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Action Research Projects

March 2020

Volume 2



Mahatma Gandhi National Council of Rural Education

Department of Higher Education

Ministry of Human Resource Development, Government of India



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Department of Higher Education

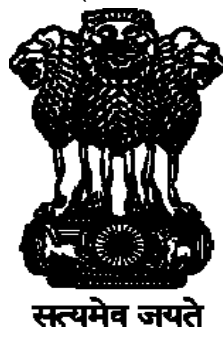
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Rural Internship Programme

Action Research Projects



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Foreword

Action Research is a specific process for problem solving, verification, and discovery. The process can be used by an individual, teacher or student, but experience indicates the process works best through cooperation and collaboration. The Action Research process comprises: 1. Identifying the problem; 2. A plan to answer or resolve the problem; 3. Use of objective data; 4. Collection of data; 5. Data recording; 6. Data Analysis and Interpretation; and 7. Reporting.

At the end of the Action Research Project, participants will contribute towards institutional improvement by effecting positive social and educational change in their immediate environments and spheres of influence with respect to experiential Learning methodologies/techniques and learn to become more proactive and take responsibility for effecting change. Students can work collaboratively with involvement in research projects by using the expertise of various strata of people; raise their community engagement and research profiles; and engage in projects in collaboration with schools/educators.

MGNCRE called for Action Research Projects simulating the role of the students to influence behavior in order to improve student outcomes. The students (Kumaun University) were asked to do Action Research Projects on rural concerns in villages. The outcomes were positive with students going all out to achieve their goals of Action and Research adopting several research methodologies including identifying the village, identifying problem areas, reviewing related literature, focusing on the objectives of the study, and collecting and analyzing viable data. This Volume (2nd) consists of 12 Action Research Reports done by Interns from Kumaun University and 2 Action Research Reports by Senior Faculty Dr. Vijay Pratap Singh in Hindi language. They submitted the reports by adding the implementation steps and findings complemented by annexures and pictures.

Dr. W G Prasanna Kumar
Chairman MGNCRE

1

**The Study of Rural Immersion
Programme in Busgaon Village**

**Poonam Tiwari
Kumaun University, Nainital**

DECLARATION

I hereby declare that the project work entitled “**The Study of Rural Immersion program on Busgaon Village**”. Submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance **Mrs.Vaishali Bisht**, **IPSDR, HERMITAGE COLLEGE**. The results embodied in this village report have not been submitted to any other Organization or University.

Date: 20/02/2020

Place: Nainital

Poonam Tiwari
Signature of Intern

(POONAM TIWARI)

ACKNOWLEDGEMENT

The success and final outcome of this MGNCRE internship programme required a lot of guidance and help from many people and I am extremely privileged to have got this all along the completion of MGNCRE report. All that I have done is only due to such supervision and guidance and I would not forget to thank them.

I respect and **thank DR. WG PRASANNA KUMAR, Chairman, MGNCRE**, Hyderabad for providing me a golden opportunity to do internship under MGNCRE and giving us all support and guidance.

I respect and **thank DR. DEBENDRA NATH DASH-ASSISTANT DIRECTOR, MGNCRE**, Hyderabad for providing me a golden opportunity to do internship under MGNCRE and giving us all support and guidance.

I respect and **thank DR. VIJAYA KUMARI N-SENIOR FACULTY, MGNCRE**, Hyderabad for providing me a golden opportunity.

I sincerely **thank MR.ATUL JOSHI AND K. K. PANDEY** For their guidance and encouragement incarrying out this project work. I also wish to express my gratitude to the officials and other staff members of Busgaon village who Renderred their help during the period of my project work.

POONAM TIWARI
KUMAOUN UNIVERSITY, NAINITAL

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Introduction to the Village

Village: Busgaon

District: Nainital

Tehsail: Kosia Katoli

The climate is warm and temperate in Khairna. In winter, there is much less rainfall than in summer. The climate here is classified as CWA by the KOPPEN –Geiger system. In Khairna, the average annual temperature is 19.2 C. About 1768 mm of precipitation falls annually. Simalkha (simalkhan as in land records with tehsil koshyan kutoli) is a village in Betalghat mandal in Nainital district in Uttarakhand state in India. It has 67.63700 hectare and Simalkha is 23.9km distance from its District main city Nainital and 153km distance from its State Main city Dehradun.

Simalkha is situated on a link road 16km away from NH-87. Geographical coordinates are

29.510452, 79.426163. Betalghat, Amel, Bejedi, Bargal, Basgon and bhawaligon are the villages along with this village in the same Betalghat Development block. Simalkha's pin code is 263135 and other villages nearby are Simalkha are Dhiniakot, Dolkot and Gairkhav.

Places to visit are Simalkha, Busgaon and Nainital.



Location map of Khairna village

Busgaon (Khairna) – Village Overview	
Country	India
State	Uttarakhand
District	Nainital

Tehsil	Kosia Katoli
Block	Betalghat
Pin Code	263135
Language	Kumaoni, Hindi
Area	70% hectares

Demographics		
Population	284	
Gender Ratio	Female : 167	Male : 117
Age structure	0 to 90	
Religion	Hindu	
Caste	ST, SC, General	
Households in APL and BPL categories	APL: 36	BPL: 21



Landscape view of Busgaon village

Rural education infrastructure in Busgaon is quite good at lower level as there 13 teacher for 240 students. The school has also been converted into modern school which results in quality of education. But at primary level the education infrastructure is not satisfactory since there are only 1 primary school with 11, 4, 8 students and 1 teacher in each school. The teachers are burdened with clerical work as result of which they are unable to give enough attention towards students.



Primary school



Children doing activity

Rural health infrastructure in Shimlkha was satisfactory as is 284 people with 1 doctor , ASHA worker, ANM-0 and with 2 staff. The rural infant mortality rate is 0% and rural female infant mortality rate is 0%. But the conditions was much better in past when CHS was running in private partnership with the hospital and also had plethora of facilities like blood test, x-rays etc.

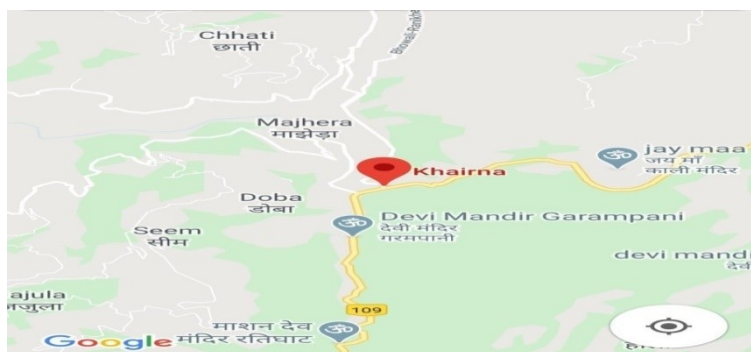


Allopathic hospital



Hospital premises

Geographical and Climate Description: Busgaon is located on the confluence of Kosi and Khairna river, around the Busgaon Bridge. It is located at a distance of 47km from Nainital, Almora and Ranikhet, The Busgaon Bridge marks the connection of the NH109 with the Bhowali, Ranikhet Road. The river bed at Busgaon is abundant in ironstone and quartz.



Geographical map

Climate khairna January: It is maximum 21° in January in Khairna and at least around 8° degrees. In January there are 5 days of rainfall with a total of 33 mm and the it will be dry 26 days this month in Khairna.

Climate khairna February: It is maximum 23° in February in Khairna and at least around 10° degrees. In February there are 9 days of rainfall with a total of 94 mm and the it will be dry 19 days this month in Khairna.

Climate khairna March: Temperature is maximum 29° in march in khairna and at least around 14° degrees. In march there are 9 days of rainfall with a total of 66 mm and the it will be dry 22 days this month in Khairna.

Climate khairna April: Temperature is maximum 35° in april in khairna and at least around 19° degrees. In april there are 10 days of rainfall with a total of 32 mm and the it will be dry 20 days this month in Khairna.

Climate khairna May: Temperature: is maximum 40° in May in khairna and at least around 23° degrees. In april there are 7 days of rainfall with a total of 18 mm and the it will be dry 24 days this month in Khairna.

Climate khairna June: Temperature is maximum 41° in june in khairna and at least around 26° degrees. In june there are 9 days of rainfall with a total of 31 mm and the it will be dry 21 days this month in Khairna.

Climate khairna July: Temperature is maximum 39° in July in khairna and at least around 26° degrees. In july there are 20 days of rainfall with a total of 153 mm and the it will be dry 10 days this month in Khairna.

Climate khairna August: Temperature is maximum 36° in August in khairna and at least around 24° degrees. In August there are 22 days of rainfall with a total of 201 mm and the It will be dry 9 days this month in Khairna.

Climate khairna September: Temperature is maximum 35° in September in khairna and at least around 22° degrees. In September there are 9 days of rainfall with a total of 110 mm and the It will be dry 21 days this month in Khairna.

Climate khairna October: i Temperature is maximum 33° in September in khairna and at least around 18° degrees. In October there are 3 days of rainfall with a total of 6 mm and the it will be dry 28 days this month in Khairna.

Climate khairna November: Temperature is maximum 28° in November in khairna and at least around 13° degrees. In November there are 2 days of rainfall with a total of 12 mm and the it will be dry 28 days this month in Khairna.

Climate khairna December: Temperature is maximum 23° in December in khairna and at least around 9° degrees. In December there are 3 days of rainfall with a total of 31 mm and the it will be dry 28 days this month in Khairna.



Khairna village

Specific / Distinct Features:

Culture: Culture of Busgaon is very different as compared to other cultures of Indian villages, because it includes the names of culture joint family, fasting culture, holy cow worship. The science behind temple is very unique over here. The arranged marriage system and Atithi Devo Bhavah are examples of the different culture forms.

Traditions: Mostly there are Kumauni Hindu people living over here so the tradition is slightly traditional aspects.

Fairs and Festivals: The common festivals in the Village include Diwali, Holi, Makar Sankranti, Janmashtami, Dusshera, Basant Panchami, Shiv Ratri, Bhaiya Dooj. Fairs also seem to be a center of attraction over here because there is fair which takes place in the memory of Ganesh Mahotsav every year in Busgaon and Nanda Devi every year in Nainital.



Temple in Khairna village

Identification of the Problem

Migration Problem: Migration is a very big problem in Busgaon Village. Children at Busgaon village who have completed school and college have to leave their village and go out to cities due to lack of job facility. People of this village are afraid to start their own business. That is why the children here do not get Job facilities, which is why they have to leave their village and go out to the cities for jobs.

Transportation Problem: There is a huge problem of transportation in Busgaon village. People of Busgaon village have to face a lot of difficulty in going to the market and school. If the people of this village have to take

any of their goods to the market for sale then they do not have any transport facility. The market is far away from the village. In this village, those who have their own transportation facility, do not have any problem in selling their good to the market, but those who do not have their own transportation facility have to face many problems.

Market problem: The people of Busgaon village do not have a market where they can sell their products according to their own price and in the market where people of Busgaon Village sell their products are not able to get the right price for their products. People do not have a good market, which is why people sell their products at a lower price.

Lack of knowledge about agriculture: The people of Busgaon village have less knowledge about agriculture. People here can start a very good business from agriculture and generate employment and income.



Village scenary

Review of Literature

- Review of the Literature on Smart Village Agriculture.
- No one has done any research on agriculture earlier in Busgaon.
- People do not have any knowledge related to the agriculture as knowledge is too low.
- Agriculture has a very good scope. With this we can turn on good income.
- Promote to establish a business related to agriculture Busgaon village.
- That is why a lot of bees are needed to start a business.

Objectives of the Study

The main objectives of the study have been:-

- ❖ **Identification of the Village:** Our first objective is to know about the village, how is the weather there? What is the culture and tradition people follow? And how do the people of the village generate their income? What do those people do?

And how do the people live there? That is why our first objective is to know everything about that village, what is that village like? What do the people do? How do people live there? How is the culture of the people there?

- ❖ **Identification of problem:** Our second objective is that the village we are going to study. What is the problem there? Identify those problems. Ask the people there what their problem is? And to study the problem in detail and identify the problem.
- ❖ **To search for opportunities in that village:** One of our objectives is to search for opportunities in that village. And to study well about the opportunities which we have discovered. And to talk to the people there about those opportunities in that village.
- ❖ **For the development of the village:** Our main objective is how to develop the village? And what can we do to develop that village? Telling them how their income can be generated? And increase the standard of living of the people there. If standard of living of the people of this village is good and they will be able to generate income well then the village development will be done well.
- ❖ **To know the reason of migration:** Our objective to study why migration is happening in that village. Why are people leaving that village? What is the problem in that Village that people are leaving that village and moving to another city?

Hypothesis of the Study

The following are the hypotheses of the study:

- ❖ Agriculture is a good opportunity.
- ❖ Develop Busgaon village with agriculture.
- ❖ Business growth in Agriculture.
- ❖ Agriculture is a very good source of income in Busgaon village.

Actions Planned to address the problem

- ❖ **Step 1:- Define the problem:** Will evaluate the situation. Have all possibilities been considered? In this phase, everyone will explore the possibilities, asking all involved or interested individuals to identify the problem for their input. Is there just one problem or are there more?
- ❖ **Step 2:- Implement Solutions in the Action plan:** Step five is to write an action plan that addresses the problems. An action plan is written so that any employee can do the task successfully alone and is followed much like a recipe. It converts the goal or plan into a people process. It has three essential parts:
 1. Based on the goal the action plan answers five questions – What? When? How? Where? Who?
 2. Lists Resources
 3. Lists potential Barriers
- ❖ **Step 3:- Collect and Analyze the data:** Now that we have identified the problem, we collect and analyze data to prove or disprove the assumption that our problem is a result of inconsistent ratio. We analyze the situation by asking questions.

- ❖ **Step 4:- Clarify and Prioritize the problem:** If there is more than one problem, we will need to prioritize the problem so that we can focus on the most important problems. At the top of list, people will ask some questions to help solve problems with high priority issues.
- ❖ **Step 5:- Monitor and Evaluate:** Our next step in the problem solving process is to design a method for monitoring the outcome. The method we select should assess whether the goal and action, a well- designed monitoring method will help the team to determine when the action plan needs to be improved.

Implementation of Action Research Steps

- ❖ **Step 1:- Clarifying Theories:** The second step involves identifying the values, belief, and theoretical perspectives the researchers hold relating to their focus. For example, if teachers are concerned about increasing responsible classroom behaviour, it will be helpful for them to begin by clarifying which approach- using punishments and rewards, allowed students to experience the natural consequences of their behaviours, or some other strategy – they feel will work best in helping students acquire responsible classroom behaviour habits.
- ❖ **Step 2:- Collection Data:** their actions are valid. To ensure responsible validity and reliability, action researchers should avoid relying on any single source of data. Most researchers use a process called triangulation to enhance the validity and reliability of their findings.
- ❖ **Step 3:- Analyzing Data:** A number of relatively user- friendly procedures can help a practitioner identify the trends and patterns in action research data. During this portion of the seven- step process, researchers will methodically sort, sift, rank, and examine their data to answer two generic questions.
- ❖ **Step 4:- Reporting Results:** It is often said that researcher is a lonely endeavor. It is doubly sad that so many researchers are left alone in their classrooms to reinvent the wheel on a daily basis. The loneliness of researcher is unfortunate not only because of its inefficiency, but also because when dealing with complex problems the wisdom of several minds is inevitably better than one.
- ❖ **Step 5:- Taking Informed Action:** Taking informed action, or “action planning” The last step in action research steps is very familiar to most researcher. When researchers write lesson plans or develop academic programs, they are engaged in the action planning process.

Process of Implementation of the Study

- ❖ **Getting the strategy ready for implementation:** Although the topic of implementation may not be the most exciting thing to talk about, it is a fundamental business practice that is critical for any strategy to take hold. The strategic plan addresses that what and why of activities, but implementation addresses the who, where, when and how. The fact is that both pieces are critical to success.

- ❖ **Covering all bases:** As a business owner, executive, or department manager, the job entails making sure of the set up for successful implementation. Before the start of this process, evaluate the strategic plan and how we may implement it by answering a few questions to keep ourselves in check.
 - Are there sufficient people who have a buy-in to drive the plan forward?
 - How are we going to motivate our people?
 - Have we identified internal processes that are key to driving the plan forward?

- ❖ **Making sure we have the support:** Often overlooked are the five key components necessary to support implementation: people, resources, structure, system and culture. All components must be in place in order to move from creating the plan to activating the plan.

- ❖ **Determine our plan of attack:** Implementing our plan includes several different pieces and can sometimes feel like it needs another plan of its own.
 - Produce the various versions of the plan for each group.
 - Roll out the plan to the whole village.
 - Set up annual strategic review dates including new assessments and a large group meeting for an annual plan review.

Data Collection and Analysis

❖ Data Collection:

1. Quantitative data collection methods
2. Qualitative data collection methods

Quantitative data collection methods:

- **Close – end Surveys and Online Quizzes:** Closed-ended surveys and online quizzes are based on questions that give respondents predefined answer options to opt for data.

Qualitative data collection methods:

- **Open-End Surveys and Questionnaires:** The main difference between the two is the fact the close – end surveys offer predefined answer options the respondent must choose from, whereas open-end surveys allow the respondents much more freedom and flexibility when providing answers.
- **Face-to-Face interviews:** Due to it being a very personal approach, this data collection technique is perfect when we need to gather highly-personalized data.

- **Focus groups:** Whenever the resources for 1-on-1 interviews are limited or our need to recreate a particular social situation in order to gather data on people’s attitudes and behaviors, focus group can come in very handy.

❖ Data Analysis:-

- **Data Collection:** The requirements may be communicated by analysis to custodians of the data. Such as information technology personnel within a village.
- **Data Requirements:** The data are necessary as input to the analysis, which is specified based upon the requirements of those directing the analysis. The general type of entity upon which the data will be collected is referred to as an experimental unit.
- **Data Processing:** For instance, these may involve placing data into rows and columns in a table format for further analysis, such as within a spreadsheet or statistical software.
- **Exploratory data analysis:** Once the data are cleaned. It can be analyzed. Analysts may apply a variety of techniques referred to as exploratory data analysis to being understanding the messages contained in the data. The process of exploration additional requests for data, so these activities may be iterative in nature

Agriculture:

Agriculture is the science and art of cultivating plants and livestock. Agriculture was the key development in the rise of sedentary human civilization, whereby farming of domesticated species create food surpluses that enabled people to live in cities.

Agriculture is the process of producing food, feed, fiber and many other desired products by the cultivation of certain plants and the raising of domesticated animals (livestock). The practice of agriculture is also known as “**Farming**”, while scientists, inventors and other devoted to improving farming methods and implements are also said to be engaged in agriculture. Subsistence farming, who farms a small area with limited resource inputs and produces only enough food to meet the needs of his/her family. At the other end is commercial intensive agriculture, including industrial agriculture. Such farming involves large fields and number if animals, large resource inputs (pesticides, fertilizers, etc), and a high level of mechanization. These operations generally attempt to maximize financial income from grain, produce, or livestock. Modern agriculture extends well beyond the traditional production of food for humans and animal feeds.

Other agriculture production goods include timber, fertilizers, animal hides, leather, industrial chemicals (starch, sugar, alcohols and resins), fibers (cotton, wool, hemp, silk and flax) , fuels (methane from biomass, ethanol, biodiesel), cut flowers, ornamental and nursery plants, tropical fish and birds for the pet trade, and both legal and illegal drugs (biopharmaceuticals, tobacco, marijuana, opium, cocaine).



Agriculture

The history of agriculture began thousands of years ago. After gathering wild grains beginning at least 1050,000 years ago, nascent farmers began to plant them around 11,500 years ago. Pigs, sheep and cattle were domesticated over 10,000 years ago. Plants were independently cultivated in at least 11 regions of the world. Industrial agriculture based on large-scale monoculture in the twentieth century came to dominate agricultural output, though about 2 billion people still depended on subsistence agriculture into the twenty-first.

Modern agronomy, plant breeding, agrochemicals such as pesticides and fertilizers, and technological developments have sharply increased yields, while causing widespread ecological and environmental damage. Environmental issues include contributions to global warming, depletion of aquifers, deforestation, antibiotic resistance, and growth hormones in industrial meat production. Genetically modified organisms are widely used, although some are banned in certain countries.

Food classes include vegetables, fruits, oils, meat, milk etc.

Uttarakhand being a hill state offers great opportunity in agriculture and animal husbandry, about 75% of the people living in Uttarakhand are dependent on agriculture for their livelihood. While those residing in the vulnerable parts are untouched by modernization so they lack knowledge about the new agriculture techniques which results in less produce. However, educating the agro-based communities about hybrid seeds, machinery, bio – techniques, organic farming, haphazard of insecticides and pesticides etc. can help them in raising their productivity.



Agriculture fields

Agriculture in Uttarakhand:

Agriculture in India still engages about 52 per cent of the work force and contributes 17.6 percent of the GDP. A very large majority of the farmers belongs to the category of small and marginal holders. In India average size of land holdings was 2.30 hectares in 1950-51 which reduced to 1.52 hectares in 2008-09. Small farms produce 41 percent of India's total grain (49 per cent of wheat, 29 per cent of coarse cereals and 27 per cent of pulses), and over half of total fruits and vegetables despite being resource constrained. Uttarakhand state with diverse agro-climatic endowments, the plains and hills present differing scenarios for agriculture while commercial agriculture is practiced in the plains. The hill farmers mainly practice subsistence farming. The hill practice mixed cropping, while in the plains gives single crops are grown mostly.

