its own Gram Panchayat but it still not there. There

is one Anganwadi in the village but it does not have its own Anganwadi building. School infrastructure is not in good condition. If there is separate Talati for the village then the development of village will be well done. 345 household found in the village. Most of cases the men will be a head the family.

Resource map

Resource map is one of the most commonly used PRA methods next to social map. While the social map focuses on habitation, community facilities, roads, temples, etc., the resource map focuses on the natural resources in the locality and depicts land, hills, rivers, fields, vegetation etc. The local people are considered to have an in-depth knowledge for the surroundings where they have survived for a long time. Hence the resource map drawn by the local people is considered to be accurate and detailed. The resource map reflects how people view their own locality in terms of natural resources.

Objectives To learn the villagers' perception of what natural resources are found in the community and how they are used.

Here subject have use some important key question for the purpose to making the resource map of Ranmalgadh village. The following questions are given below:

Key Questions

1. What resources are abundant?
2. What resources are scarce?
3. Does everyone have equal access to land?
4. Do women have access to land?
5. Do the poor have access to land?
6. Who makes decision on land allocation?
7. Where do people go to collect water?

8. Who collects water?
9. Where do people go to collect firewood?
10. Who collects firewood?

Looking into the resource map the image of the village is shown clearly about what kind of resource villagers have and not. Agricultural land has decreased because of Gujarat industrial development corporation. There is a check dam and pond as well but it is used during the monsoon season only rest of the time it is not in use.

SWOT Analysis

Strength

- » High rate of tube wells irrigation facility
- » Schools
- » Agricultural land
- » Forest

Weakness

- » Lack of community involvement
- » Public Distribution System not available at the village
- » Gram Panchayat is not available at the village
- » No health facility for community
- » Lack of education

Opportunity

- » opportunity in GIDC
- » High production in agriculture.(only in some crops)
- » Resources available
- » Road connectivity

Challenges

- » Job insecurity in GIDC
- » Low rate of education

Problems

- » Primary health centre is not available
- » Village does not have its own gram Panchayat
- » Secondary and higher secondary schools are absent
- » Low rate of education
- » Village does not have its own public distribution system
- » Post office and banking services are not available
- » Lack of employment
- » Lack of opportunities

Conclusion

Gram Panchayat is generally formed in villages with population at least exceeding 1500 people. But Ranmalgadh does not have its own

Gram Panchayat because of its less population as per the 2011 census. Therefore the village has not been able to take its own decision form progress and development. This has also deprived them of key political voices that can echo their concerns at the district, state and central level.

Because of low education, there is no awareness among the people about their rights as well as government schemes due to which people are not able to take benefits from government schemes and avail their privileges.

Intern: H Chetan Kumar Rathod

M A Social Management
 Central University of Gujarat
 Ph: 7801912867
 Email: rathod.cug@gmail.com

VIII. Swachh Bharat

VIII.1. Swachh Bharat - Textile Industry in Guntur District, Andhra Pradesh

Introduction

In the present scenario, a few educated and illiterate people do not have a sense of cleanliness in public places or facilities. In the same manner industries such as pharmaceutical and chemical, cement, agro-based, thermal power stations and textile etc. are dumping the waste without processing or treating it into drains, canals, streams, rivers and lakes and throw the garbage on the streets and polluting the environment. Also the premises of these institutions do not provide proper sanitation facilities to the workers. Motivated by the Swachh Bharat mission, this study is aimed at understanding the cleanliness campaign that is being undertaken and implemented in textile industries mostly run in rural and semi-urban areas.

Textile industries are run in both public and private sectors. It is one of the backbones of the country. These industries do not maintain proper cleanliness in and around the premises because of the negligence and the lethargy of the concerned authorities. They concentrate more on production and sales of the company, but very less on cleanliness. One of the reasons is that most workers in this industry are illiterate.

Listed below are some areas regarding cleanliness in the textile industries:

1. Waste Management

Waste management can be categorized into two types such as dry and wet waste. But they are not categorising waste produced in the unit.

2. Providing Adequate Toilets

Proper cleanliness of toilets should be maintained during work hours. Sufficient wash rooms and restrooms must be available for all the employees in the organization.

3. Drainage System

Every industry constructs underground drainage because the dust particles will fall into the drainage while cleaning and it becomes very easy to remove waste. However, if the drainage is of the open type, then it is very difficult to separate. Use of chemicals like bleaching powder etc must be done.

4. Quality of Water

Drinking water: Previously people used to get water from ponds or wells for drinking purposes; however, these days water polluted by the industry waste is released directly into the drainage (and the earth) without processing. So people prefer to drink purified water to protect themselves from diseases.

Regular use - In textile industries, small quantity of water wastage takes place. After the utilization of water it is directly sent through pipes into the surroundings without processing or treating. This would lead to bad smell near industry premises.

5. Water Harvesting

Lack of water harvesting pits in industrial surroundings has led to increased water scarcity in the area. So it is better to construct water harvesting pits to increase the ground

water level.

6. Air Pollution

Releasing industrial gases like methane, carbon monoxide and carbon dioxide directly into the atmosphere leads to air pollution. The burning of enormous amount of wood to produce steam causes air pollution and harms the ozone layer.