In Uttarakhand more than 75 percent of the population depends on agriculture for their livelihood. The average size of holding in the state is around 0.98 hectare. Another feature typical of hill farming is the small and scattered land holdings. Out of the total cultivated area, about 50 per cent of landholdings (in number) are sub

marginal, and 21 per cent of landholding measure between 0.5 -1 hectares. Over 27 per cent of the area under cultivation consists of plots less than 1 hectare in size. Another 26 per cent of land holdings are between 1 and 4 hectares in size, and account for 51 per cent of the total cultivated area. 22 per cent of the cultivated land consists of plots over 4 hectares in size, and these account for 3 percent of the land holdings in number. The productivity of various crops is also low the Uttarakhand is promoting the cultivation of some selected crops like basmati rice, aromatic and medicinal plants, vegetables cultivation, flower cultivation, Litchi production and milk production. Major crops grown in Uttarakhand are rice, wheat, sugarcane, maize, soybean, pulses and oilseeds. Fruits grown in Uttarakhand are mango, litchi, guava, apricot etc while vegetables grown in Uttarakhand are potato, tomato, green pea, cauliflower and capsicum etc. farmers or primary producers face many challenges, of both technical and economic nature.

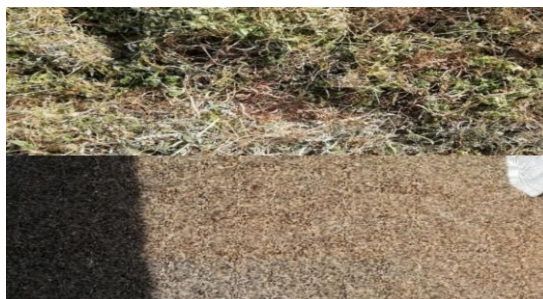


Sun drying of red chillies

Production of Agriculture:

Crop:

- State Jowar (Dana) barsim, maize, cowpea.
- Makze (Dana), Barsim, Maize, Cowpea
- Jowar, Barsim, Maize, Cowpea
- Jowar, Barsim, Oats/ Lahi, Maize, cowpea
- Pddy(Dana), Barsim, Mecca, Lobia
- Jute – Barsim
- Maize (Dana), Barsim, Moong / Urad (Dana)
- Soyabean , wheat
- Lahi, Lentil// Gram
- Soybean, Maize , Lahi, Wheat/ Lentil with papler
- Wheat, Lentil, Gram, Pea and potato with sugarcane for three years
- Rice, fruits, vegetables etc.



After crop harvest

Findings

- **Opportunity:** we made assumption that apiculture is a good opportunity at Busgaon village and it is but due to some weakness is not going in favour of Busgaon village people.
- **Transportation:** Transportation facilities has not been increased in that village either. We made the assumption that transportation would be increased in that village, but our assumption did not go well. People of Busgaon village are migrating so we cannot say that our assumption of developing Busgaon village goes well.
- **Income:** There has not been any increase in income. We made the assumption that income would be increased in that village, but our assumption did not go well.
- **Market Facility:** Market facility has not been good. we made assumption that apiculture can grow business but due to some weakness and not having good market condition this assumption did not go well.

Conclusion

Agriculture has a good opportunity at Busgaon village. We can grow our business and also we can develop Busgaon village with the help of agriculture. But due to some weakness people of Busgaon village are unable to give their 100 percent. To generate employment from agriculture and increase the standard of living in that village. Busgaon village has a very good scope of agriculture. Busgaon village is dependent on agriculture. Not having sufficient knowledge of agriculture and not having proper technology people of Busgaon villages are unable to produce product. If we can provide them advance technology and proper education about agriculture then they can produce products other, this will help in development of Busgaon village as well as growing business of Busgaon village. Because of few weakness like transport facility, market facility, etc, product made by Agriculture are not reaching other places than Busgaon village and because of it they are not generating good amount of income

References

This is the primary data collected and all the information of that village.

Annexures

Annexure 1

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Busgaon village
2	Address of the Village	Busgaon village ,Khairna, (Nainiatal)
3	Name of Sarpanch / Contact Person	Mrs. Parvati Devi
4	Date of Visit	10/2/2020

Demographics of the Village		
1	Number of Men	117
2	Number of Women	167
3	Number of Children	15
4	Total Population	284
5	Number of Anganwadis	1
6	Number of Schools	2
7	Number of Primary Health Centres	1

VILLAGE SCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
2	Does anyone go out and defecate in the open in village?		No	If, Yes , Then what Action has been taken by the Village Authorities
3	Are these faeces from the toilet being disposed in the river?		No	If, Yes , Then what Action has been taken by the village authorities
4	Is there any OD spot / excreta in an open place?		No	If, Yes , Then what Action has been taken by the Village Authorities
5	Are there institutional toilets at Schools, Anganwadis and Public places?	Yes		If, No, Then what Action has been taken by the Village Authorities
6	Is waste from restaurants, public places dumped into the river?		No	If, Yes , Then what Action has been taken by the Village Authorities
7	Is there a prevalence Of visitor/tourist OD?		No	If, Yes , Then what Action has been taken by the Village Authorities
8	Is there an institutional mechanism to check OD by insiders/outsideers?	Yes		If, No, Then what Action has been taken by the Village Authorities
9	Are twin-pit toilets common in	Yes		If, No, Then what Action has

	the Village?			been taken by the Village Authorities
10	Are septic tank toilets (non-porous) common In your village?	Yes		If, No, Then what Action has been taken by the Village Authorities
11	Is there a P-Trap in all toilets?		No	If, No, Then what Action has been taken by the Village Authorities
Household Schedule				
12	Is water available in /for the toilet?		No	If, No, Then what Action has been taken by the Village Authorities
13	Are all toilets “fly-proof” – or Hygienic?		No	If, No, Then what Action has been taken by the Village Authorities
14	Is the human waste disposed of in the Drain, a) Nallahs, b) Open pit; c) Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities
15	Is fecal sludge directly discharged to waterbodies ?		No	If, Yes , Then what Action has been taken by the Village Authorities
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
17	Is any visible feces found in the environment?	Yes		If, Yes , Then what Action has been taken by the Village Authorities
18	Is there any odour of urine or faeces in the location?		No	If, Yes , Then what Action has been taken by the Village

				Authorities
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	If, Yes , Then what Action has been taken by the Village Authorities
20	Is child faeces disposed of in open area?		No	If, Yes , Then what Action has been taken by the Village Authorities
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	Yes		If, No, Then what Action has been taken by the Village Authorities
22	Is water available in /for the toilet?		No	If, No, Then what Action has been taken by the Village Authorities
23	Is toilet “fly-proof” – or Hygienic?		No	If, No, Then what Action has been taken by the Village Authorities
24	Is the human waste disposed of in the Drain, a) Nallahs, b) Open pit; c) Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	Yes		If, No, Then what Action has been taken by the Village Authorities
27	Is there water available for use in the school toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
28	Is the human waste disposed of in the Drain, d) Nallahs,		No	If, Yes , Then what Action has been taken by the Village

	e) Open pit; f) Ponds or river or streams or any water body etc.			Authorities Have you taken GPS enabled photographs?
29	Is public toilet accessible to all (including Divyangs/physically challenged)	Yes		If, No, Then what Action has been taken by the Village Authorities
Public Toilets Schedule				
30	Is there a Public Toilet in the village?	Yes		If, No, Then what Action has been taken by the Village Authorities
31	Are there separate sections for Men and Women?	Yes		If, No, Then what Action has been taken by the Village Authorities
32	Is the human waste disposed of in the Drain, g) Nallahs, h) Open pit; i) Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?	Yes		If ,Yes Describe the process or method If, No, Then what Action has been taken by the Village Authorities
34	Is any sustainable process/method adopted for fecal sludge management?		No	If ,Yes Describe the process or method If, No, Then what Action has been taken by the Village Authorities

Annexure 2
Photographs of the Village Visit
(Survey on Sanitation Management and ODF)



Goat rearing



Bridge

Annexure 3
Village Visit (General)



Khairna village



Livelihoods

Households



School activities



Snowfall in Khairna village

**The Study of Rural Immersion
Programme in Dhungshil Gaon**

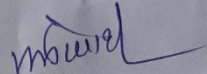
**Priyanka Sati
Kumaun University, Nainital**

CERTIFICATE

This is to certify that Priyanka Sati student of DSB campus Nainital has successfully completed the two month "Rural Internship Programme" conducted by Mahatma Gandhi Council of Rural Education, Government of India Hyderabad.

Date: 20/02/2020

Place: Nainital



Signature

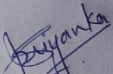
(Name of Principal)
Director
Institute of Professional Studies
and Development Research
(College Seal / Stamp)
The Heritage Kumaon University
Nainital (Uttarakhand)

DECLARATION

I hereby declare that the project work entitled The study of rural immersion program on Dhungshill village "submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance of Dr. ATUL JOSHI Sir. Faculty of IPSDR Hermitage University Nainital. The results embodied in this village report have not been submitted to any other Organization or University.

Date:20/02/2020

Place: Nainital
of Intern


Signature

Priyanka Sati
(Name of Intern)

ACKNOWLEDGEMENT

The success and final outcome of this MGNCRE internship programme required a lot of guidance and help from many people and I am extremely privileged to have got this all along the complete of MGNCRE report. All that I have done is only due to such supervision and guidance and I would not forget to thank them.

I respect and **thank DR. WG PRASANNA KUMAR, Chairman, MGNCRE, Hyderabad** for providing me a golden opportunity to do internship under MGNRCE and giving us all support and guidance.

I respect and **thank DR. DEBENDRA NATH DASH-ASSISTANT DIRECTOR, MGNRCE, Hyderabad** providing me a golden opportunity to do internship under MGNRCE and giving us all support and guidance.

I respect and **thank DR. VIJIYA KUMARI N- SENIOR FACULTY, MGNRCE, Hyderabad** for providing me a golden opportunity.

I sincerely thank **to MR. ATUL JOSHI AND K.K. PANDEY** for the guidance and encouragement in carrying out this project work. I also wish to express my gratitude to the officials and other staff members of Dhunghill gaon village who rendered their help during the period of my project work.

I am heartily thankful to and fortunate enough to get constant encouragement , support and providing all information from District and local administration and Panchayat Development Officer and elected representatives of various Gram Panchayat and all staff including Anganwadi and ASHA workers who were with us during process of the study.

PRIYANKA SATI

KUMAON UNIVERSITY,
Nainital

S No	Contents
1.	Introduction to the Village
2.	Identification of Problem
3.	Review of literature
4.	Objectives of theStudy
5.	Hypothesis of theStudy
6.	Actions Planned to address the problem
7.	Implementation of Action research Steps
8.	Process of implementation of the study
9.	Data Collection and Analysis
10.	Findings
11.	Conclusion
12.	References
13.	Annexures(Surveyquestionnaire/photos/anyother supporting document)

Introduction to the Village

Village: Dhungshil

Gram Panchayat: Dhungshil

Block: Bhimtal

Tehsil: Nainital

Geographical: Latitude(28,37),Longitude(78,45)

Pin code: (263136)

Assembly MLA: Sanjiv Arya

Parliament MP: Ajay Bhatt

District: Nainital, **State:**Uttarakhand

Village Profile: Dhungshil is a village in Bhimtal Block in Nainital District of Uttarakhand State, India. It is located 22km towards east, from District headquarters Nainital 300km from State Capital Dehradun. Dhungshil is surrounded by Nainital Block towards west Dhari Block towards east, Haldwani Block towards south, Ramgarh Block towards north Nainital, Haldwani, Almora, Nagla are the near by cities to Dhungshil.

There is subtropical highland climate the village climate is influenced by the elevation. The climate of Dhungshil is a bit dory in winter. Only this is the place in near the area of Bhimtal Block that actually experiences snowfall.

Paragliding is the currently going on very frequent sports that is making the village and the villagers to act as a source for raising life standards and identify as well collectively. Sky Bird Adventures is one the leading Paragliding and Adventure Sport Company based in Bhimtal, Dhungshil. It provides paragliding tandem flights that are suited to satisfy thrill seekers and even the adventure enthusiast who want to experience thrill.

Dhungshil gaon pin code 263136, and postal head office is Bhimtal.

Local language here is Hindi. Its total population is 400 and number of houses are 103 and female population is 40%. Village literacy rate is 80% and female literacy rate is 35.6%.

UKKD, BJP, INC is the major political parties in this area. Kathgodam railway station is the nearby railway station to the village. Shivratri mela is held in the Bhimtal Block. A fair is held there on auspicious occasion and local people enjoy this festival.

Location and Administration: It is 22km distance from District Headquarter Nainital nearest statutory town is Bhimtal in 1km distance. The total area is 0 to 12 hectare per family.

Education: Government Primary and Government Middle School are available in the village two primary school and secondary school in total.

Health: No Health Centre is there individually and nearest one in Bhimtal.

The village has 1 MBBS Doctor who is in practice and 1 ANM and 1 Asha worker is officially posted by the government in the In Dhungshil, we are having abundance of water by which we can generate electricity and start a new work for village.

The people of Dhungshil can have a opportunity to start a self help group. They can made handmade things and they can sell and they earn money. In Dhungshil village there is abundance of dried leaves of pine and it can be used for generating fuels and electricity. In Dhungshil village there is abundance of cow dunk because people are mostly dependend on animal husbandry. So, the cow dunk can be used for generating bio gas.

Drinking Water and Sanitation: Untreated tap water is available all round the year. Hand pump is other Drinking Water sources.

Communication: Landline available. Mobile Coverage is available. Nearest Internet centre in less than 4km Nearest Private Courier Facility is in less than 4km.

Transportation: Public Bus Service is available in the village. Whole of the village is interconnected with roads under act of MANREGA. Pucca Road, Kuccha Road, Macadam Road and Foot Road are other Transportation within the village.

Other Amenities: The village has a power supply of 22 hours in summers and 20 hours in winters. Birth and Death Registration Office, Gas Godam Polling Station and ASHA are other amenities of the village. People of this village are living in a very peaceful manner. Agriculture is the main profession of the village.



Dhunshil village



Household

Identification of problems

Generally the villages suffer from various problem like sanitation, transportation, communication, education, basic amenities and various other related to social evils prevailing our Indian caste system is classic example of closed stratification model and thereby is the main cause of disparities in the villages. Advancement of time modernization and by increased literacy rate has led to overcome these evils up to significant extend but the rate of unemployment specially in villages is the other biggest issue that has to be taken care of.

Our country is the country of villages and mostly people of the villages are involved in agriculture activities but still they are below poverty line/ than now we have two approach this problem. First we can provide people involved in agriculture with other options to earn their livelihood as agricultural is main source of livelihood. Secondly, if people want to practice agriculture only then there has to be a systematic and direct approach for carrying on agriculture practices so as to increase their productivity and to improve their efficiency.

The village is rich in having abundance of flower from which we can grow different types of flower and do flower farming. Floriculture is fast picking up in Uttarakhand as farmers find it a lucrative option as against the traditional farming. An increasing number of farmers are substituting traditional farming with flower business. Farmers say that cultivation of traditional crops occupies huge tracts of land. Also, the higher returns from flower cultivation seem to be luring them. Manoj Singh, a floriculturist, who used to grow wheat earlier, is happy that less than one-third acre of a land is giving him a return of around \$800 per month.

"The polyhouses are built in less than two bigha land (less than one-third of an acre). If we use the same piece of land for wheat cultivation, it would give me nothing. But when I am putting it to use for flower cultivation, it gives me an income of 30-40 thousand rupees average in a month," said Singh. High altitude coupled with cold winds and moist soil makes Uttarakhand an ideal place for investment in floriculture.

Farmers say that the weather conditions are conducive as flowers bloom well in low temperatures. "Cultivation takes place in polyhouses and therefore is well protected. We don't have to fear strong winds, rain or snowfall, so it has a good scope. The weather conditions of the state are also good for cultivation," said Manohar Singh Kholia, a polyhouse owner. Exquisite varieties of flowers like carnation, lily, chrysanthemum, gladiolus, gerbera and Indian red roses that are in high demand in domestic as well as in European markets are produced in the state.



Marigold flowers

Floriculture

Review of Literature

In India, the national market for floriculture is expanding fast supporting millions of people mostly belonging to the weaker sections of the society, are engaged in the cultivation, transport and marketing of flowers. Yet floriculture has been treated as an elitist activity and does not find a place in the socio-economic policies and programmes of poverty alleviation and income generation. A significant increase in the per Capita consumption of floricultural products. It is observed in both developed and developing countries in the recent past. The USA, where the per capita consumption of cut flowers has gone up by 36 per cent between 1985 and 1990. Still it continues to consume more flowers than the rest of the world. Japan is the second largest flower consumption centre in the world.

The West European countries together consume about half the total number of flowers produced worldwide. With increase in the availability of flowers and purchasing power. East Europe could develop into a major consumption centre in the years to come. It is pointed out that floriculture is a fast emerging industry in India, as it has increased 12.5 times in area and 33 times in trade from 1962-1991. The increase in both area and trade is because of socioeconomic factors such as changes in social values of people, environment, increase in population and living in the flats in cities, standard of living, development of hotels and shopping centers and making beautiful flower items presented on different auspicious occasions. Floriculture crops are very important for exports.

"India can become a major exporter in floriculture and horticulture but not in other commodities", said Dr. Manmohan Singh, former finance minister. Now floriculture has become one of the extreme focus segments for development of export by the government of India. The growth of floriculture industry from 1962 to 1990 was very slow but thereafter there has been a significant rise in floriculture export from Rs.14.55 crores in 1991-92 to Rs.30.60 crores in 1994 -95, and Rs.57.80 crores 1995-96. Developing countries have only 6 per cent share in the world market. This helps in increasing the export from India, which is otherwise negligible.

Flowers do play a highly significant role in the socio-cultural ethos of our country. In the last decade or so, the fast development of technology has helped India to grow the best quality of flowers. More over, new technology has benefited flower growers in areas like plucking, preservation, and transportation in fresh condition until they reach the consumer not only within India but also to foreign countries. Naturally, therefore, growth and marketing of flowers has taken the status of an industry. An important requirement of floriculture is the production of good quality of plants which can give world class quality flowers. It is now felt that in order to achieve this goal, it is necessary to have nurseries in rural areas and that would help in increasing employment in rural areas. In fact, as we proceed towards globalization, our economy has attracted big investors in various sectors. Also, some consultancy services have been set up to provide guidance and help to prospective floriculturists and the organizations involved. They also prepare market survey reports, project reports and provide training to farmers. Floriculture is a major division in the horticulture field.

Floriculture is the cultivation and management of flowering and ornamental plants. Floriculture is a large field with many connections to business. Flowers are an important part of our lives whether we realize it or not. Many people use flowers as a token of gratitude and love for people or their actions. The purchase of

floriculture flowers has increased greatly in the last couple of years due to the rise in popularity for giving them as a gift. This business gets moving more around holidays and certain days such as Mother's Day. Flowers are very valuable, especially in the United States, and show appreciation when given on special events or just out of the blue. Floriculture flowers and plants are usually grown in-ground and then transplanted to containers and then sold. These plants and flowers can be grown in all different types of soils. Usually flowers grow best if they are grown in some kind of organic matter. Most gardeners use irrigation as the major watering source for floriculture plants and flowers. These plants are grown in and out of season mainly for the popular demand on them. Floriculture plants not only help the environment but also bring love and happiness to people everyday.

It is an occupation that involves low cost, easy management and does not require any specific technical skills. Jasmine, roses and other decorative flowers can be grown in the region because of the conducive red-soil, ample water supply and the perfect climate. Farmers must come forward to grow these highly profitable flowers instead of adhering to the traditional crops that are usually grown in the region.

Flower cultivation is a highly profitable enterprise compared to other food and cash crops. Flowers pass through fewer intermediaries (wholesale, retailers). The big growers are sending their produce to Delhi flower market. flower cultivation has great potential for increasing income and employment of the farmers. It needs to be encouraged for the benefit of the farmers by providing them necessary production inputs and marketing facilities. to improve our profitability, the grower also needs to relate information about consumers to their floricultural products. Flowers and plants in several markets are considered another consumer good. In order to benefit from the growing trade, we need to understand national lifestyles and consumption patterns. The flower consuming population needs to be grouped into international lifestyle segments and appropriate marketing strategies developed. The cut roses are in great demand during winter and, under the upcoming WTO regime floriculture is increasingly being regarded as a viable and profitable diversification from the traditional field crops. There's an increased willingness to adopt new techniques available in the area. they fetch high prices. It is essential, therefore, that regular supply is maintained to meet their market.

Floriculture is flowers do play a highly significant role in the socio-cultural ethos of our country. In the last decade or so, the fast development of technology has helped India to grow the best quality of one of the major blooming fields of agriculture. In 21 century, this sector is posed for greater significance. The present position of our floriculture industry is not satisfactory. Lack of information and existing gap between institution and farmers to get technological know-how strike a major cause of existing setback in this industry. An effective transfer of technology calls for a close interaction among farmers, production environment, research organizations, extension system etc. There is a wide gap between production potential and actual production. The technological constraints as well as extension constraints are the reasons behind handicapped floriculture industry. Therefore to improve this industrial sector in India, there is an urgent need of application of internet and other infotech services in this field.

The comprehensive review of floriculture sector presented in previous chapter points out that the worldwide floriculture sector is competitive. Barriers to both entering and exiting the sector are low. The costs of switching between suppliers or buyers and between flower varieties are also low. The flower production in most developing countries is destined for developed countries: the domestic market in developing countries is

negligible. This put the challenges of the floriculture sector in the theoretical area of internationalization and competitiveness. The sustainability of the industry is therefore determined by the competitive advantages and the strategic behavior. In order to identify the competitive advantages and propose strategies it is necessary to do an external and internal analysis.

The understanding of external environment helps to analyze the competitive advantage provided and to devise competitive strategies to help grasp the opportunities and prevent the threats. The external environment could be divided into macro-environment and micro- environment. To help identify the strategic behavior it is necessary to conduct macro and micro analysis. The external environment could be divided into macro-environment and micro- environment. From the literature review it is evident that PESTLE is good method for analyzing the macro environment and Porter's five force framework is suited for analyzing the micro environment. SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a useful tool to generate strategic options and assess the future course of action of a company. Combined with SWOT , PESTLE helps to understand the risk associated with launching a particular product into a market. PESTLE, Porter's Five Forces, and SWOT all utilize basic frameworks for reviewing a situation entry modes have a major impact on the firm's overseas business performance, their choice is regarded as a critical international business decision. PESTLE components are Political, Economic, Social, Technological, Legal, and Environment .

After analyzing the external and internal environments, the firm is able to decide which competitive strategies should be used to achieve its competitive objective. The competitive strategies could be used to "exploit opportunities in the firm's environment with the firm's strength, and neutralizes threats in the firm's environment while avoiding the firm's weaknesses" . Porters generic strategy is found to be useful to suggest the strategies for further growth and to achieve sustainability.

For pursuing a competitive advantage Porter identified three generic strategies: a cost leadership strategy, a differentiation strategy and a focus strategy. Firms can choose from one of the three generic strategies to compete in the marketplace, regardless of the context of industry to gain competitive advantage and are closely related to the capabilities and resources the company possesses and uses. Dunning's comprehensive multi theoretical framework stipulated that the choice of an entry mode for a target market is influenced by three types of determinant factors: ownership advantages of a firm, location advantages of a market, and internalization advantages of integrating transactions within the firm.

Dunning's eclectic, or OLI, theory as applied to entrymode selection states that firms will choose the most appropriate form of entry into a new international market by considering their ownership advantages, the location advantages of the country under consideration, and the internalization advantages of the particular situation. International entry modes have a major impact on the firm's overseas business performance, their choice is regarded as a critical international business decision. Each entry mode has implication for the level of control the firm will enjoy over its foreign operations, the amount of investment required, and the degree of risk the firm faces in venturing into a foreign market. The entry modes can be classified and synthesized from each other on key dimensions such as the amount of resource commitment, extent of risk, potential for returns, and degree of control.

Firms must choose the entry mode that offers the highest risk-adjusted , Hence this research has used PESTLE , Porters Five force model and SWOT framework to analyze and study the external and internal environment. Porters generic strategies is used to to suggest the strategies for further growth and to achieve sustainability. Dunning’s OLI theory and Roots entry mode decision framework are used to understand the internationalization of the respondent firms.

Objectives of the study

- (i) To study reasons for decrement in productivity of the land.
- (ii) To determine the field that can be utilized for commercialization purpose so as to raise the standard of the village.
- (iii) To observe the significant amount of charges that took place within a span of 6 months.
- (iv) To find the subsequent problem and to look for solution for those.
- (v) To look onto scope of entrepreneurial venture if any within their.
- (vi) To analyze the trends in area, production and yield of floricultural crops.
- (vii) To study the infrastructural facilities available for floriculture development .
- (viii) To study the trends in traditional (domestic) flower markets and modern markets (international markets).
- (ix) To study the socio-economic conditions of flower producers.
- (x) To estimate the income and employment generated from floriculture activity.
- (xi) To identify the problems faced by the growers.
- (xii) To suggest policy measures for the healthy growth of the sector.

The State of Uttarakhand was formed on 9th November 2000 as the 27th State of India, when it was carved out of northern Uttar Pradesh .The State is close to the National Capital Region (NCR) and has excellent connectivity with its neighboring states. With levels of literacy rate* (78.80%) higher than the national average and the presence of institutes of international repute, the State has abundant availability of quality human resources .GSDP of the state stood at INR 2,17,609 Million with a growth rate of 11.23% .The state offers a wide range of benefits in terms of interest incentives, financial assistance, subsidies and concessions .The secondary sector in the state contributes around 50% to the Gross State Domestic Product (GSDP: 2017-18), much higher than the national average.

The floriculture industry is being developed aggressively in order to meet the demand of domestic as well as the foreign markets. Agricultural and Processed Food Products Export Development Authority (APEDA) calls Indian floriculture a sunrise industry . Indian floriculture industry has been shifting from traditional flowers to cut flowers for export purposes . India exported 20,703 MT of floriculture products to the world, worth INR 507 crore. The major export destinations are U.K, U.S., U.A.E., Germany and Netherlands . Important floricultural crops in the international cut flower trade are rose, carnation, chrysanthemum, gargera, gladiolus, gypsophila, liastris, nerine, orchids, archilea, anthuriu, tulip, and lilies.

Area of Floriculture increased 10 fold since formation of the State . Currently, production of loose flowers is 2073 MT. State ranks no. 8 in terms of cut flower production. Major loose flowers available in the state include

Rose, Marigold, Tuberose, etc. Cut flowers include Gerbera, Carnation, Gladiolus, Liliium, Rose, Orchid, etc. Apart from local market, flowers are marketed in cities like Delhi, Meerut, Kanpur, Lucknow and Chandigarh as well. Floriculture is fast picking up in Uttarakhand as farmers adopt it a lucrative option as against the traditional farming. A large number of farmers are substituting traditional farming with flower business.

High altitude coupled with cold winds and moist soil makes Uttarakhand a congenial place for investment in floriculture. Farmers say that the weather conditions are conducive as flowers bloom well in low temperatures. "The cultivation takes place in polyhouses. Exquisite varieties of flowers like carnation, lily, chrysanthemum, gladiolus, gerbera and Indian red roses that are in high demand in domestic as well as in European markets are produced in the state.

Uttarakhand has almost all the different agro-geo climatic zones making it particularly conducive to commercial floriculture. Floriculture is being developed in a big way in order to meet the demand of both - the domestic as well as the foreign markets. The climate is ideal for growing flowers all round the year. Employment generation through traditional flower cultivation, protected cultivation, nursery plant production, corporate landscaping, tissue culture techniques, essential oil extraction, dry flower production, seed production and lawns & parks.



Roadway to Dhingsul village

Hypothesis formulation

Since the times immemorial, the plants and flowers have remained an integral part of Indian rituals and source of eco friendly pigments, besides being a source of chemicals of industrial and medicinal use. India is bestowed with wide range of agro climatic conditions that support rich plant diversity.

In the recent years horticulture in India has fast developed on commercial lines and today we are among the leading producers of fruits, vegetables, flowers and spices. In the present scenario floriculture holds potential for agricultural diversification and improving farmer's income in the otherwise predominant cereal based farming. Although India is among the leading countries in flower cultivation but our share in global flower trade is less than one percent. In India, floriculture as a subject was introduced at UG and PG level in early 1950s. The establishment of All India Coordinated Research Project on Floriculture, brought the research efforts under one umbrella. In recognition of increasing importance of floriculture in India the AICRP later on was upgraded as into Directorate of Floriculture Research.

With the recent announcement of the new hill industrial policy, the Uttarakhand government is now focusing on the floriculture sector with a hope of robust growth in future to help boost the state's economy and increase employment opportunities.

With more than 100 new units being set up in the floriculture sector during the past three years, the government has now set a target to grow 900 metric tonnes of flowers by the end of this year. Uttarakhand presently produces 850 metric tonnes of flowers with 750 hectares of land under this cultivation.

"We see tremendous scope for growth of floriculture in our state, particularly in the hills," said Secretary (Horticulture) Utpal Kumar Singh.

The government has brought floriculture as the thrust area under the new industrial policy and is looking for Rs 200 crore of investment in the next three years in this sector.

During the past three to four years, the government had launched various initiatives, including subsidy, to boost the growth of this sector by adding new varieties of flowers, which include gerbera, orchid, carnation and gladiolus.

Following these efforts, Uttarakhand is now contributing 8 to 10 per cent of the flowers to the Delhi market.

Lately, several farmers have shifted from cereal crops to floriculture in the state, experts say. Presently, the total trade turnover of cut flowers from Uttarakhand is approximately Rs 25 crore and total investment in flower industry is over Rs 50 crore.

Several new entrepreneurs in the sector are now flourishing. Singh cited the example of Vishal Khanna, an entrepreneur in Padampuri area of Nainital district where he set up an orchid unit with an investment of Rs 1.5 to Rs 2 crore and said his business is growing gradually.

According to a rough estimate, nearly 4,000 to 5,000 farmers are presently working in the floriculture sector. Recently, a new association under the aegis of Flowers Growers Society, Kashipur, has been launched which also sent an export consignment of flowers to Holland.

Sanjay Goel, who is the secretary of the society, said his organization is taking all the steps to boost the export growth from the state.

Goel also claimed that entrepreneurs in the Terai area of Uttarakhand, which include Kashipur, Ramnagar, Jaspur, have invested nearly Rs 20 crore in the sector.

According to NC Nainwal, an expert on floriculture, flower varieties like gerbera, gladiolus, carnation can be grown in the plains while in the hills roses can be produced at a height between 2,000 to 3,000 feet in the hills. Above 3,000 feet, flowers like liliun and tulip are advisable.

Mahendra Singh Bist loves flowers, especially roses. On a small piece of land in his backyard in Joshimath, a small town in Chamoli district, Bist, a floriculturist, has grown roses of all hues and colours. With floriculture being identified as a thrust area in Uttarakhand, Bist is hoping to make fast bucks.

The hill resort of Joshimath is not very far from the Valley of Flowers, a world heritage site in the Garhwal Himalayas. This is perhaps one reason why both the areas, which fall under the Chamoli district of Uttarakhand, have developed a unique similarity of bedding exotic flowers.

Situated at a height of 7,000 feet above sea level, Joshimath is the place where all families of roses are cultivated because of favourable climatic conditions. The state government is now all set to develop this flower bed at Joshimath, the wintry sojourn of the Badrinath shrine. This move will also open up newer opportunities of entrepreneurship for the locals who are mostly tribal farmers growing vegetables and apples.

According to a survey conducted by the state-run Centre for Aromatic Plants (CAP) in Dehradun, roses were found to be grown aplenty in every nook and corner here. For boosting the floriculture business, the state government has planned to rope in private companies to give fresh impetus to the production of various flowers. An investment of Rs 200 crore is expected in the floriculture sector, said top officials. The state government has signed an MOU with Indo Dutch Technologies Pvt Ltd for the development of special infrastructure facilities and floriculture planting material. This will foster the promotion of export quality flowers from the state.

With the spread of commercial floriculture activity in India, many nurseries have come up in the market with planting material of different floriculture crops. But the available planting material is not genuine, is infected and of inferior quality. Apart from this most small growers due to their scale of operations did not have access to the new improved varieties, which were imported to the country in recent years. It's clear that the unavailability of good quality planting material has been the major roadblock in floriculture promotion until now.

An environmental scan using the five forces identifies external opportunities and threats that affect an industry's overall attractiveness. "The collective strength of these forces determines the ultimate profit potential in the industry, where profit potential is measured in terms of long-run return on invested". This hypothesis was broken down into five sub hypothesis for each of the Porter's Five forces. The summary of the tests of the five sub hypothesis. Hypothesis Mean Strength Remark

H1 a. The Bargaining power of suppliers is high in the floriculture sector. Low Bargaining power of suppliers is 'Low' and competitive advantage of firms is 'High' for this force.

H1 b. Bargaining power of buyers is high in the floriculture industry . High Bargaining power of buyers is 'High' and competitive advantage of firms is 'Low' for this force.

H1 c. Barriers to entry to new entrants are less in the floriculture industry .Low Barriers to entry to new entrants are 'High' and competitive advantage of firms is 'High' for this force.

H1 d. The floriculture industry in Pune has high threat of substitutes 3.2 High Threat of substitutes is 'High' and competitive advantage of firms is 'Low' for this force.

H1 e. There is intense Rivalry among competitors in the floriculture industry. Low Rivalry among competitors is 'Low' and competitive advantage of firms is 'High' for this force . Result of Porter's five forces.

Higher strength of the five forces means less competitive advantages for the producers and a less attractive sector. Lower strength indicates significant competitive advantage for the floriculture firms and a attractive sector. It is observed that the Bargaining power of buyers is 'high' and the threats of substitutes is also 'high' for the floriculture firms . Thus these two hypothesis are supported by the respondents. Thus these two hypothesis/forces reduces the competitive advantage of the floriculture firms in Pune and make the sector less attractive. However, the bargaining power of suppliers is Low and the barriers to entry are 'High'. Moreover the intensity of rivalry among competitors is 'Low'. Thus these three hypothesis/ forces increases the competitive advantage of the floriculture firms and make the sector more attractive.

The grand average of combined strength of these five sub hypothesis. Strengths of the forces is 'Low' thus supporting the hypothesis. Hence it is concluded that "The floriculture sector has significant competitive advantage" The floriculture sector has significant competitive advantage" This also makes the floriculture sector attractive for the firms. The main question is whether this competitive advantage is sustainable? Market growth and competitive advantage are used as indicators for sustainability. Hence the second hypothesis was H2 "The floriculture industry is sustainable" It is observed that market growth is high. From the analysis it is concluded that the respondents support the hypothesis and it can be concluded that The floriculture industry is sustainable.

Although the potentially lucrative nature of the floriculture industry has long been beyond dispute, its vulnerability to circumstance is notorious. Based around the sale of a non-staple, perishable agricultural good, bad weather, delays in transportation or dissipating demand for luxury items in market destinations can quickly throw the industry into turmoil. The result of testing both the given below Hypothesis Result of testing H1 "The floriculture sector has significant competitive advantage" Supported H2 "The floriculture industry is sustainable". Result of hypothesis testing. Thus it is concluded that respondents support both the hypothesis and both are proved to be true.

Actions planned to address the problem

The area under floriculture is rapidly increasing in the State. The favorable factors for this development are plenty. Conducive climatic conditions, raising demand for flowers, rise in per capita levels of income, highly remunerative nature are some of the factors inducing the farmers to shift their low income crops to high valued flower crops. However, much attention has not been devoted to provide infrastructural facilities needed for the development of the sector in the villages. The field level data or the perceptions about the various infrastructure facilities speak about these shortcomings. These are coming in the way of development of floriculture and hampering the prospects of growers and villages.

The problems or constraints perceived by the growers have been broadly classified under:

- (I) Transport related problems.
- (ii) Storage related problems.
- (iii) Material related problems.
- (iv) Market related problems.
- (v) Other problem.

Transport Related Problems (Approach Road and Transport): A good network of roads from the village to market places is essential for the overall development of the villages. It is equally important and necessary for the quick disposal of highly perishable flowers. But, in the field area, 32.15 per cent of the farmers expressed that they have been deprived of proper approach roads. Among these, 16.07 per cent indicated that the roads had not been coated. Another 14.29 per cent reported that the village roads were not all-season approach roads. The rest accounting for 67.86 per cent, did not give any views on the approach roads. When asked about their opinion on transport facilities, about 79.43 per cent said that they were facing transport problems. Among them, lack of vehicles and high transport charges were indicated as major problems.

Problem of Storage Facilities (Storage and Cold Storage): Storage facilities are pre-requisite for maintaining the freshness of the flowers particularly the modern flowers. However, the flowers covered in the study are traditional varieties which do not require this facility. The reason being that the farmers grow only a small quantity and dispose them quickly. However, a small proportion of the traditional flower producers (21.44 per cent) expressed that they did not have sufficient place even to keep their small quantity of produce. Cold storage facilities are very essential for the flowers to maintain freshness, quality, texture and life-span. However, none of the flower growers had either possessed these facilities or the Government had provided such facilities. Even then a majority of them were of the opinion that they did not require this facility as they grew in small quantities and disposed it as quickly as possible (69.85 per cent) . They were also of the opinion that such facilities on co-operative basis might help them to keep their flowers in cold storage to overcome price fluctuations.

Packing and Planting Material Problems: The sample growers' impressions on packing material availability indicated that a majority of the growers did not face any problem in both the sampled taluks. However, 8.93 per cent of them maintained that there was lack of improved packing materials and high cost of materials . The observation in the field shows that a majority of the farmers were packing their produce in polythene bags or gunny bags for marketing, which they already possessed. As far as the planting materials were concerned, majority of the farmers expressed the non-availability of quality seeds and improved varieties of planting materials. They attributed these reasons for low yield and non-disease resistant plants. A significant proportion of them expressed that the prices of these were quite high (7.14 per cent).

Crops: Cut Flowers and (ii) Commonly Used Ornamental Plants, both published from Kruger Brentt, England, and now current publication Commercial Ornamental Crops: Traditional and Loose Flowers is the third book in the

series to be published from the same publisher Problem of Storage Facilities (Storage and Cold Storage) Storage facilities are pre-requisite for maintaining the freshness of the flowers particularly the modern flowers. However, the flowers covered in the study are traditional varieties which do not require this facility. The reason being that the farmers grow only a small quantity and dispose them quickly. However, a small proportion of the traditional flower producers (21.44 per cent) expressed that they did not have sufficient place even to keep their small quantity of produce.

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Market Related Problems (Marketing and Market Information): With regard to market, the sample growers expressed single or combination of constraints that they faced in market. The prominent single constraint expressed was more commission followed by middlemen problem and deduction of more charges . Some sample farmers mentioned that the agents did not take the consent of the farmers while selling the produce to a particular price. Regarding market information, per capita of the sampled growers has been sought. In both the taluks it was found that there was complete absence of market information on demand and prices. About 66 per cent of the producers expressed this view . The discussion with the farmers revealed that they were able to get some information from the fellow producer who visited the market on the previous day. This indicates that the growers were not getting day-to-day information about the prevailing demand in the market.

Production Constraints: In addition to the above problems/constraints, a significant proportion of sampled growers reported some important constraints that are affecting production. Among these, the depletion of groundwater and frequent power failure and unscheduled power load shedding were reported by 6.88 per cent of the respondents. Another major chunk of respondents accounting about 31.03 per cent expressed that the prices of pesticides were not only high but also of sub-standard quality . The remaining respondents reported that the cost of labour was going up, as the labourers were demanding more wages. One interesting fact was that, about 5.17 per cent of the growers reported that they had not been given the information about modern floriculture.

Diseases: There has been a growing concern among the farmers about increasing pests and diseases to the floricultural crops. They have little knowledge about the appropriate pesticide for the controlling these of diseases. They reported that the prices of pesticides were high but the quality was low.

Constraints for Modern Floriculture

Exports of modern floricultural products are on the rise in the last 7 to 8 years. But the industry is not performing well and many units have become sick. In the last few years, most of the units have lost their fragrances and a large number of units have been closed down (Anonymous 2001:62). This has been attributed to their poor performance. The factors that have contributed to this situation are:

Transport Constraints:

1. Efficient, more reliable and direct flights to different destination are the pre-requisite for the quick disposal of the product and better realization. In India, these facilities are inadequate. There are no direct flights to international markets such as Amsterdam, and Copenhagen. . Again, there were several instances of diverting the flowers to domestic market on account of insufficient plights. All these led to delays in exports and deterioration in the quality of the flowers.

2. The high freight charges are affecting the viability of the floricultural units. It was reported that the freight charges for transporting 1 kg of flower was Rs.100. It had been worked out that the minimum freight per stem of roses was Rs. 2.30 to 3.50 . To ease the matter, subsidy on airfreight to the extent of the 25 per cent of IATA rates are provided to the exporters. But the airline rates are much higher than the IATA rates. It is said that the rates are higher than one prevailing in Israel and African countries.

3. The exporters are required to book space in the flight one month in advance. Even after booking, there were instances of cancellation of booking and some times cancellation of flights caused heavy losses to the exporters. There were also instances of cancellation of flight and cancellations of advance booking.

High Cost of Production and High Duties:

This is evident from the production cost. In the small unit, the production cost per flower was Rs. 0.80 which was less compared to production cost per flower which was as high as Rs.2.10.

2. The units borrowed heavy amounts at the rate of 14-18 per cent, which eroded most of the resources and also affected the viability of the units.

Heavy Dependence on Imported Technology and Lack of Experience:

1. Many of the units heavily depended on the imported technology and materials for installation of units. This had pushed the unit cost.

2. Not enough technical support and guidance was received from the government and horticulture departments. As such, many of the operations were carried out as per the directions of the consultants incurring heavy consultation charges.

3. The collaborators, mainly the Dutch and Israelis have given technical guidance to flower growers without proper examination of the locations, conditions causing the closure of units. The projected levels of Yields have not been achieved in many places. The yield is just 120 flowers per sq.mt. The units established in such locations resulted in closure. According to available data about 20 units had closed already.

4. Entrepreneurs with industrial and business background have entered the field of floriculture due to three reasons: (a) to make a name in the field as in every field; (b) entered into the field as many of the big industrial concerns are entering into the field; and (c) to diversify their business. However, many of them have entered the field without having any previous experience in the field. Many times buying up the real estate, import of

technical consultancy enough for the sector. What they failed is understand how difficult to manage flower business without previous experience. As a result, several industries became sick and some of them closed. Already 20 units of such units have been already.