7. Sanitation in the Premises

There is a lack of sanitation; hence people are suffering with some diseases. Consequently, there is need for improvement in the hygiene standards and to maintain clean and green industrial premises by cleaning garbage in the premises.

8. Greenery in the Company

Gardens should be properly maintained in industrial premises; the greenery will help in environmental protection. It also helps to enhance the oxygen level in the atmosphere.

The textile industries had planned to produce power from solid waste management; this would be the best procedure to recycle waste. It is very useful to industries and it is very cost effective.

Swachh Bharat campaign is rapidly increasing because cleanliness is a major issue in industries like textiles, pharmaceutical, cement factories, leather factories, iron factories etc, and awareness programs are initiated by the top management of the company.

Way Forward

1. The Textile industries must implement the water harvest pits to seep in the waste water, which is released from the factory.
2. To decrease the air pollution and noise pollution in industrial surroundings,

maintain gardens and plants more plants.

3. Provide ear plugs to the workers in the weaving section, to protect their ears.
4. Provide masks to the workers during work hours.
5. Fire extinguishers should be properly utilized and training should be given to workers once a week.
6. During work hours provide some refreshments to the workers for enhancing production.
7. Enhance the safety and security of the workers in the weaving section.
8. Use sprinkler system for watering the plants to reduce water waste in the industry.
9. Textile industries should be established on main roads nearby for the purpose of quick transportation.
10. Digging wells should be compulsorily implemented in the industry, because in the present situation water scarcity is a big issue.

The company keeps waste bins in front of each of company's quarters. The workers' households generate a lot of garbage which is dumped into the garbage dustbin near their quarters.

The garbage is cleared every day by the tractors and this waste is dumped far away from the industry. After the disposal of the waste, it is separated into wet and dry waste using manpower.

After separation of the garbage, they keep it under the sunlight for some period of time and when it is dried it is burned down. So, the management has taken some precautions about E-waste, mid waste and Industrial waste.

Sri Dhanalakshmi Textile Division has different kinds of waste collecting bins such as paper,

metal, plastic and glass. These four types of dustbins are kept in each and every department to collect various types of garbage.

Mainly small dust particles rapidly arise in the various departments from the fumes of thread pieces. So the ultimate aim of the authority in the factory is safe garbage disposal which will help protect the workers from sickness.

They separate waste like plastics and small threads. The biodegradable garbage is put under the soil for a longer period to be recycled automatically. The garbage that emits bad smell is spread along with bleaching powder and sometimes kerosene also. There are many situations in the factory where garbage is the biggest issue emitting bad smell in the entire compound.

The organisation also practices recycling and reuse of waste they produce.

Some procedures are followed for the maintenance of clean drainage within the compound of the Textile unit.

In the first stage waste water is collected through canals and sent to ENT plants to recycle the water for the further use. The second stage is to remove the waste like small threads. Activities like sprinkling bleaching powder on the canals to prevent bad smell from emanating as well as to prevent mosquitoes from breeding is done. Sometimes kerosene is poured into the drainage.

Waste water from the industry is recycled. The waste water is recycled for drinking purpose of the workers as well as in the RO systems to get fresh water.

The company also provides clean and adequate toilets/wash rooms for both male and female staff. These toilets are well constructed and clean too. For the maintenance of these restrooms, a separate department in the

company was entrusted with the task and the toilets are being properly maintained. There are 25 rooms for washing facilities and 50 toilets and urinals available to the workers in the factory.

The waste produced from the various departments in the factory especially by the sizing department is water mixed with chemicals. This waste water is directly sent to recycling plant through steel pipes to the ENT plant and water is recycled.

Again in the recycling unit, only one third useable water is produced and the rest is dumped in the ground after treatment for manure purpose.

Two types of wastes are produced in the factory: wet and dry. The dry waste is burnt away from the industry as well as villages or else dumped in the soil. This will be automatically recycled as it is mixed in the soil. Wet waste is kept under the sun light for two or three days after which it is burnt.

In addition, warehouse department emits some dust and fumes while checking the cloth for damage. Thread like small particles rise up from the cloth during this check.

Chemicals and fertilizers need to be used in gardens whenever possible.

Intern: Venkateshwarlu Unnam

M B A Rural Industries Management
Gandhigram Rural Institute, Tamil Nadu
Ph: 08341246835
Email: venkeenice@gmail.com



Mahatma Gandhi National Council of Rural Education

Department of Higher Education

Ministry of Human Resource Development, Government of India

5-10-174, Shakkhar Bhavan, Ground Floor, Fateh Maidan Road, Hyderabad - 500 004

Telangana State. Tel : 040-23422112, 23212120, Fax : 040-23212114 E-mail : editor@mgncre.in, Website : www.mgncre.in



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Mahatma Gandhi National Council of Rural Education

Department of Higher Education

Ministry of Human Resource Development, Government of India

5-10-174, Shakkar Bhavan, Ground Floor, Fateh Maidan Road, Hyderabad - 500 004

Telangana State. Tel : 040-23422112, 23212120, Fax : 040-23212114 E-mail : editor@mgncre.in, Website : www.mgncre.in



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