5. Many units have invested heavily in the industry by borrowing from banks without assessing the local conditions, without relying on indigenous technology. This is one of the reasons for the increasing losses.

Other Constraints:

1. Lack of transport vans equipped with refrigeration facilities to transport flowers to long distance markets, lack of information about world market and non-availability of planting materials of varieties suitable for export, procedural delays and inadequate promotional campaigns and huge bank debts accounting for Rs. crores have been attributed for bad performance of this sector.

2. Information regarding the market trends in terms of opportunities for new varieties, value-added packaging and developments taking place in other parts of the world was also not available to the growers.

3. The higher debts of modern banks accounting for more than Rs. 100 crores as per Tata Economic Consultancy Services making them unviable.

On the whole, the major problems faced by the producers are dearth of infrastructure, absence of technology transfer, lack of inputs, such as quality seeds and planting materials and the absence of cooperative marketing, high transport cost, import duties, and irregular power supply to modern floriculture. These have to be tackled on priority basis, if the industry wants to sustain. Apart from this, encouragement has to be given for setting up more processing units to avoid post-harvest losses as to overcome market glut, otherwise, the farmers continue to face the problems.

Implementation of Action Research Study

Strategy and Internationalization: On basis of the research and analysis it is concluded that the floriculture firms have a significant competitive advantage and are also sustainable. It is also observed that there is high market growth. After integrating all the multi theoretical analysis we can conclude that the floriculture industry is sustainable, has significant competitive advantage and there is high growth in the market. Slow industry growth will create a market share competition, which can increase rivalry greatly.

In a fast growing industry, however, the firms can make market share gains and profits just by keeping up with the growth of the overall industry. It is observed that currently the floriculture firms are following the strategy of low cost leadership. Since the market is growing this strategy can be followed. However the SWOT and PESTLE have shown growing threats from other African and Asian countries which also follow low cost strategy. These countries have better cost advantage due to low cost of labor, real estate and freight cost. Moreover, there are

threats of changing market structures and intense competition which are facing the industry. The direct market route is gaining more importance. There are also threats from rising costs due to increase in input and labor costs. The floriculture firms are using export as the mode of entry for internationalization. This is international entry mode can be characterized as a low cost and low control entry mode. The respondents are using both direct and indirect export modes.

The floriculture firms are heavily dependent on the Auction route for exports and are mainly producing only roses. Thus to be sustainable in future and in the long term new strategies need to be followed by the floriculture firms. Hence it is suggested that along with low cost leadership the floriculture firms must adopt the strategy of “Differentiation”. In the floriculture sector product differentiation is determined mainly by the number of varieties which compete not only on price, but also on factors such as reliability, product variety, product quality and speed of innovation.

Recommendations and suggestions for Government:

There are a number of constrains facing the floriculture sector and India in spite of a number of incentives and steps taken by the Government. The developmental initiatives of the government have to keep in mind the low knowledge base, small land holdings, unorganized marketing and poor infrastructural support. Below are some of the recommendations for the Government which help in the growth and sustainability of the floriculture sector.

Infrastructure: Poor infrastructure is one of the major constraints faced by the floriculture firms. The Government must ensure better roads and uninterrupted power supply to these firms. Post-harvest management systems and infrastructure need to be developed. The marketing sector suffers from long and fragmented supply chains resulting in high waste and low efficiency. Within this sector, horticulture and floriculture is especially sensitive to handling and transport infrastructure and evidence shows that these costs are particularly high in India.

Creation of a well dispersed infrastructure and efficient storage and transport systems will be a crucial factor in harvesting the full potential of the floriculture sector. It is also necessary to improve the other infrastructure in the supply chain such as cold storages, refrigerated transport and cold storage facility at airports. The first and foremost requirement is to develop a state-of- the art Integrated Cold Chain, for flowers right from the point-of-origin (growers) to the point-of- consumption (customers). This also requires application of appropriate technology that can enhance the performance of the cold chain process, adequately supported by skilled and trained cold chain managers. The current cold chain management in India needs to undergo a transformation, both in structure and approach. The infrastructure at airports, including perishable cargo handling facilities also needs to be improved besides creating additional cargo space specific to floriculture.

There is a need for operating an efficient commercial inland transportation system. A system of reefer transportation would have to be organized on commercial lines to transport flowers from production sites to auction centers. While road transportation through reefer vans may be most economical, railways could provide reefer wagon facilities on the super fast trains to carry flowers. Large-scale investment is necessary to overcome inefficiencies – in handling, grading, transport and storage. There is also a need to set up quarantine facility

Auction House: The Government should set up auction houses for sale of flowers. These have been announced but not yet implemented and completed. The first and foremost thing is to start the Auction halls as soon as possible and regulate the cut flower market with strict norms on pricing. Ideally the auction should be managed by growers and buyers, with a commercial objective, and the Government could play a facilitating role.

Finance and subsidies: Use of IT for better transparency and to reduce times taken by bureaucratic procedures. Schemes to increase the flow of credit and insurance to the sector must be launched. Help must be provided in providing better insurance options to this sector. The Government must take proactive steps to reduce cost of finance and offer easy affordable credit and loan facility. There must be an increase in the amount of subsidiary so that firms can expand more re-plantation with appropriate re-plantation support from Government is necessary in order to meet the changing demand in global market for variety and quality. Help small companies by providing marketing and logistics help. Availability and subsidy for fertilizers must be provided.

National Horticulture Board in consultation with APEDA could develop grant/subsidy program to fund technology up gradation. Banks should extend long term loans (over 3 years) to growers/breeders to develop new varieties as has been the practice in EUEGCG/Insurance companies to develop appropriate risk mitigation policies for exporters/ growers. To combat the problem of real estate boom the Government should lease land for longer periods at attractive rates to this sector. At the state government level, it has suggested that the projects be exempted from power cuts, tariff variations, purchase and sales tax.

Policy: The policy environment must be facilitating so that the emerging agribusiness sector invests in the supply chain. This is a sector that has been the object of active government regulation that has historically discouraged private companies from investing in the supply chain. Policies must seek to encourage and foster institutional innovations that would allow small growers to participate in the supply chain. APEDA in association with respective state agencies must orient floriculture firms to the need to conform to Union for Protection of New Varieties of Plants (UPOV) and Breeders Rights.

Quarantine law should be strictly employed during the import of planting materials from India and other countries. Research and Development: Despite the achievements of the past, the problems with the Indian agricultural research are well known. Two endemic problems are over bureaucratization and the lack of prioritization in allocating research resources. There is immense scope for applied research in addressing the pest and disease problems.

Focus should be on R&D to develop new variety of flowers and develop indigenous materials required for setting up high tech floriculture units. The approach paper also calls for a prioritized strategy for agricultural research that could enhance the long-term growth trajectory of the sector.

Research should be undertaken to develop new organic fertilizers reduce post harvest losses. The Government must set up training institutes for better knowledge dissemination and training for activities in this sector. It is crucial that the sector's productivity is improved through increased investment in research and development, human capital, extension services, irrigation and rural infrastructure.

Setting up of Farm Schools in the fields of outstanding farmers to promote farmer to farmer learning and to strengthen extension services is necessary. Thus there is a need for a revamped and restructured agricultural research system that can support increases in productivities, conservation of resources, deal with climate Hence it is necessary to set up a National floriculture center.

Use of Technology: New technologies which can help enhance productivity per unit of land and water are needed. Biotechnology, information and communication technology (ICT), renewable energy technology, space applications and nano-technology to provide opportunities for launching sustainable productivity increases.

Inputs and services-Soil Health: Good quality seeds, disease free planting material, including in-vitro cultured seedlings and Soil health enhancement hold the key to raising small farm productivity.

Process Implementation of the study

Floriculture crops include bedding plants, flowering plants, foliage plants or house plants , cut cultivated greens, and cut flowers. As distinguished from nursery crops, floriculture crops are generally herbaceous. Bedding and garden plants consist of young flowering plants (annuals and perennials) and vegetable plants. They are grown in cell packs (in flats or trays), in pots, or in hanging baskets, usually inside a controlled environment, and sold largely for gardens and landscaping. Geraniums, impatiens, and petunias are the best-selling bedding plants.

The floriculture industry comprises of

- The florist trade of traditional and contemporary cut flowers and cut foliage, both fresh a
- The plant nursery for propagation and supply of plant material Including tissue culture plants, seeds, bulbs, corms and other propagated material
- Plant rental service for supply of house plants on annual rent for a specific period.
- Flower based perfume and medicines. Cut flowers are one of the most globally produced commercial mass production items.

Cut flower production in the world gained importance in the early 20th century, especially after the Second World War II. As a result of this, rapid developments and changes have occurred in the cut flower production, storage, classification and marketing. By means of this change, new techniques and technologies are used in the cut flower industry from production to consumption.

Floriculture is becoming a booming industry in the World today. This sector, according to international trade classification, encompasses

(a)bulbs, tubers and tuberous roots,

(b)other live plants (including trees, shrubs, bushes, roots, cutting and slips),

(c)cut- flowers and flower buds, fresh dried, dyed, bleached, impregnated or otherwise prepared,

(d)foliage, branches and other parts (other than flowers and buds) of trees shrubs, bushes and other plants and mosses, lichens and grasses, being goods of a kind suitable for bouquets or ornamental purposes, fresh, dried, dyed, bleached, impregnated or otherwise prepared.

The product: Cut flowers are parts of plants, characteristically including the blooms or “inflorescences” and some attached plant materials, not including roots and soil. Fresh cut flowers are highly perishable as they maintain only limited life- supporting processes by absorbing water through their stems. Fresh cut flowers are used for decorative purposes such as vase arrangements and bouquets at formal events; designs for weddings and funerals; gifts on occasions, and in times of illness, and at holidays; corsages and boutonnieres; and informal displays to beautify homes and public places. Preserved flowers are fresh cut flowers that have been dehydrated, preserved with a chemical solution and then air- or oven-dried. They may be used in boutonnieres, corsages, wreaths, formal and informal displays, and similar ornamental articles.

Preserved flowers, known in the industry as “everlasting flowers” or “everlastings,” are not as perishable as fresh cut flowers. Foliages include leaf, stems and parts of plants other than flowers used for decorative purposes in bouquets; in formal and informal displays; for plants aping and landscaping; ferns and mosses. Other plant materials that are traded include young plant material, which still has to be cultivated in the importing country, before it can be sold to the consumer, in vitro cultures prepared by micro propagation and tissue culture techniques, rooted and uprooted pot plant cuttings, bulbs, tubers, tuberous roots, corms, crowns and rhizomes. Finished plants are plants that are traded in the markets as sale able products and need only to be acclimatized before they can be sold.

Production process of cut flowers: Commercially, flowers are cultivated in open fields or within a protective structure. The production method primarily depends on the environmental conditions of the area and quality considerations. The greenhouse structure may form a completely controlled environment, or just provide shade or protection from the wind, e.g., an overhead lattice work or a “poly- house” (an aluminum or steel framework covered with a double layer of polyethylene film).

Glass greenhouse is considered to be the most durable structure; however, greenhouse panes made of fiberglass sheets are also used. A “poly-house,” is long lasting and uses low cost-high technology plastics. The latter requires significantly less capital investment than the other types of covered structures and accounts for the majority of protected growing areas. Air temperature in the greenhouse is commonly controlled by central steam boilers or individual unit heaters fueled by natural gas or propane and are often combined with horizontal airflow fan systems to circulate air. Common heating systems for the root-zone of the plants are electrical-resistance heating strips or pads and small boiler systems that warm the water as it flows through an array of small tubes under the propagating units.

Some greenhouses are equipped with computer systems that regulate environmental factors such as heating, cooling, irrigation, fertilization, carbon dioxide, and ceiling shade blackout for artificial night. Supplemental lighting is often used to control flowering and quality. The propagation of flowering plants can be by means of seed, cuttings (either stem tips or rooted cuttings), bulbs, grafting, or by the process of division. In a covered

setting, the propagation material is typically placed in a mixture of organic material in a raised greenhouse bench, a shallow concrete box usually 4 feet wide and raised 24 to 36 inches (dimensions may vary) for drainage. Before planting, the soil is prepared, either by sterilization with steam or the application of chemicals.

Growers also use prepackaged soilless media (rice hulls, coir, sand, or composted bark), which have already been pasteurized to kill pathogens, weeds, and seeds. Soil preparation usually takes place between each harvest. Although seeds or cuttings are planted directly into the greenhouse bench, bulbs are generally stored and monitored in cool and dark rooting rooms until they sprout, then transferred to the organic material in the greenhouse.

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Wire or plastic mesh is often used to support certain flowers (e.g. Roses and Chrysanthemums) as they grow, thereby encouraging a long straight stem. Drip irrigation lines are generally used to reduce spotting of the flower petals, soil splashing onto the foliage, and the spread of disease. Water is sometimes treated by reverse osmosis and injected with fertilizers before being applied to plants. During the production process, approximately 50 percent of all direct labor is used in harvest activities. Flowers are harvested when the proper stem length and inflorescence required for sale in the wholesale market are reached. Generally, the optimal stage of growth for

harvesting is when the flower has just opened. Stems with more than one flower are usually harvested with less than one-third of the flowers fully opened. The flower stem is cut at the appropriate length by hand with a sharp knife or pruning shears. Since flower condition does not improve after picking, growers calculate the cutting precisely so that the flower does not past its prime when it reaches the consumer.

Many growers harvest by accumulating an armful of flowers as they move along an aisle, whereas others employ picking carts and/or conveyor systems. Some growers have automated systems that can strip leaves, trim stems, and uniformly bunch flowers that may then be transported on specially designed monorails suspended on tracks from the ceiling of the greenhouse. With automated systems, surfaces are padded to minimize damage to the flowers. In the packing warehouse, stems are cut for a second time while submerged in water to allow the water to move up the stems. They are immediately placed in tepid water (110 degrees) with added floral preservative for at least 2 to 3 hours to allow for a maximum amount of water uptake. They can be left temporarily in a cool (less than 60 degrees) location or stored in a 40 degrees cooler temperature overnight for subsequent grading. Flowers that do not retain water and are not kept at low temperatures losses water and wilt quickly.

Grading of cut flowers is done to ensure consistent standards. Stems are generally graded by stem length (18 to 24 inches for most flower types) and are downgraded for short or broken stems, poor flower condition, poor foliage condition, or old flowers. Sorting machines are able to grade flowers by length of stem; however, all other factors are still determined by human decision- making. Pompon Chrysanthemums are graded into 250- to 340-gram bunches containing several stems, while standard Chrysanthemums of equal sizes are graded in groups of 10 or 12. The flower buds are wrapped in cone-shaped plastic sleeves to prevent damage. Carnations are usually separated into piles of 3 grades; each grade is then bunched into units of 25 stems. For Roses, 25 flowers from an individual grade are bunched with the heads on an even plane. Stems are then tied together with string and parchment, or waxed paper is wrapped around the heads for protection. Boxes are often packed using “wet packs” to allow the flowers to remain in water throughout their transport. Packed boxes are also precooled by units that fill them with 98 percent humid, cool air for added protection. The boxes are then transported by refrigerated truck or by air to the sales units.

Foliage: Starting from cuttings, tissue cultured liners, or seeds, commercial foliage plants are generally produced in soilless media confined by containers in shaded greenhouses or shade houses. Some foliage plants used as interiors cape trees are grown in full sun for the first part of their production cycle, and then grown under shade. Regardless of their specific production protocols, all plants are managed under controlled conditions including light, temperature, water, fertilization, and pest control until they approach marketable sizes called finished plants. The plants are then acclimatized, graded, and shipped to destinations for interior and exterior scaping. Acclimatization is a seriate procedure in which light intensity, nutrient supply, and irrigation frequency are reduced to anatomically and physiologically alter the plant so that it can survive and thrive after shipping and placement in an interior or foreign environment. Small pot plants may require several weeks to acclimatize, while large interior trees may require a minimum of six months.

Therefore, the complete foliage plant cycle comprises:

- (1) plant propagation via tissue culture, rooting of cuttings, or seed germination;
- (2) production of marketable plants from tissue cultured liners, rooted cuttings, or seedlings;
- (3) post production plant care, including shipment, interiors cape installation, and maintenance.

Dried and Preserved Flowers: The production process for dried and preserved flowers is similar to that of cut flowers up to the point of harvesting. Flowers are cut, bunched, and then dehydrated in mechanical dryers or in the sun, or preserved chemically. Preserved flowers are placed in a solution of glycerin and water for a period of 3 to 7 days. As the solution is drawn up into the plant stem and into the flowers, the water in the plant tissue is replaced with glycerin, yielding a final product that remains soft and pliable for several years. Since the flowers naturally turn brown as the tissues degrade, dye may be placed in the solution to be drawn up by the stem. The glycerin preserved flowers are then placed in industrial dryers at a temperature of about 60o to 75o F while fans remove humidity from the air. Colors can also be applied to the flowers after drying by immersing the flower bundles in hot vegetable- based dyes. The dyed flowers are then returned to the dryer for a period of 3 to 4 days. When the drying process is complete, the flowers are arranged and packaged for sale.

Data collection and Analysis

The sources of data collection included both primary sources and secondary sources.

Primary data collection: Data for primary information was collected by administering a structured questionnaire designed for the purpose. The questionnaire included both open and close-ended questions. Primary data was also obtained with the help of personal interviews carried on with the respondents selected for the survey.

Secondary data collection: Secondary data was collected from books, internet, literature and other relevant documents. Magazines, Journals, Fact sheets and Web resources such online libraries and websites.

Data has been gathered using questionnaire as a tool. The questionnaire was a structured one used after due validation and included both open ended and close ended questions. Questionnaire was used as a base for collecting data through interviews with some of the respondents especially those at the higher levels of management.

The data gathered has under gone the process of compilation, classification and tabulation and analysis of data collected has been done applying statistical tools to draw inferences and conclusions. The analyzed data has been presented in the form of a report. Graphs and diagrams have been use to present the data wherever required.

Findings

The study of flower cultivation are:

- > The present study found out that in the study area there is an identical structure and systematic pattern of religion and caste system. In the study area almost all the respondents are Hindus and belong to backward community.
- > This study shows that among the three religions Hindu, Muslim and Christian, the Hindus constitute a major portion of Rose yielding that is 78.4 per cent of Rose cultivators, and they are large in number
- > Education of flower cultivators depends upon the income. Rose flower cultivators are getting more profit than Jasmine cultivators. So their standard of education is comparatively high.
- > The miming of buses is very useful for flower cultivators for taking the flowers to the markets.
- > The cultivation cost of plucking of Rose flower is comparatively low.
- > Most of the farmers are engaged in this field for the past 20-25 years and at present contribution of young farmers is increasing.
- > Due to lack of literacy the farmers cannot adopt any modern techniques, they cultivate flowers.
- > Regarding the nature of ownership the study also found out that 80 percent of the farmers have own cultivation, and remaining 20 percent are the owner cum tenant cultivators.
- > Even one acre of land is enough to start a flower garden.
- > The annual net return from flowers is very high. This seems to be very attractive compared with the performance of food crops.
- > The study also found out that flower crops require huge amount of labour. Hence it is highly labour intensive. Therefore it provides more employment opportunities to rural men, women, children are also employed and there is no age limit for laborers in this field.
- > From the study it is also found out that women workers constitute a greater per cent age. > All cultivators sell their flowers in the wholesale market.
- > Among the two flowers it is found out that the Rose showed a higher benefit. This is mainly due to low cost of cultivation. Jasmine shows higher gross returns.
- > Farmers of this village do not have a strong union or organization. Financial institutions or the Government provides finance to the farmers.
- > Flower yield depends upon the climatic condition, and pest management.
- > Though roses can be cultivated on open lands, when cultivated under controlled conditions in a garden, they show the best quality attributes required for the export market. Roses can grow in red soil. If the soil has good drainage, yield and quality would be high.

- > That some floriculture activities are already going on in that area; the area is well-connected with road and other marketing infrastructure; and assured irrigation facilities are available.
- > Non-availability of regular and reliable export oriented marketing information service and high air-freight charges.
- > Absence of pre-cooling, cold-storage and refrigerated transport facilities.
- > Floriculture requires high-quality plants. Hence, priority should be given to nurseries in rural areas, which also have a high employment potential.
- > Lack of organized marketing facilities.
- > Women are getting low wage compared to the male.

Conclusion

The analysis indicates that the floriculture offers promising opportunities even on smallholdings on sound economic lines. This is more feasible because the initial investment requirements for floriculture is low. Floriculture in the district is only in the nascent stage and there is great scope to transform it on commercial lines. This also helps in utilizing underemployed or employed family labourers especially women labourers to involve themselves in the production and marketing of flowers by adopting intensive floriculture practices. This will be ideally suited for generation of employment and income generation not only in the village but also throughout the world. The traditional flowers widely cultivated in this district are said to have good market in the middle east apart from the wide domestic market it enjoys. There also seems to be a shift to floriculture in the occupational pattern of the people. Floriculture has the scope of providing employment to the rural folk throughout the year. Thus it will eliminates unemployment and poverty if it is done on professional lines.

It can be concluded that area, production and yield per hectare of Indian floricultural products have been consistently increasing from last 10 years. Area and production are increasing, but yield per hectare is decreasing. India is a potential country blessed with agro climatic condition for floriculture. Many farmers have switched over to floriculture from conventional cropping system because of its blooming scope. Yield per hectare is decreasing due to low quality planting materials, lack of technology etc. Since the demand for flowers is increasing both in domestic and international market, the government should promote the growth of floriculture. Efforts should be made by government to increase the area under floriculture, production as well as yield per hectare. In today's world, the floriculturists must have full knowledge about flower cultivation and trade as well. A serious and sincere effort must be made on the part of the government, through its various programs in order to create awareness about scientific floriculture. This enables not only diversification of farming articles but also expands the income earning opportunities of the farmer.

It is observed that the study is not traditional in its content but it is modern in its approach. The past performance of floriculture industries does not necessarily indicate the future prospects. However researcher made special efforts to pilot the transformation from tradition to modernity eg. instead of auction the direct

market has been suggested. Also the specificity of the study is that it includes both macro and micro analysis of the external environment. It is remarkable that it uses multi theoretical model to prove the hypothesis. Additionally, this study confirms the applicability of the Porter's five force model to the floriculture industry in developing countries. A novel feature of this research was the use of managerial perceptions for measuring the explanatory factors. An important advantage of this technique is that it provides direct measures (as compared to proxy variables used by most researchers) of factors. The research showed that this method of operationalization was particularly useful for quantifying hitherto unquantifiable constructs. An important research direction is the development of better survey measures for those constructs that had relatively low inter-item consistency. The research implies that the selection of strategy and international market entry decision process cannot be reduced to a formula, a set of rules, or even a complex computer model, however the multi-theoretical models presented in previous sections can act as guideline for managers in the Floriculture industry to aid them to select appropriate strategy and select the right international market entry entry choices. Given the complexity of the generic strategy and the international market entry mode decision, what is demanded is not the abandonment of the strategy decision rule but rather an approach that facilitates systematic comparisons of the available alternatives.

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References

1. Visit in the village.
2. Taken help by book.

3. Use of net and guidance of teacher

Annexures

Annexure 1

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Dhungshill
2	Address of the Village	P.O-Bhimtal, DISTRICT- Nainital
3	Name of Sarpanch / Contact Person	Munna Lal
4	Date of Visit	2-Feb-2020

Demographics of the Village		
1	Number of Men	90
2	Number of Women	130
3	Number of Children	40
4	Total Population	400
5	Number of Anganwadis	1
6	Number of Schools	2
7	Number of Primary Health Centres	0

VILLAGE SCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities

1	Do all households have a toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
2	Does anyone go out and defecate in the open in village?		No	If, Yes , Then what Action has been taken by the Village Authorities
3	Are these faeces from the toilet being disposed in the river?		No	If, Yes , Then what Action has been taken by the village authorities
4	Is there any OD spot / excreta in an open place?		No	If, Yes , Then what Action has been taken by the Village Authorities
5	Are there institutional toilets at Schools, Anganwadis and Public places?	Yes		If, No, Then what Action has been taken by the Village Authorities
6	Is waste from restaurants, public places dumped into the river?		No	If, Yes , Then what Action has been taken by the Village Authorities
7	Is there a prevalence Of visitor/tourist OD?		No	If, Yes , Then what Action has been taken by the Village Authorities
8	Is there an institutional mechanism to check OD by insiders/outsideers?	Yes		If, No, Then what Action has been taken by the Village Authorities
9	Are twin-pit toilets common in the Village?	Yes		If, No, Then what Action has been taken by the Village Authorities
10	Are septic tank toilets (non-porous) common In your village?	Yes		If, No, Then what Action has been taken by the Village Authorities
11	Is there a P-Trap in all toilets?	Yes		If, No, Then what Action has been taken by the Village

				Authorities
Household Schedule				
12	Is water available in /for the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
13	Are all toilets “fly-proof” – or Hygienic?	Yes		If, No, Then what Action has been taken by the Village Authorities
14	Is the human waste disposed of in the Drain, Nallahs, Open pit; Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities
15	Is fecal sludge directly discharged to waterbodies ?		No	If, Yes , Then what Action has been taken by the Village Authorities
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the Household being canvassed?		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
17	Is any visible feces found in the environment?		No	If, Yes , Then what Action has been taken by the Village Authorities
18	Is there any odour of urine or		No	If, Yes , Then what Action has

	faeces in the location?			been taken by the Village Authorities
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	If, Yes , Then what Action has been taken by the Village Authorities
20	Is child faeces disposed of in open area?		No	If, Yes , Then what Action has been taken by the Village Authorities
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	Yes		If, No, Then what Action has been taken by the Village Authorities
22	Is water available in /for the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
23	Is toilet “fly-proof” – or Hygienic?	Yes		If, No, Then what Action has been taken by the Village Authorities
24	Is the human waste disposed of in the Drain, Nallahs, Open pit; Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
School Schedule				
26	Are there separate functional toilets for boys and girls in the	Yes		If, No, Then what Action has been taken by the Village

	school?			Authorities
27	Is there water available for use in the school toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
28	Is the human waste disposed of in the Drain, Nallahs, Open pit; Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
29	Is public toilet accessible to all (including Divyangs/physically challenged)	Yes		If, No, Then what Action has been taken by the Village Authorities
PUBLIC HEALTH TOILET				
30	Is there a Public Toilet in the village?	Yes		If, No, Then what Action has been taken by the Village Authorities
31	Are there separate sections for Men and Women?	Yes		If, No, Then what Action has been taken by the Village Authorities
32	Is the human waste disposed of in the Drain, Nallahs, Open pit; i) Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				

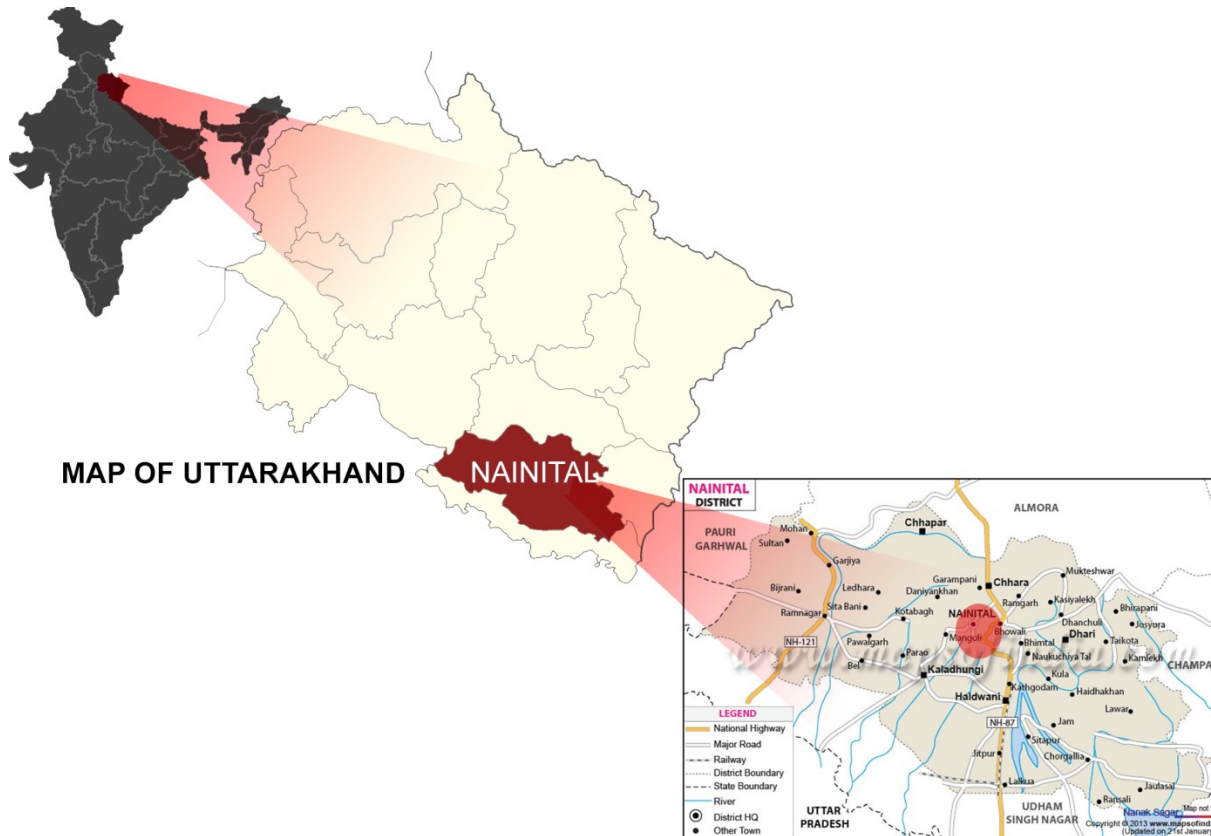
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?		No	If ,Yes Describe the process or method If, No, Then what Action has been taken by the Village Authorities
34	Is any sustainable process/method adopted for fecal sludge management		No	If, Yes Describe the process or method If, No, then what action has been taken by the village authorities

**The Case Study Rural Immersion
Programme in Village Aadukhan**

**Sranjana Tripathi
Kumaun University, Nainital**

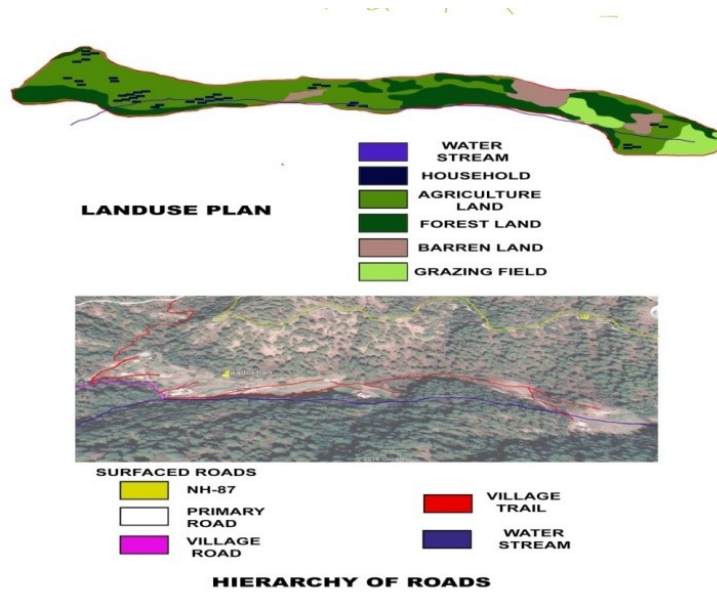
S No	Contents
1	Introduction to the Village
2	Identification of Problem
3	Review of literature
4	Objectives of the Study
5	Hypothesis of the Study
6	Actions Planned to address the problem
7	Implementation of Action research Steps
8	Process of implementation of the study
9	Data Collection and Analysis
10	Findings
11	Conclusion
12	References
13	Annexure (Survey questionnaire/ photos/ any other supporting document)

Introduction to the Village

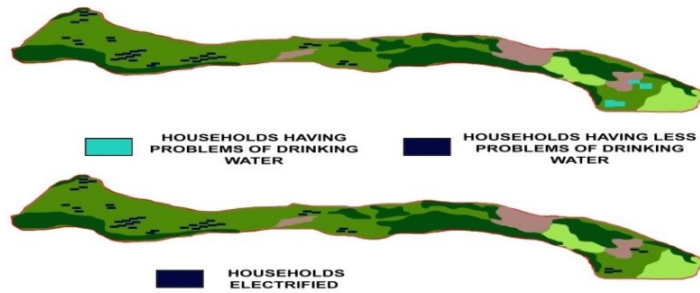
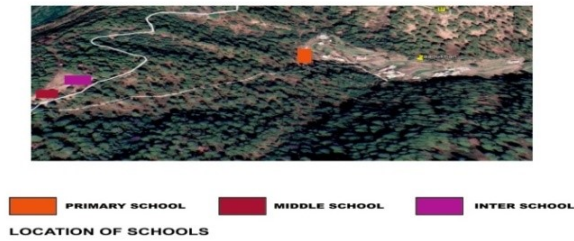


Placed in the rural part of Nainital district 10 kms, away lies a beautiful village surrounded by mountains, it is one among the 108 villages of Bhimtal Block administrations registration. Aadukhan comes under the Gram Sabha Belwakhana. This Gram Sabha consists of 799 houses out of which 35 belong to Aadukhan.

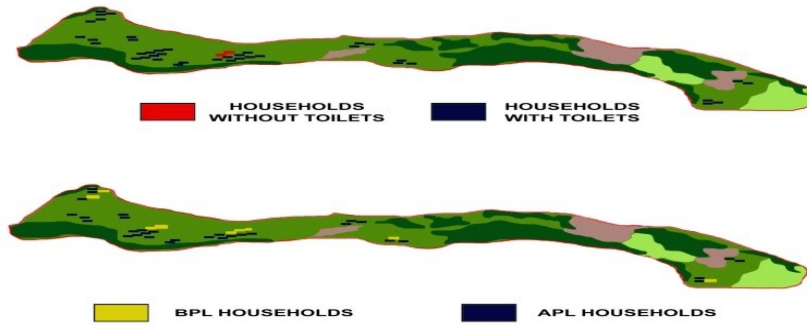
The village being near to Nainital features the same temperature as in the whole Nainital district. In the summers the temperature ranges from 30°C to min 6-7°C in the night. Through out this period the number of people in the whole district grows over five times. During the winter months of December and February the temperature ranges between 15°C which is usually the peak temperature and -3° or -4°C which is normally the lowest. The village gets significant snowfall in the winters and the summers are quite pleasant.



Aerial map of the village



Infrastructure of Village



Household Information

Entrepreneurial Enterprise

IN THE FIRST YEAR - Dairy
 IN THE NEXT SIX MONTHS - Organic farming

There are two people who have together taken an initiative for a startup. In the first year the startup included only Dairy and later after six months, they expanded their business from a small dairy to organic farming (poly houses).

IN THE FIRST YEAR-

Deepak who is an example of reverse migration, left his job in Delhi and migrated back to his village and started his Dairy with just 5 cows and 1 buffalo. Out of which only 2 survived and further he sold the buffalo due to some financial issues. At present he has just 2 cows and continuously supplies 5 - 6 litres of milk every morning to the milk collecting van at Baldyikhan. Deepak seeks help from his peer groups who resides in the same neighbourhood.



IN THE NEXT SIX MONTHS-

Organic farming is next new trending business nowadays and Deepak again has taken initiative to start organic farming in just a small area of about 300 sq.mt. and has made a poly house in which he had planted seeds of green vegetables, coriander, potato and few more vegetables. As the vegetation is completely free from chemicals and fertilizers he failed in growing cauliflower as this vegetable requires some kind of fertilizer (or may be an alternative for organic farming), but being unaware of the fact he did not give any special treatment or assistance to the plants and thus he failed in growing cauliflower.

Being young and energetic he is very dynamic and wants to work for the welfare of village also and has many ideas to expand and aswell loves to explore them.

Starting from a small area he dreams to expand it to a big farm and wants his dairy business to also flourish along with some new ideas of homestay, where he can take all these ideas in a loop and lead them to Eco- tourism.



SHGS-

NUMBER OF SHGS- 3
NAME OF SHGS-
DIYA
PIYUSH
MEGHA

Various groups of women have started these SHGS, though no social activities have taken place but have done a lot in the collection of money so as to provide and help each other with Loans in good or bad times with just interest of 1%.

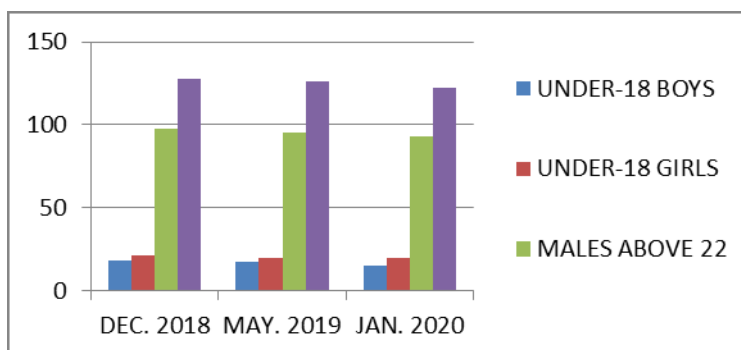
NGOS-

NUMBER OF NGOS- 2
NAME OF NGOS-
SHIVANSH
SUDHA

These two NGOs have been created but there has been nothing that was taken into action but are thinking to take initiative to enhance the skills of women in knitting, weaving and are going to launch a project which will help the women in village to make Hast Shilpi Cards.

Identification of the problem

The major problem the village is facing is of frequent migration. Within a year there has been a rapid change in the overall population of the village. From the data, it has been found that the number of females in the village is more than males, but there is a drastic change within a very short span. The population ranges from 265 in the (2018-DECEMBER) to 258 in (2019-MAY), and then to 250 in the year (2020- JANUARY) . In the survey it was found that the migration is prominent not only in the males, but in all the age groups and genders.



Change in Population Within A Year

Review of the Literature

Migration is an important process that has contributed significantly to the other processes such as urbanization, industrialization, population, redistribution, economic development, cultural diffusion and social integration. The immense importance of migration, different aspects of migration have been studied by scholars of different disciplines like demographers, geographers, economists and sociologists who have taken keen interest in this field and as a result, the literature concerning various aspects of migration has been enriched to a great extent. An attempt is made to extensively review the literature on migration so that it lays the foundation for further analysis migration on process has been one of most dynamic human activities from the very beginning of human life. During early days people used to move from one forest to another in search of forest products. When most of people divorced forest life and adopted civilized life they developed relationship with domesticated animals and fertile land. As a result, mobility of mankind changed considerably. They almost left a wanderer's life and started developing settlements. Certainly at this stage also mobility of mankind did not stop at all. In fact people continued to move from one region to another in search of fertile land for developing cultivation. Afterwards, the nature of mobility frequently changed. The people moved from early civilized area to other parts of world, partly for agricultural purposes or for trade and partly for investigation.

Migration of people to big cities takes from all the corners of the country with different social and cultural background. When such people meet in cities and stop living together, a new cosmopolitan culture develops, cities are, therefore, known as "melting pot of cultures". Such cultures are more liberal, impersonal, self-centered and more materialistic. One important facet of study on population is the study of migration arising out of various social, economic or political reasons. For a large country like India, the study of movement of population in different parts of the country helps in understanding the dynamics of the society better. At this junction in the economic development, in the country, especially when many states are undergoing faster economic development, particularly in areas, such as, manufacturing, information technology or service sectors, data migration profile of population has become more important. When a person is enumerated in census at a different place than his / her place of birth, she / he is considered a migrant. This may be due to marriage, which is the most common reason for migration among females-or for work, what is the case as generally among males, etc. It also happens that many return to their place of birth after staying out. To capture such movements of population census collect information on migration by last helps to understand the current migration scenario better.

In India, as per census 2001, about 307 million person have been reported as migration by place of birth. Out of them about 259 million (84.2%), migrated from one part of the state to another, i.e., from one village or town to another village or town. 42 million (2%) from outside the country. The data on migration by last residence in India as per Census 2001 shows that the total number of migrants has been 314 million. Out of these migrants by last residence, 268 million (85%) has been intra-state migrants, those who migrated from one are of the state to another. 41 million (13%) were interstate migrants and 5.1 million (1.6%) migrated from out side of the country. (2001 Census Data / Census And You / Migration).As Migration as a negative force, focusing on distress migration which is what happens when people have to go to cities to find work because they cannot survive on what they can earn in their own villages. Rural Urban migration is a response to diverse economic opportunities

across space However many urban problems like over burdened infrastructure, urban poverty and crime, have been blamed on this 'rural spill over.

Objectives of the Study

1. To know the problems and challenges of village people.
2. To study the specific factors responsible for the migration.
3. To study the socio-economic conditions of the migrants i.e.-before and after migration.
4. To study the cause of migration.
5. To study In-migration, Out-migration and Net-migration levels of the village.

Hypothesis of the Study

S. No.	Research Questions	Null Hypothesis (Ho)	Alternative Hypothesis (Ha)
1	Remoteness serves as a barrier, for local people to interact with outside world and due to undulating, topography and inaccessibility, life in villages of Uttarakhand is hard enough and thus people have started to migrate for better quality of life.	Inaccessibility, topography, remoteness and poor environmental factors have led to migration.	The above stated factors are not linked with the migration.
2	If economic conditions are unfavorable, at the place of origin, poor and unemployed individuals would be compelled to migrate to sustain livelihood.	Employment opportunities will lead in the reduction of migrants, from village to the city.	There will be no effect in the number of migrants if the employment persists in the village.

Actions Planned to address the problem

Rural Tourism

Rural Tourism is any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. Establishing rural tourism as an alternative means of economic development. It is not a long time that the term "rural tourism" has been propagated in the world, but since it has caused economic growth and has created various activities, employment and has increased the income for villagers, it has been emphasized by the regional and local development policies.

Why Aadukhan Village



Village Boundary

Aadukhan lies in a close proximity to Nainital i.e., just 3 kms. away from the National Highway that connects Kathgodam to Nainital, in short the village is just located very close to the main road. Secondly, the tourist footfall has been increasing every year in Uttarakhand and thus the home stay can be a good option for the tourists away from the hustle bustle of Nainital town and its nearby places. The most important thing is that there will be continuous economic growth for the villagers.

Implementation of Action Research Steps

About Homestay-

There are a number of reasons why staying at a home stay can be preferable to staying in a hotel. The benefits include:

Distinctive Accommodations-

Home stays offer an unparalleled opportunity to experience the incredible diversity and delights of villages. The options are almost endless and include plantation bungalows, historic havelis (mansions), forts, and remote

rural cottages. On one hand, it's possible to stay with a royal family. On the other, a tribal family. There's no better way to interact with Indians from all walks of life!

Personalized Service –

In Contrast to a hotel, a home stay usually only has a few rooms. The family who resides there runs it, and acts as host. This guarantees that guests receive plenty of individual attention. You can spend as little or as much time with the host family as you like. Some guests choose only to dine with them, while others spend hours chatting to them. Regardless, staying with an Indian family is the easiest way of finding out about Indian culture. Many guests and hosts find that they bond with each other so much; they keep in touch long after the vacation is over.

Safety-

If you're a solo female traveler who is visiting India for the first time or are simply concerned about staying safe, you'll have a family who looks after you at a homestay. They'll provide you with advice and may even pick you up.

Local Knowledge

The wealth of information that the hosts have about their local area makes deciding what to see and do a breeze. Such local knowledge is extremely helpful in getting the most from your visit. Many hosts are delighted to show their guests around their local area, providing them with invaluable insights that simply aren't available from a guide book. Hosts usually have reputable contacts and can assist in making travel booking.

Process of Implementation of the Study

Deen Dayal Upadhyay Homestay Scheme

Eligibility for Homestay Scheme-

- 1- The home stay scheme will be applicable all over the state, except at areas under Municipal Corporation.
- 2- The applicants house should be a purely residential premises.
- 3- The home stay should have owners or leaseholder as its permanent residents living with family.
- 4- The arrangement of food for the guests will be a responsibility of the home stay owner.
- 5- Minimum of one room and maximum of six rooms are allowed in a home stay for guests.
- 6- The registration of the proposed home stay would be mandatory.

Concession and Discounts for Homestay Scheme

- 1- For the first three years, state GST on the income generated from the home stay under the scheme will be bore by the government.
- 2- The water, electricity bill incurred for the homestay will be charged at non commercial rates by the respective department.
- 3-There would be no requirement for land development in order to start a home stay.

Guidelines to Avail Subsidies for Homestay Scheme

- 1- The applicant should be a native of Uttarakhand.
- 2-The applicant should have own house in which he / she currently resides.
- 3-The applicant should not be a defaulter to banks or any other financial institution.
- 4- The benefit of reservation will also be given.
- 5- Priority will be given to the houses already developed in the hills.
- 6- For construction of homestays in hills, 33% of the total amount or 10 lakh, whichever is less, will be given by the government.
- 7- For construction of homestays in plains, 25% of the total amount or 7.5 lakh, which ever is less, will be bore by the government.

In addition to that, the loans taken by the homestay owners under this scheme, 50% of the total loan amount or Rs. 1.5 lakh, whichever is more, will be bore by the government.

Data Analysis

	PUSH FACTORS	PULL FACTORS
Economic and demographic	Poverty, Unemployment, Standard of living, Low wages. Development, High fertility rates, Lack of basic health and education.	Prospects of higher wages, Potential for improved, Personal and Professional aspects.
Political	Conflict, insecurity, Violence poor governance, corruption and Human right abuses.	Safety and securities Political freedom
Social and cultural	Discrimination based on ethnicity religion and the like.	Family reunification, Ethnic (dispore gender, migration) home land. Freedom from discrimination.

Conclusion

This study derives that migration is a function of push and pull factors that is in rural areas increasing of population did not have job facilities, reasonable income, basic amenities. The pull factors of better job facilities, good salary, and more income, medical and educational facilities are attracting the rural people to move to the cities like Chennai city. The push factors of no job facilities, low salary, less income, drought, less medical and educational facilities are the push factors of the rural people from rural to urban migration. Even though, to minimize the rural to urban migration and to prevent to move to cities the following are the some measures has to be taken by government and government organizations where migrants who acquire new skills, new money and new outlooks help transform the institution. However, such volunteer return migration is likely to be attenuated to nearly all sectors employ migrant workers (including children) through a complex system of contractors and agents who are well-positioned to exploit illiterate and poor workers. Where workers have become more experienced and confident the hold of market intermediaries has weakened but in the absence of effective employment exchanges for the poor, agents and contractors provide vital information and job opportunities to people who would otherwise be unemployed in villages. The immediate need is to change the policy level discourse on migration by reviewing key documents and policies and moving away from theory and language which portrays migration as bad and something that must be stopped.

References

- 1- Rajakumar Sangappa Sali; Causes and consequences of migration in Indian villages: A Sociological Perspective.
- 2- Mamgain, R.p.(2003), 'Out-Migration among rural households in Uttarakhand : Magnitude and Characteristics, Special Issue on Migration.
- 3- 'The Social Imacts of Migration in India'- Dr. Dineshappa Singapur.

Annexures

Annexure 1

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Aadukhan
2	Address of the Village	Nainital Road (Baldiyakhan)
3	Name of Sarpanch / Contact Person	Mr. Himanshu Bisht
4	Date of Visit	4-1-2020

Demographics of the Village		
1	Number of Men	93
2	Number of Women	122
3	Number of Children	35
4	Total Population	250
5	Number of Anganwadis	Nil
6	Number of Schools	1
7	Number of Primary Health Centres	1

VILLAGE SCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	-	No	2 families do not have toilets, they share the toilets with other households.
2	Does anyone go out and defecate in the open in village?	-	No	-
3	Are these faeces from the toilet being disposed in the river?	-	No	-
4	Is there any OD spot / excreta in an open place?	-	No	-
5	Are there institutional toilets at Schools,	Yes	-	-

	Anganwadis and Public places?			
6	Is waste from restaurants, public places dumped into the river?	-	No	-
7	Is there a prevalence Of visitor/tourist OD?	-	No	-
8	Is there an institutional mechanism to check OD by insiders/outsideers?	-	No	No, Action has been taken by the Village Authorities.
9	Are twin-pit toilets common in the Village?	-	No	Every house has a separate septic tank.
10	Are septic tank toilets (non-porous) common In your village?	Yes	-	-
11	Is there a P-Trap in all toilets?		No	Few toilets have S-traps too
Household Schedule				
12	Is water available in /for the toilet?	Yes.	-	-
13	Are all toilets “fly-proof” – or Hygienic?	-	No	No, Action has been taken by the Village Authorities
14	Is the human waste disposed of in the Drain, a) Nallahs, b) Openpit; c) Ponds or river or streams or any water bodyetc.	-	No	-
15	Is fecal sludge directly discharged to waterbodies ?	-	No	-

	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed	Yes	-	After the garbage gets collected, they burn it every week.
16	Is there a practice to wash the hands with soap after using the toilet?	Yes	-	-
17	Is any visible feces found in the environment?	-	No	-
18	Is there any odour of urine or faeces in the location?	-	No	-
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?	-	No	-
20	Is child faeces disposed of in open area?	-	No	-
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	-	-	-
22	Is water available in /for the toilet?	-	-	-
23	Is toilet “fly-proof” – or Hygienic?	-	-	-
24	Is the human waste disposed of in the Drain,	-	-	-

	<ol style="list-style-type: none"> 1. Nallahs, 2. Openpit; 3. Ponds or river or streams or any water bodyetc. 			
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	-	-	-
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	Yes	-	-
27	Is there water available for use in the school toilets?	Yes	-	-
28	<p>Is the human waste disposed of in the Drain,</p> <ol style="list-style-type: none"> 4. Nallahs, 5. Openpit; 6. Ponds or river or streams or any water bodyetc. 	-	No	-
29	Is public toilet accessible to all (including Divyangs/physically challenged)	-	No	No action has been taken.
Public Toilets Schedule				
30	Is there a Public Toilet in the village?	-	No	
31	Are there separate sections	-	-	-

	for Men and Women?			
32	Is the human waste disposed of in the Drain, 7. Nallahs, 8. Openpit; 9. Ponds or river or streams or any water bodyetc.	-	-	-
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?	-	No	No, Action has been taken by the Village Authorities
34	Is any sustainable process/method adopted for fecal sludge management?	-	No	

**Annexure
Village Visit (General)**



Households

A Kuccha house



Compound of house



Households



Gullyway



Houses



Housetop roof



Greenery



Neat surroundings



Green Hills



Temple



School



Anganwadi



Water tank

**The Study of Rural Immersion
Program in Dhungsil Village**

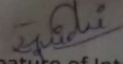
**Sunidhi Upadhyay
Kumaun University, Nainital**

DECLARATION

I hereby declare that the project work entitled "The study of Rural Immersion program on Dhungsil village" submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance of Mr. ATUL JOSHIHOD commerce, IPSDR, HERMITAGE College. The results embodied in this village report have been submitted to any other Organization or University.

Date: 20/02/2020

Place: Nainital


Signature of Intern
(Sunidhi Upadhyay)



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ACKNOWLEDGEMENT

The success and final outcome of this MGNCRE internship programme required a lot of guidance and help from many people and I am extremely privileged to have got this all along the completion of MGNCRE report. All that I have done is only due to such supervision and guidance and I would not forget to thank them.

I respect and **thank DR. WG PRASANNA KUMAR, Chairman, MGNCRE**, Hyderabad for providing me a golden opportunity to do internship under MGNCRE and giving us all support and guidance.

I respect and **thank DR. DEBENDRA NATH DASH-ASSISTANT DIRECTOR, MGNCRE**, Hyderabad for providing me a golden opportunity to do internship under MGNCRE and giving us all support and guidance.

I respect and **thank DR. VIJAYA KUMARI N-SENIORFACULTY, MGNCRE**, Hyderabad for providing me a golden opportunity.

I sincerely **thank MR.ATUL JOSHI and Mr. K. K. PANDEY** for their guidance and encouragement in carrying out this project work. I also wish to express my gratitude to the officials and other staff members of DHUNGSIL Village who rendered their help during the period of my project work.

SUNIDHI UPADHYAY

KUMAOUN UNIVERSITY, NAINITAL

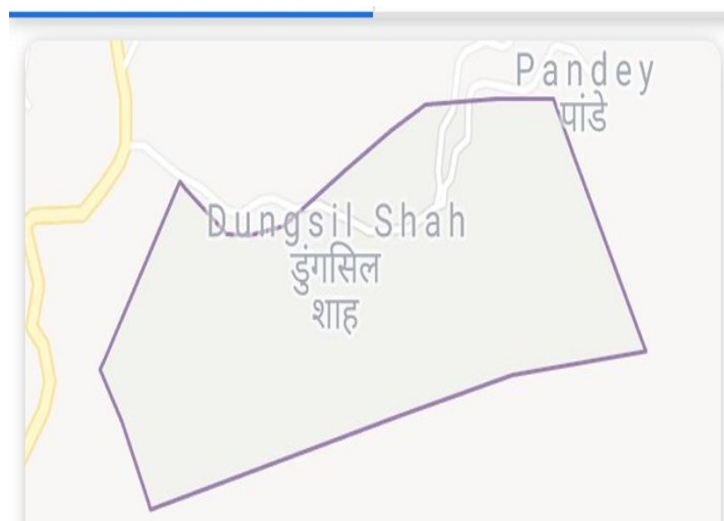
S No	Contents
1	Introduction to the Village
2	Identification of Problem
3	Review of literature
4	Objectives of the Study
5	Hypothesis of the Study
6	Actions Planned to address the problem
7	Implementation of Action research Steps
8	Process of implementation of the study
9	Data Collection and Analysis
10	Findings
11	Conclusion
12	References
13	Annexures (Survey questionnaire/ photos/ any other supporting document)

ABSTRACT

Dhungshil is a village in Bhimtal Block in Nainital District of Uttarakhand State, India.

I have selected Dhungshil village for horticulture. Here people are mostly depend on agriculture but they are not having their exact market for selling their product. They have to go to bhimtal city for selling their vegetables and fruits. And they don't even get profit.

Introduction to the Village



Map of Dhungsil village

Village : Dhungsil

District : Nainital

Tehsil : Nainital

Block : Bhimtal

Pin Code : 263136

Assembly MLA : Mr. Ram Singh Kaira

Parliament MP : Mr. Ajay Bhatt

Pradhan: MunnaLal

Climate Description : Cold

Population : 400 (316 voters)

Gender Ratio : 40-60 (Female : Male)

Age Structure : 1-25 years

25-50 years

50-75 years

75-above years

Religion : Hindu

Caste : Brahmin, Schedule caste, Thakurs

Household in APL and BPL Categories : BPL (75 population)

APL (325 population)

Occupation and Professions : Agriculture, Animal Husbandry, Organic Farming, labourers.

Size of Land Holdings : 0-12 hectare per family

Village Market: Nearest market is in Bhimtal

Entrepreneurial Initiatives: Paragliding and other Adventure sports.

Role of NGO's and SHG: 1 NGO's-SOS, 1SHG

Literacy Rate : 80%

School Enrollment : 35%

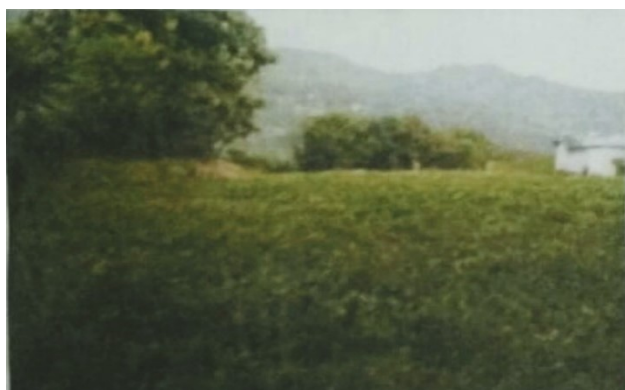
School Dropouts : 3%

Culture: kumaoni

Dhungshil is a village in Bhimtal Block in Nainital District of Uttarakhand State, India. It is located 22km towards east, from District headquarters Nainital 300km from State Capital Dehradun. Dhungshil is surrounded by Nainital Block towards west Dhani Block towards east, Haldwani Block towards south, Ramgarh Block towards north. Nainital, Haldwani, Almora, Nagla are the near by cities to Dhungshil.

UKKD, BJP,INC are the major political parties in this area. Hindi is the local language here. People of this village are living in a very peaceful manner. Agriculture is the main profession of the village. Dhungshil village is rich in agriculture activities, mainly vegetables are grown area of lands used for agriculture only, but still leading to low agricultural productivity. There are many people who depends on agriculture.

Agriculture here is still main profession and occupation for people to earn their livelihood. In one hand there is a good productivity but at other hand there is decline in productivity because of wild animals like wild pigs, rabbits and rainfall and uncontrollable natural factors also effect on productivity. When there is good productivity they earn 7000 to 6500 per month but when they face declining of productivity they earn only 3000 to 4000 per month.



Village scenary

The sources of earning is excluding agricultures activities are very less. People do dairy farming but the main element constituting this business id fodder which is generally brought haldwani. As a result milk production is less then the money spent on fodder. There are no other sources of earning other than agriculture promoted by the government of India. 20% of population is involved in non-agriculture activities, which is a good indicator in

itself but these activities includes wage working, servant and working in hotels. MANREGA (Mahtma Gandhi National Rural Employment Guarantee Act) scheme is available for the villagers for doing work.

Dhungshil has a very proud history. If Banks and Finance institutions proved loan and other financial support to the villagers, this village will see the real development.



Medical and health services has to be improved in Dhungsil village the Public Health Centre is not good and there is no doctor only ANM and ASHA workers are there. Children and females are given time to time vaccination by ASHA workers and nurse.



Medical facility

Government has given opportunity of attaining basic education but teachers of primary and junior schools are more indulged in their election and BLO duties rather than teaching because of these children are not getting proper education and people are losing their faith in government run educational institutions. The lower middle section of populations is in lower category and can't afford sending their children to private schools. As majority of population is lower category and they left with no choice and they educate their children in government primary and middle school.



A Kachha house

In Dhungsil village education is quite good. There are two school primary and secondary school. In primary school there were two teachers and junior school there were three teachers. The education system is not too good because to know that the teachers are over burden with their clerical work as a result of which they are unable to give enough attention towards students.



House in Village

Identification of the Problem

- **Lack of health facilities:** In Dungsil there is no proper health facilities. Public Health Centre id not good and there is no doctor onl ANM and ASHA workers and nurse. No hospital is allotted in Dhungsil. In Dhungsil village they are only having ASHA workers. They are having only one government hospital in Bhimtal city. At a distance of about 3km from village 1Public Health Centre is there which is equipped with all the medicines and bedding system and various well educated doctors of almost every field. So, there is a need for development in Rural Health Infrastructure.
- **Migration Problem:** Migration is big problem in Dhungsil village. Children of Dhungsil village who have completed their school and collage. Due to lack of job facility and those children have to leave their village and go out the cities. People of this village are afraid to start their own business. That is why the

children have do not get job facilities, which is why they have to leave their village and go out to the cities for jobs.

- **Transportation Problem:** There is a huge problem of transportation in Dhungsil village. They have to face a lot of difficulties in going to the market and school. If the people of this village have to take any of their goods to the market or sale then they do not have any transport facility, because that is the market where the village are selling their goods. That market is far away from that. In this village, those who have their own transportation facility, do not have problem in selling their good to the market, but those who do not have their own transportation facility, they have to face many problems.



Roadway in Dhungsil

- **Market problem:** The people of Dhungsil village do not have a market where they can sell their products according to their price, and in the market where people of dhugsil village sell their products, they are not able to get the right price for their products. People here do not have a good market, that's why these people sell their products at a lower price.
- **Lack of knowledge:** In Dhungsil village people are not aware about any programmes and there is lack of help from the government. No programmes are running in the villages for their development.

Review of the Literature



Potted plants



Horticulture

Dhungsil village people are mostly dependent in agriculture. But they are not having proper knowledge about it.

- No one has done any research on horticulture before us in Dhungsil.
- In Dhungsil people are having their own land but they are not having knowledge about it.
- Horticulture have a very good scope. With this we can turn on good income and generate employment.
- We can generate good business relation related to horticulture. For this we need a proper knowledge.

Horticulture is growing of flowers, fruits and vegetables. The cultivation, processing and sale of fruits, nuts, vegetables.



Horticulture plants

Following are the essentials to know for establishing a successful small horticulture enterprise :



A horticulture plant

Having the courage to try something different and 'just doing it' cannot be underestimated. Many people do not ever develop their ideas because they never get started. This may be due to lack of drive, lack of confidence or just not knowing how to start. Success in any new enterprise is possible provided you do your research first, plan carefully and are prepared to put in the hard work required. The first steps involve choosing the right idea or business for you and then conducting sufficient research to ensure that your idea is feasible.

Know your market

Conducting market research is a critical element in determining how successful your horticulture enterprise will be. Key questions that need to be answered include:

- Is there a demand for your product? At what time of the year does the demand occur? Statistics and other market research data can help you make an informed decision as to the potential level of demand for your product. Analysis should include investigating and understanding your competitors – how many are there and what are they doing? What segment of the market do you intend to target – are you producing a specialized, niche product or a commodity? In general, it is more profitable and sustainable to establish and occupy a niche in a market than to offer a commodity and compete with others on price. It is also helpful to understand market trends so you can make the most of your business opportunities. How healthy is the market? Is there room for further expansion? What is the volatility of the market - if there is an increase in the volume of product within the market will the price go down?
- Remember that not all your product(s) will meet quality specifications for the selected market. What will you do with second or third grade product, what will you do with your waste? Being creative about using off-specification product may make or break a business.
- If there is a demand, it is important to determine what the product specifications may be. Most consumers and markets will have certain expectations of the presentation and quality of the product and many horticultural crops will be required to adhere to Quality Assurance (QA) schemes. There may also be an expectation that the product will be available all year round or meet certain windows or periods of time when the demand for the product is high.
- Can you supply that product or service at a competitive price? What are the costs of establishment and on-going production, and what is the expected price you would receive for your product?

The answers to these questions can be found by talking to customers, other businesses or market agents (i.e. wholesalers). You can also research your market by using information that has already been gathered, such as government statistics (ABS and ABARE) and trade publications. If you are thinking about export, Australia can provide useful help.

A successful horticulture business will know what its customers' needs are, the requirements and characteristics of the market it is supplying, and the expected profit.

What suits you?

Have realistic expectations

Many horticultural crops require intensive management and a significant investment of time and energy.

It is important to be aware of your motivation for establishing a horticultural enterprise.

If the primary motivation is to make money, potential business operators need to be aware that it may take several years for an enterprise to start producing a profit and some crops (such as grapes, olives and apples) will require significant capital up-front to install infrastructure such as trellising and irrigation systems.

A horticultural enterprise can provide a nice lifestyle option (who doesn't like the thought of gazing over fields of lavender or grape vines), however, as mentioned before many crops will require a significant investment of time, energy and money.

Most high value horticultural crops are harvested by hand (requiring a significant labour input) and will also require regular on-going management such as pruning, pest and disease control, and irrigation. Thus, the vines might be nice to look at, but they will also be quite demanding.

Do you have a passion for what you plan to do? People tend to be most successful when they are doing something they really enjoy. A lot of small businesses stem from people's hobbies and although diversification within an existing farm may be slightly different it will still be important that you have an interest and passion for your new enterprise.

A successful horticulturist will know and understand the primary reasons for establishing their enterprise and will have chosen a crop and business structure that fits with their lifestyle and personal objectives.

Have the right skills

Do you know how to grow your product? – Horticultural crops usually require intensive management. It will be important to know for example:

- What the likely irrigation and nutrition requirements are?
- What are the soil management requirements, how can you keep your soil healthy?
- What are the rotation requirements, how often can you grow the same crop on the same land, what break or alternative crops are available, could you get an income from alternative crops?
- What are the potential pests and diseases and how to manage these?
- How will you control weeds? Weed control can be one of the highest costs and can cause substantial crop losses.
- The right varietal selection for particular times of year, climate, soils or markets may make use of early or late season high prices.
- All horticultural crops need to be handled correctly after harvest; do you know the optimum harvest maturity, cooling, drying, packaging and storage requirements, will you need specialised grading and packaging equipment or forklifts?
- Do you understand the requirements for and costs of machinery, equipment and buildings; could you share with others? Mechanization has often saved emerging horticultural businesses.

- If you are thinking of minimum or complete processing, do you understand food safety requirements?
- Are you are good communicator, are you good in dealing with people?

It is important to communicate well and relate to people to successfully market your product. You will most likely need to employ staff and it will be vital to select the right people and manage them well; you will need to understand Industrial Relations and Occupational Health and Safety regulations that apply to your industry.

Marketing will require promotional material and a website, IT now is an important part of each business; can you access these skills?

Can you access that expertise locally if you don't have it yourself? – it may not be necessary to have these skills yourself if you can source assistance locally from a horticultural advisor who can assist you with management of the crop. Seeking assistance in other areas of the business such as marketing or finance can be just as important to ensuring success, if you do not possess skills in these areas yourself. Is there an industry organization you can join? Is there are research facility nearby that can assist? Don't be afraid to seek out technical, marketing or financing assistance or training courses, if you do not posses skills in these areas.

Have a long term vision

Having a vision of what you want to achieve is important not only from a planning point of view, but also for motivation. Thinking big does not mean you have to start big. Most successful enterprises start in a small way, especially if they are developing a brand new idea. However providing your enterprise with room to grow is important especially when planning infrastructure requirements.

Having sufficient land to expand, resources to harvest and process larger crops and/or additional storage requirements may be important considerations. If the business expands quickly and/or in a different direction you may have to keep changing things to cater for increasing production or visitors if you did not envisage the potential scale of the operation at the start.

Remember, a failure to plan, is a plan to fail!

Access and build networks

Try to learn as much as possible from like-minded people that are in the same or similar line of business. Try to attend seminars, workshops and other training events. Travel to see how other people have gone about growing the same or a similar crop. Continue to share information with your networks. Investigate strategic alliances to be able to supply your market over a long period of time or with a diverse product range or range of varieties e.g. of flowers.

To be a successful horticulturalist in the Wimmera-Mallee will require access to strong networks, as it is not a traditional horticultural area and sound advice and expertise may not be available locally.

Is there a market for it?

Know your product and service

It is important that you are clear about what your product and service entails. If you grow fruit, your product could be bulk fruit, pre-packed fruit, pick your own fruit or preserved fruit. The service you attach to the product may be delivery, product information, a coffee shop, preserving classes, etc.

Investigate whether you can expand your product or service range by buying product in from other sources or value adding.

A successful horticulturalist will have clearly defined products and services.

Know your selling point

What will make your product different? What is your competitive advantage? Small businesses usually cannot compete with bigger operations on price. However, one advantage to being smaller is that you are likely to have greater control over the quality of your product and this should be what sets you apart from the larger operators. People remember quality long after they have forgotten the price.

Another advantage a small business might have is being unique. If you can offer something different that no one else is selling you can be the sole supplier to the market. The opportunity to value-add to a product will be of importance to ensuring your uniqueness and quality. Small-scale horticulture is all about niche markets, so what's your point of difference or competitive advantage?

Can you produce it profitably?

Know your land capability

Most horticultural crops will require certain environmental characteristics to grow well. These may include:

- Soil type – many horticultural crops require a relatively fertile soil type and can be sensitive to salinity and sodicity . Nearly all crops require good drainage. The Wimmera-Mallee region has a diversity of soil types, which reflect differences in parent material, topography, climate and age. For agricultural purposes, many of these soils have some chemical and physical limitations (e.g. salinity and sodicity or subsoil constrains) that require careful management. It will be important to know if your soil type is suitable to the type of crop you are planning to grow and if not, how much will this affect the yielding potential of the crop and what management techniques are available to mitigate the chemical and physical limitations. Sloping or stony ground may restrict certain management actions or make them more expensive. Do you have access to inputs and machinery to deal with limitations? How much yield potential can you afford to lose?
- Water availability/quality – Horticultural crops have greater water requirements than broad acre farming. Not only will the volume of available water be important but also the reliability of access to water (many crops will require irrigation on a regular schedule and potentially more often, if there is hot or windy weather; most crops have peak demands at certain times of the season). The quality of the

water will also be important. As discussed for soil type, water that has a high salt level, may not be suitable for irrigating horticultural crops such as vegetables, herbs or fruit.

- **Climate** – Many horticultural crops will only grow and reproduce under certain climatic conditions. Using a range of varieties will assist in managing production during different times of year, however some crops will have a minimum heat or chilling requirement, while others will be sensitive to frost and extreme heat. Nearly all crops need to be protected from wind. Greenhouses or other crop protection structures will be affected by wind. Slopes and exposure to north or south may limit production of certain crops.

A successful horticultural business will know what crops they can successfully manage, either by looking at the types of crops grown in the area or by investigating the soil, water and climatic requirements of their product.

Know your logistical requirements

Cooling and storage – Horticultural crops commonly have specific storage requirements and are easily perishable. Some products may need to be stored at cool temperatures and have specific airflow humidity or atmosphere requirements. Most are sensitive to ethylene and some cannot be stored together with others. Containers and packaging have to be suited to the storage environment. It will be important to know what these requirements are and if there are any existing storages in your area which can provide these, or if you will have to build them yourself.

Transport to market – As discussed above, many horticultural products will have a defined and possibly short shelf life. Ensuring your product makes it to the desired market or to consumers quickly and in good quality will be important. Certain products may not be able to be stored or transported with other products i.e. products which emit ethylene (e.g. apples) cannot be transported with products which are sensitive to ethylene (such as kiwi fruit or tomatoes) or they will ripen too quickly. Prior to establishing your business you will need to ascertain what transport is available and if it will be suitable for transporting your product.

Suppliers – Some horticultural crops will require a regular supply of products such as fertilizer, pesticides, herbicides, composts, mulches, equipment, spare parts etc. It is likely that there will be chemical re-sellers currently servicing farmers in the area and that they will be able to source products for you. Some horticultural crops such as vegetables require a regular supply of seedlings. The quality of the seedlings will have a direct impact on the final quality of the product. Having a reputable nursery close by (so that seedlings are not having to travel large distances before transplanting) will be very important for crops dependent on a regular supply of seedlings. If you are planning on operating a small-scale enterprise you may be able to produce your own seedlings but be aware that specialist skills may be required.

Do you have a good workshop close by? Often there is a need to modify or build machinery that cannot be bought 'of the shelf'. If you need to construct greenhouses, shade structures, trellising, bird netting or sheds and cool rooms or other storage facilities, can you access expertise in the area or get advice?

Packaging – Some horticultural crops will require minimal packaging and can be sold in bulk or with minimum packaging. Make sure that packing, especially cartons or trays and are strong enough to withstand humidity and

weight when stacked. However if you are looking to value add to your product (which may be desirable if you are a small enterprise) then innovative packaging may make all the difference. It may be that you possess the skills to package the product yourself but if not, investigate who else in the area may be able to provide this service for you.

Post harvest management is just as important as production in horticulture. Successful horticulturalists manage their logistics well.

Have adequate financing and time

It may take several years before you are able to generate a return from your investment, particularly with crops that have a significant establishment period such as olives, grapes and pome fruits or other perennial crops. Do you have sufficient funds or alternative sources of income while waiting for crops to mature? Some horticultural markets can be quite volatile. If there are a number of seasons with poor prices or unexpected weather and/or pest events, will you have sufficient resources to 'weather the storm'? Allow for some degree of failures in your financial planning for the first years. Try to spread cash flow over a long period, if possible.

If finances are an issue, select a crop that has the potential to produce sales in the first year after planting. Start small so that you can learn and mistakes are not too costly. Plan expansion and diversification carefully. Investigate whether you can contract out certain activities to save time.

Financial success in horticulture is often dependent on having adequate finance to fund you until your crop is fully established and generating the profits you planned for. Have the right business structure.

A business structure is used to identify your operation as a trading business. It is important to understand the differences between each structure, and choose the one best suited to your needs. Some of the major factors to consider when choosing a structure may include:

- Who can make important decisions?

The tax advantages and disadvantages.

- If it is expensive and easy to set up, or complicated and perhaps expensive.
- How profits are shared (or losses)?
- The legal obligations e.g. what records you have to keep?
- How easy it is for the business to expand or attract new investors?
- Do you have investors / a board of directors you have to consider?
- If your business is a family owned and operated one, have a good separation of tasks and a succession plan?

A successful horticulturalist chooses the business structure to suit their business and family, manage risk and tax liability.

Understand legal requirements and regulations

Apart from rules and regulations pertaining to each business, horticulture and food production have their own requirements. Make sure that you understand what is required in regards to record keeping, registrations, and accreditations as well associated cost for e.g. quality assurance, food safety, safe use of chemicals, environmental performance intellectual property. Understanding legal requirements and regulations is your responsibility. Make sure you research it well when planning your business.

Managing a new business

Keep good records

Once your enterprise is up and running and you have developed a strategic, business, marketing and risk management plan the next step is to ensure that your business continues to run smoothly. It should adapt to new challenges and opportunities for further development and identify innovation opportunities. Prepare annual operational plans alongside your annual budget and apply the plan – do – review principle to check whether you are on track and make changes as required.

To enable reviews and continuous improvements, it is very important to keep adequate records, not only financial records but records on how you manage the crop(s), inputs, timing of all activities, results like yield and pack out, crop losses, soil and plant testing results, weather data, reasons for success or failure etc.

The review of records will greatly assist in understanding reasons for success or failures. Without these, improvements are difficult to make and it is hard to gain an understanding of the best, most efficient production methods to increase productivity and profitability. Photos should be kept with records to illustrate descriptions.

Feedback/review

Actively pursuing feedback on your product and service from customers will assist you in finding ways to make it better and learn from any mistakes. Most people are passive – they wait for negative feedback and then do something about it. However many people do not like giving this feedback so unless you actively pursue it, you may never know how your product could be improved.

Regular review of your business will also provide an opportunity to potentially improve your product or the way you have been managing the business. It is important to allow yourself the opportunity to step back and critically review how things have been going. Manager/owners can often get caught up in routine short term focused activities, which hamper their ability to focus on strategies for long-term competitiveness and profitability. Seeking external advice to review and recommend areas for improvement may assist in the development of your business if you do not have the time to do this yourself.

Having sufficient **flexibility and adaptability** to change the way the business is managed will be important in allowing you to change things if review and feedback from customers indicate that improvements could be made. It is also important that if obstacles or challenges outside of your control occur, you can adapt to these.

Strive for continuous improvement

Can you work more efficiently?

Can you access new technologies that allow for mechanization, improvements in processing, or packaging?

Can you access improved varieties, propagation methods or agronomy information?

Can you improve your service to your clients or make it easier to do business with you e.g. by using better distribution channels, different packaging, easy payment options or internet sales.

Consider accreditation under a quality assurance system or other certification scheme. Monitor and control your finances.

Develop systems that will help you keep track of your finances and also what are your profitable and non-profit lines. Having good control of your finances will allow you to demonstrate that you are in control of your operation and show your bank manager actual records of cash flow. Successful businesses must manage the information they collect: financial statements, customer records, sales performance, service levels, plus dozens of other categories. Furthermore, there are an infinite number of ways to cross-reference any data category with another to identify trends and other indicators.

Focus on margin rather than turnover - Many horticultural producers fall into the trap of focusing on turnover or volume of product rather than the margin they are achieving. Knowing your margin will require an awareness of the capital costs, operational costs and the price received for the product. This may seem obvious but many large-scale producers still make this mistake, especially when dealing with a commodity product.

Market your product

Effective marketing is a vital part of a successful business. Sales are very important, but your brand, image and ultimately marketing determines your customer loyalty and growth of your business. Understand what customers want; their key buying reasons may not be what they tell you outright.

Marketing establishes the basis for your sales strategy and how you will generate sales. Successful marketing of your product does not necessarily require a lot of money. Small scale horticultural business can take advantage of the fact that they are doing something different and unique to attract free advertising and promotion (through newspaper articles, radio interviews, attending shows or entering competitions).

In order to grow your business, find ways to regularly stay in touch with clients and educate them on your products. When talking to customers, do not focus on telling them about the features of your product but

emphasize what the product can do for them, how it can fill a need. Design your promotional material accordingly.

Consider developing a brand and trademark. Branding will make it easier for customers to recognize your product and trademarking is a simple and cost-effective way of protecting intellectual property.

Develop point of sale material. If you are producing a vegetable, herb, fruit or food product consider providing information on its use (including recipes) and associated benefits.

Identify and target networks that will assist in raising your profile. Lead generation is the lifeblood of any small business. The more qualified prospects contacted, the more clients you'll have. One of your marketing goals should be to improve your lead generation and motivate qualified prospects to give you their contact information so you can market to them.

Distribution/Supply chain management – If you are not doing the distribution yourself (which may be wise as this can take your time and attention away from the business) then find a distributor who will suit your product and support you. Will your product appeal to most audiences and therefore should be widely distributed? Or is it more suited to a select clientele, in which case a more targeted approach will be more effective. Understand the supply chain and which position you have in it and try to make contact with members of the chain regularly.

Presentation and display – Not only is it important for your products to be presented as attractively as possible to customers but the image of your whole business should also be as professional as possible. One of the best forms of marketing, that is very affordable, is a consistent and professional image. Elegant business cards, matching letterheads and an informative and effective website are just a few pieces of a small business toolbox that can do much more than a high-dollar advertising campaign. Although you may be operating your business from a small back shed, by using well-presented advertising brochures and products the resulting image will be of a big, well-run company. You may be able to have features on your business in local media.

Public relations and customer service – The importance of good customer service cannot be underestimated. People like to buy from others they know and trust and attracting new clients takes a lot more effort than selling to a repeat client. The key to good customer service is to look at the situation from your client's point of view. Most people want good quality and reliable service with the least possible hassle. Friendly, trained and efficient staff is part of the service.

Consider developing a website and sales via the Internet, especially if you are in a remote location.

Manage risks

Embarking on a new enterprise means that you will be dealing with a great amount of uncertainty about whether you will have success or failure. Avoiding failure means managing risks.

Managing risks requires making good decisions based on an understanding of your risk factors and interactions between them. Carefully think about:

- What are my risks and risk factors? What can go wrong?

- Which preventive action can I put in place?
- Which corrective actions are possible, if something has gone wrong?

You will need good market, technical and business information to manage risks and therefore have to:

1. Source existing information through:
 2.
 - Networks, 'specialists' with the right skills & knowledge
 - Written material
 - Media
 - Travel
3. Generate analyze and synthesize new information to fill gaps through:
 - Trial & error – record keeping
 - Observation – record keeping
 - R&D

You will need the capacity to use information through:

- Combining it with/building on existing skills and knowledge, your own, that of your partner, staff or from people outside the business.
- Using insight, instinct, awareness, and discernment.
- Acquiring new skills and knowledge e.g. through training.

Objectives of the Study

The main objective of the study have been

- **Identification of the village:** Our first objective is to know about the village. Thsat how is the weather there? How is the culture there? How is the tradition there? And how the people of that village generate their income. And how do the people live there? That is our first objective to know everything about the village.

I have selected Dhungsil village for horticulture. Here people are mostly depend on agriculture but they are not having their exact market for selling their product. They have to go to Bhimtal city for selling their vegetables and fruits. And they don't even get profit .

- **Identification of problem:** Our second objective is that the village we are going to study. What is the problem there? Identify these problems.

In Dhungsil village people are depend on agriculture and earn from their only because they are not having any factory or any other source for earning so they only earn from agriculture sector but the problem is that the villagers are not having their market. They have to go to city aur they sell it to other in less price nd then they sell it at market. So the Dhungsil peoples are not getting any profit. And their vegetables and fruits are selling at low price. And in somewhere 3rd person are getting profits but the villagers are not earning good.

- **To search for opportunities in the village:** Horticulture is one of the opportunity with following benefits:
 - 1) Motivating farmers for diversification of areas from traditional crops to commercial crops.
 - 2) To generate employment in order to combat vagaries of unemployment problem.
 - 3) To enhance the per capita income to minimize the difference between rural and urban.
 - 4) To improve nutritional standards for betterment of health.
 - 5) To discourage rural to urban migration congestion and other associated problems in the society.
 - 6) Economic empowerment of women.
 - 7) To contribute towards protection and up gradation of the environment for ensuring ecological balance, avoidance of global warming and healthy living for man and animal.
 - 8) To create marketing facilities to reduce post-harvest loss and distress sale of agriculture produce.

In Dhungsil village if we start horticulture than they can earn profit because of horticulture they can grow their products whole year. And they can sell the vegetable out of season and they can earn by getting more depend of the products. And the product can't be easily available . The customer have to contact to them for buying it.

Hypothesis of the Study

The study takes following as its hypothesis

- Horticulture is a good opportunity.
- We can develop the village with horticulture.
- We can grow our business in horticulture.
- Horticulture is a very good source of income in Dhungsil village
- Horticulture can guarantee employment for the people living in Dhungsil village.

Actions Planned to address the problem

Stage-1-Define the problem – In Dhungsil village the people are not having market for selling goods they have to go to city for selling their products. And the selling price is also not so high. But if they will sell the produced goods in the market throughout the year they can earn more and regular income.

Stage-2-Implement solution- Here I will look the location for the plant and layout it and employ the workers in horticulture. And give they proper knowledge about the horticulture.

Stage-3-Collect and analyze the data: now I will collect the data regarding all. And see all the problem and analyze the situatiionby asking questions. I can collect the data by primary data .I will contact to other people who have started horticulture in our city previously.

Stage-4-Clarify and prioritize the problem: If In Dhungsil village there is more than one problem then I will prioritize the problem so that I can focus on the most important problem. And if people are having some problem I will solve their problem. Here I will select the Location in Dhungsil and start the work and employ workers with giving them fair wages.

Implementation of Action Research Steps

- Acquisition of land on subsidies
- Get financing from bank wiz. Loans, subsidies
- Leveling of field by use of JCB machines
- Plotting of field according to the cultivation plan
- Employing skilled labors
- Training programs for unskilled labors
- Cultivation of required product viz. saplings, vegetables, fruits

Process of Implementation of the Study

- **Envisioning of polyhouse:** at first person engaged in the project should collect relevant data regarding polyhouse establishment and have proper knowledge and vision regarding the design and investments needed .in addition to this he should do face to face interactions with pradhan and villagers to get to know their interest of involvement on the project.
- **Authorization for establishment :** a proper plan and design regarding polyhouse must be prepared and sent to the horticulture department for the legal approval of the plan.
- **Getting finance from loans:** contacting banks for the loans and subsidies on the land and crops is an important step as to reduce the cost of the plan.
- **Proper knowledge and training:** after the establishment proper skilled workers and trainers should be hired for the training of the workers of the local area
- **Marketing:** another important step is marketing. A proper contact in the market is to be established in order to create a demand in the market .social media, pamphlets are some of the methods that can be used in spreading the establishments of the polyhouse.

Data Collection and Analysis

Data collection-

- 1) Quantitative data collection methods
- 2) Qualitative data collection methods

Questionnaires are given to them. And face to face interaction is done between me and villagers.

Some of the names of the saplings of different species that can be cultivated in Dhungsil village are as follows:

- Carnation
- Geranium
- Gerbera
- Baganvelia
- Imptients java
- Kalenchoe
- Agnolima
- Calcularia
- Gazania
- Dianthus
- Petunia
- Primula
- Echeveriacraigiana
- Graptoveriasuperbum





Plant species

Findings

Transportation: Transportation facilities has not been increased in that village either. We made the assumption that transportation would be increased in the village, but our assumption did not go well.

Income: In the village there has not been any hike in income. We made the assumption that income would be increases in that village, but our assumption did not get well.

Market Facility: Market facility is not good . We made the assumption that price of product will be rises in market but our assumption did not go well.

Conclusion

Generate income from horticulture.

Increase the standard of living in Dhungsil village.

Dhungsil village have good scope of horticulture.

We need a good market in Dhungsil village.

Sell of products in good price.

Generating employment in Dhungsil village.

Providing information to the workers.

Providing knowledge and giving information to them regarding government programmes.

References

This is the primary data that we have collected and all the information that we have collected by going to the Dhungsil village.

In this research we have personally identified the problems by going to that village and talking to the people face to face and find the opportunity there.

No secondary resource have been used in this research. In this we have not taken help of any book or social media. That's why this data is absolutely clear and there is no error in this data. This is a first data collection..

SWOT ANALYSIS

Strength

The village is our strength because agriculture is only in villages and the major contributor in Indian economy is agriculture. So villages play a vital role in the growth of Indian economy. Villages help in the growth of Indian economy 90% people of India lie on rural India only. The village is one of the precious things, there are a lot of happiness such that Indian are more gifted persons. Nowadays there are no person to refresh their stress by live in village.

In Dhungshil, in the season of July and August , the crop of lemon, Orange, Pear, Apricot, Guava are good. So the villagers sell them in the Haldwani or in local market in good rate for their livelihood. Afforestation is also the strength of the village. It is the main source of earning of the people.

In Dhungshil people sell milk of cow and goat in local area. It is also a source of earning for the people living there.

Weaknesses

Village are not our weakness in any way, because all foods grow in villages, and help to maintain nature. Village and villagers have a major role in the Indian economy, but on other hand our Dhungsil village have some weakness like they are not having health facilities are also not good. They have to travel to Haldwani and they are facing problem regarding transportation facilities. In Dhungsil village they are not having pacca roads. And the people are not aware about any programmes and there is lack of help from the government. No programmes are running in the villages for their development.

Opportunity

In Dhungshil, we are having abundance of water by which we can generate electricity and start a new work for development of village. The people of Dhungsil can have a opportunity to start a self help group. They can made handmade things and they can sell and they earn money. In Dhungsil village there is abundance of dried leaves of pine and it can be used for generating fuels and electricity. In Dhungsil village there is abundance of cow dunk because people are mostly depend on animal husbandry. So, the cow dunk can be used for generating bio gas.

Threats

In Dhungsil the villagers face problems like drought is a threat to a wheat production, as it may destroy or reduce the crop field. Because of heavy rain fall they have a threat in production of crops and vegetables. The other common threats are rising costs for materials, increasing competition, tight labor supply. The Dhungsil, villagers are having threats mainly regarding wild animals, like pig and many others who destroy the crops of the villagers. And the other threats are that the villagers leave the old animals or the cow that can't give milk. They also leave male calves out in the open who are of no use to them and also destroy the crops and local vegetables of the area they wonder around the locality in the night which cure tigers (usually animal eaters) which danger their lives as well as lives of the local.

INDICATORS OF RURAL DEVELOPMENT BY GROUP

GROUP NUMBER	GROUP NAME	RANK	
		Before 6	After 6
1	Agriculture Productive		
	Efficiency	8	6
2	Workforce Diversification	5	4
3	Rural Education	4	4
4	Rural Health Infrastructures	4	7
5	Rural Amenities	9	8
6	Transport Infrastructures	8	7
7	Human Capital Content of	7	6
8	Rural Financial Infrastructures	6	5
9	Rural Standard of Living	5	5
Total		56	52

Index of before 6 month = Total of Rank/90*100% = 56/90*100% = 62.22 Index of after 6 month = Total of Rank/90*100 = 52/90*100% = 57.77

However six months is more than any changes to take place but still the village along with

participation of locals and with involvement and active utilization of government schemes has managed to step up towards its overall development. Over this cast six months more emphasis has been given to cleanliness and hygiene the households with proper toilets has increased from x to x+2 and people have become able to make their own pucca houses as a result number has increased and literacy rate has been increased.

Before six month the facilities of village is good and the production of all the products is

increasing but after 6 month the facilities of village is not that much good because the agriculture land of village is deceased due to which the production has decreased and income also. This is due to the removal of gaun i.e. Rawatgaun from Dhungshil. But after MANREGA scheme in village many agriculture production has increased and many people has started their own business and they become entrepreneur.

Annexures

Annexure 1: Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Dhungsil
2	Address of the Village	Dhungsil village, Bhimtal, Nainital
3	Name of Sarpanch / Contact Person	Mr. MunnaLal
4	Date of Visit	02/ 02/ 2020

Demographics of the Village		
1	Number of Men	190
2	Number of Women	126
3	Number of Children	84
4	Total Population	400
5	Number of Anganwadis	1
6	Number of Schools	2
7	Number of Primary Health Centres	0

VILLAGESCHEDULE

S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	√		If, No, Then what Action has been taken by the Village Authorities
2	Does anyone go out and defecate in the open in village?		√	If, Yes , Then what Action has been taken by the Village

				Authorities
3	Are these faeces from the toilet being disposed in the river?		√	If, Yes , Then what Action has been taken by the village authorities
4	Is there any OD spot / excreta in an open place?		√	If, Yes , Then what Action has been taken by the Village Authorities
5	Are there institutional toilets at Schools, Anganwadis and Public places?	√		If, No, Then what Action has been taken by the Village Authorities
6	Is waste from restaurants, public places dumped into the river?		√	If, Yes , Then what Action has been taken by the Village Authorities
7	Is there a prevalence Of visitor/tourist OD?		√	If, Yes , Then what Action has been taken by the Village Authorities
8	Is there an institutional mechanism to check OD by insiders/outsideers?	√		If, No, Then what Action has been taken by the Village Authorities
9	Are twin-pit toilets common in the Village?	√		If, No, Then what Action has been taken by the Village Authorities
10	Are septic tank toilets (non-porous) common In your village?	√		If, No, Then what Action has been taken by the Village Authorities
11	Is there a P-Trap in all toilets?	√		If, No, Then what Action has been taken by the Village Authorities
Household Schedule				
12	Is water available in	√		If, No, Then what Action has been taken by the Village

	/for the toilet?			Authorities
13	Are all toilets “fly-proof” – or Hygienic?	√		If, No, Then what Action has been taken by the Village Authorities
14	Is the human waste disposed of in the Drain, a) Nallahs, b) Openpit; c) Ponds or river or streams or any water bodyetc.		√	If, Yes , Then what Action has been taken by the Village Authorities
15	Is fecal sludge directly discharged to waterbodies ?		√	If, Yes , Then what Action has been taken by the Village Authorities
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed		√	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
16	Is there a practice to wash the hands with soap after using the toilet?	√		If, No, Then what Action has been taken by the Village Authorities
17	Is any visible feces found in the environment?		√	If, Yes , Then what Action has been taken by the Village Authorities
18	Is there any odour of urine or faeces in the location?		√	If, Yes , Then what Action has been taken by the Village Authorities
19	Did any member of the household defecate in the open in the last three months or after gaining access to		√	If, Yes , Then what Action has been taken by the Village Authorities

	toilet?			
20	Is child faeces disposed of in open area?		√	If, Yes , Then what Action has been taken by the Village Authorities
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	√		If, No, Then what Action has been taken by the Village Authorities
22	Is water available in /for the toilet?	√		If, No, Then what Action has been taken by the Village Authorities
23	Is toilet “fly-proof” – or Hygienic?	√		If, No, Then what Action has been taken by the Village Authorities
24	Is the human waste disposed of in the Drain, a) Nallahs, b) Openpit; c) Ponds or river or streams or any water body etc.		√	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	√		If, No, Then what Action has been taken by the Village Authorities
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	√		If, No, Then what Action has been taken by the Village Authorities
27	Is there water available for use in the school toilets?	√		If, No, Then what Action has been taken by the Village Authorities
28	Is the human waste disposed		√	If, Yes , Then what Action has

	of in the Drain, d) Nallahs, e) Openpit; f) Ponds or river or streams or any water bodyetc.			been taken by the Village Authorities Have you taken GPS enabled photographs?
29	Is public toilet accessible to all (including Divyangs/physically challenged)	√		If, No, Then what Action has been taken by the Village Authorities
Public Toilets Schedule				
30	Is there a Public Toilet in the village?	√		If, No, Then what Action has been taken by the Village Authorities
31	Are there separate sections for Men and Women?	√		If, No, Then what Action has been taken by the Village Authorities
32	Is the human waste disposed of in the Drain, g) Nallahs, h) Openpit; i) Ponds or river or streams or any water bodyetc.		√	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?	√ (water pumped from lake)		If ,Yes Describe the process or method If, No, Then what Action has been taken by the Village Authorities
34	Is any sustainable process/method adopted for		√	If ,Yes Describe the

	fecal sludge management?		(The people have to cover sludge or fecal urine by making a pit. After 5 and 6 days they should open it. And put mud and urine so that it can turn into	process or method If, No, Then what Action has been taken by the Village Authorities
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Annexure 2
Photographs of the Village Visit (Survey on Sanitation Management and ODF)



Gram Panchayat has given dustbin free of cost to everyone for the proper disposal of waste



Every house has their own toilets.

Annexure 3: Photographs of the Village Visit (General)



**The Study of Rural Immersion and
Engagement Programme in Khairna Village**

**Taniya Bisht
Kumaun University, Nainital**

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TANIYA BISHT
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ABSTRACT

This project report deals with the study and development of village as a smart village, In this there is an in depth study of the village. There is SWOT analysis to recognize village in a well mannered way. In this report we focus on Tourism in the village i.e. their problems, challenges, opportunities, strength, weakness. Through this process Research Methodology we lighten the hilly area village chhara, khairna, Tourism. i.e. How it is and how it would be? We are making a common village into a smart village using smart technologies and services and through awareness in people.

Currently tourism is the main source of raising the economic level and it is the most popular industry in the world. Most of the countries have been able to treat rapidly the evolution in the sector, by maintaining their resources (natural, historical heritage and the nature of climate).

Keywords: Rural immersion, Khairna village, Natural resources, Eco-tourism, Income

Introduction to the Village

Uttaranchal now called Uttarakhand was formed in 9 November 2000, which was earlier part of the northern Uttar Pradesh. This 27th state of India has a peculiar socio economic conditions prevailing because of the geographical conditions. It is often referred as the “Devbhoomi” (literally the land of gods”) due to numerous Hindu temples and pilgrimage centers found throughout the state. Uttarakhand is divided into two regions- with total of 13 districts- 1. Kumaon Region 2. Garhwal Region

KUMAON - GARHWAL REGION

- 1.Pithoragarh
2. Uttarkashi
- 3.Almora
- 4.Chamoli
- 5.Nainital
- 6.Tehri Garhwal
- 7.Champawat
8. Dehradun
- 9.Bageshwar
- 10.Rudra Prayag
- 11.Udham Singh Nagar
- 12.Haridwar
- 13.Pauri

Under Nainital District a small village called chhara Khairna, also spelled khyrna, is a small hamlet in the Nainital district of Indian state of Uttarakhand which is grew up around the bridge of the same name which has linked two sides of the Kosi river at this site since colonial era.

The Bridge was created in late nineteenth century, when The British Government decided to create a new road along the Khairna river to directly connect the cantonment town of Ranikhet to Nainital thn Summer capital of United Provinces. Several shops were established in further years by individuals giving the area the name Khairna Market.

Village: Chhara, Khairna

District: Nainital

Tehsil : kosiyakotoli

Block: Betalghat

Geographical Description: Khairna is located on the confluence of kosi and Khairna rivers, around the Khairna Bridge at 29.496571N 79.480985E. It is located at distance of 30 km from Nainital, Almora and Ranikhet. The Khairna Bridge marks the junction of the NH 109 with the Bhowali Ranikhet Road. The river at Khairna is abundant in ironstone and quartzite.

Climate Distribution: The climate is warm and temperate in Khairna. In winter, there is much less rainfall than summer. In Khairna the average annual temperature is 19.2c about 17.88mm of precipitation falls annually. The driest month is November, with 6mm of rainfall. Most precipitation falls in July, with an average of 503mm. and the warmest month of the year is June with an average temperature of 25.4C. In January, the average temperature is 10.9C, it is the lowest average temperature of the whole year.

Village Functionaries

Block Pramukh : Mr. Satish Nainwal

Gram Pradhan : Mrs. Prem Nath Goswami

Block Development Officer : Mr. Rajan Ran

Village Development Officer: Mr. L.D.Arya

School Teachers: In Chhara, Khairna there is 1 middle school having 22 teachers for 326 students and 3 primary schools having 1 teacher in each.

Community Health Centre Staff: In CHC there are 5 doctors and there is no single nurse.

1. Dr. Satish Pant (Head) 2. Dr. Lalit 3. Dr. Anjanitte 4. Dr. Deepak Sati (Ayurvedic)

5. Dr. Karanjeet Kaur(Homeopathic)

Demographic Profile

Population: 1600

Gender Ratio: 882:1000

Religion: 1540 Hindus and 60 Muslims

Caste: General 1095 , OBC 100, SC 275, ST 130

Household in BPL Category: 65

Household in APL Category: 254

Economic Profile

Occupation: Around 200 families out here having their commercial establishment and out of which 70 are also involved in cattle farming. And 40 per cent of these people supply their produce in Anchal dairy.

Seasonal Occupation is available to basket weaver from Lakhnow and adjoining areas. Metal workers and Pot fabricates also came to the market from Rajasthan.

Profession: 10 per cent of people are in Indian Army and Private Jobs.

Size of Land Holdings: People of APL category holds land from 4 nali to 30 nali and people under BPL category hold land less than 4 nali.

Entrepreneurial Initiative: One (ANNAPURNA Enterprise)

Number of NGOs: There are two NGO's who were currently working in the village one is CHIRAG Foundation and another one is All India Dream Association.

Number of SHG's: There are 12 SHG's enrolled in Government account out of which 2 are currently working. First one is Shilp emporium. Their principal work is packaging of items of Aganbadi Kendra. And another one is Dairy.

Literacy and Education Profile

Literacy Rate: In Chhara, Khairna out of 1564 people 1210 are literate so the literacy rate of the village is 82.10 per cent.

School Enrolment: 100 per cent

School Dropout: 0 per cent

Specific Features

Culture and Tradition: Culture and Tradition of the village are mainly Kumauni with a similar set of pattern and custom as all practiced in Kumaun.

Fairs and Festivals: The main fairs and festivals celebrated in the village are –

- Utrani Mela
- Phool Dei
- Basant Panchami
- Ghee sakranti
- Harela

Entrepreneurial Opportunity in Khairna

The Khairna Bridge marks the junction of the NH 109 with the Bhowali, Ranikhet and Almora Road. The river at Khairna is abundant in ironstone and quartzite. In this kind of village people can engage their selves in farming and cattle farming activities which they are already doing apart from that because usually junction place need to have restaurant, dhaba, general stores, medicals and cloth kind of stores which is already exist in Khairna. If we consider the river of Khairna is already abundant in ironstone and quartzite and people doing business of it and the water level is not that so good so we can plan to install river rafting, skiing, trekking, river crossing, kind adventure site.

What Is The Adventure Tourism?

This kind of tourism means risk, but always a calculated risk. The main motivation that promotes people to do this kind of activities is the boredom, the routine. It includes the practice of some sports and the adventure trips. With active sport tourism, they want to set up of a bigger concept, the active tourism.

Identification of the problem

As less people know about the Khairna village so it takes lot of time to establish a tourism Industry.

Lack of information about tourism in village - As Khairna people mainly village people engage their selves in farming and cattle farming activities they mainly engage in agriculture field so they don't know the information about tourism sector.

Environmental issues- a large number of natural springs that dotted the hillside have been damaged due to the cutting of slopes for road building or other unplanned activities. These have adversely affected the underground water table at many places.

Local resources-Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates physical impacts associated with their exploitation. High demand is placed upon these resources to meet the high expectation tourist often have (proper heating, hot water etc.)

Pollution- Transport by air, road, is continuously increasing in response to the rising of tourist and their greater mobility. Air pollution from tourist transportation has impacts on global level, especially from carbon dioxide emission related to transportation energy use. and it contribute to severe local air pollution.

Noise pollution- cars, buses cause distress to wildlife, especially in sensitive areas.

Climate- due to change in weather or in rainy season the level of water increase so, it will cause the Adventurous tourist like river rafting etc.

- Ineffective branding of the village,
- Lack of marketing strategy and expensive annual campaigns which are not sufficiently focused,
- Weak statistical system, and
- Development and operational issues

Infrastructure-

- Lack of proper road, rail, ropeway, air ports, helipads,
- Lack of proper travel means (high speed/luxury bus/taxi services, quality train services, frequent air connectivity, hired air taxi services etc.
- Lack of good hotels, guest houses, dormitories, restaurants, hygienic foods etc.

Geographical

- Not easily accessible locations,
- Extreme weather conditions

Cultural

- Language (use of local languages).

Information and Technology-

- Lack of awareness about the spiritual spots in the state,
- Lack of advertisement and media coverage,
- Lack of proper telephone, internet, FAX facilities.

Review of Literature

Travelling has always fascinated men. Human have history of travelling and have travelled with various purposes from its past days. The major variation between modern travel and travel in the early days has been most considerably the mode of travel and the motivation for travel. Travel in the past days was that much tough but without the complicated procedures and formalities. The travelling in the past very vigorous and was only done by people with courage and determination and the spirit of adventure to in reality to carry out their experience. Below mentioned are the various definitions of tourism explained by researchers and authorities all around the world.

Tourism is essentially travelling for recreational purposes, leisure, or business purposes, usually for a limited duration. Tourism, commonly is associated with trans-national and international travelling, but it also refers to travelling inside of the country too. The World Tourism Organization has defined tourists as an individuals who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism is one of the largest industries in the world. According to the World Travel and Tourism (WTT) Council, tourism and travel have become a global industry and is widely considered to be one of the fastest growing industries (World Travel and Tourism Council, 2006).

India is fascinating with its ancient and complex culture, dazzling contrasts and breathtaking natural beauty. With the great potential available and the development initiatives taken by the government, Indian inbound tourism has shown a substantial growth in the last decade which has been the best in the history of Indian

tourism. has become one of the major international tourist destinations because of its series of marketing initiatives including the current and highly successful 'Incredible India' campaign. In this context Uttarakhand state is a unique tourist destination with excellent opportunities for development of a diverse range of products involving nature, spirituality, adventure, leisure etc. to satisfy a tourist's desire.

Uttarakhand state promotes 'spiritual tourism' through its religious diversity and heritage as well as health and well-being techniques such as yoga, meditation and Ayurveda. Tourism ranks as the largest industry in terms of employment. Tourism industry, regarded as a smokeless one, has been growing and flourishing as an organized industry. Several authors, however, contradict tourism to be an industry, for, 'tourism offers complementary rather than competing products and services'. Accordingly, they prefer to call it as an activity instead of an industry (Ghosh, 1998). Some authors, on the other hand, term it 'tourist system' in place of 'tourist industry' (Negi, 1998).

Nevertheless, tourism is primarily about human activity, which involves travel from an originating area to a destination for pleasure or business purposes. This simple phenomenon embraces cultural, economic and social exchanges in the process. As an industry, the impact of tourism is manifold. Tourism industry nourishes a country's economy, stimulates development process, restores cultural heritage, and helps in maintaining international peace and understanding. Tourism industry in India has emerged as a major source for sustainable economic development because of its strong forward and backward linkage with other prominent sectors of economy.

India ranked 17 in world in term of international tourist receipts and 10 in Asia Pacific in term of international tourist arrival and 7.7 million tourists arrived in India during 2014. It showed a growth rate of 10.6% where as previously it was 5.6% in 2013. The seven Indian states which fall under Himalayan region are Jammu Kashmir, Himanchal Pradesh , Uttarakhand, Sikkim, Meghalaya, Assam and Arunachal Pradesh from North Western to South Eastern direction. In terms of growth rate of domestic tourists during 2013.Uttarakhand shows -25.67 % growth rate and there may be so many reasons for negative growth rate like less government support and policy initiatives, pollution, climate degradation, lack of management (Tourism and Disaster) at government and private level and 2013 Himalayan Tsunami was the major reason of this negative growth rate. The solution can be generated if we follow a structured way. 2010 suggest the General framework of management of tourism from strategy management perspective. Due to environmental legislation, economic influence and increasing concern about the environment, today's tourism business are becoming more committed to environment issues. The literature focuses on determining long term efficiency of green marketing and how confidence and trust plays a role gain customer satisfaction and customer retention.

As Tourism is considered as one of the fastest growing industries in all over the India. In the paragraph, an effort has been made to furnish an account of literature review on the subject matter of Adventure Tourism within the severe constraints of limited data and research material. India, a land of diversities, has a varied tourism resource base to offer its visitors. Both domestic as well as foreign tourists have thronged various tourist spots that adorn almost every nook and corner of the country. While some tourist spots have emerged as prime ones, drawing numerous visitors from around the world, it goes without saying that, the country is yet to realize its

true potential it has to offer to the visitors. Foreign tourist arrival in the country has been growing steadily for the past few years. Realizing the immense potential that India has to offer, the ministry of tourism has embarked on an ambitious plan to promote India to the foreign tourists. The “Incredible India” as well as “Atithi Debo Bhava” campaigns have generated immense success in the recent years.

Tourism and Tourist International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment (Wheeler, 1995). Tourism, as viewed by Smith (1992), is an activity dependant on three operative elements– discretionary income, leisure time and social sanctions permissive of travels. Leiper (1979) defines a tourist as a person making a discretionary, temporary tour which involves at least one overnight stay away from the normal place of residence, excepting tours made for the primary purpose of earning remuneration. Tourists are the focal human element of tourism. The author further divided the tourist activity into two components– “a dynamic element– the journey, and a static element– the stay”.

Spatially, tourism involves three elements. There is an origin or tourist generating region, the place where tours begin and end (home). There is a tourist destination region or host locality, where tourists stay temporarily. Thirdly, there is a transit region or route which connects the two and through which tourists travel. A basic model of tourism systems proposed by Leiper (1979) is shown in Figure 2.1. It incorporates an arrangement of multiple elements and facets of tourism, viz. geographical, behavioural, industrial and environmental.

The tourism systems (Leiper, 1979)

Tourism covers all tourism related activities like hotel industry, tour and travel operators and transport like air, rail and road. Other industry/services that act as a support mechanism or facilitate service for this target industry also needs to be included. The tourism activities are multidimensional and can be undertaken only with the help of other goods or services. They generate income and employment in the economy. Travel and tourism activity mainly include - a. Travelling to destination b. Accommodation at destination c. Recreational activities In 1976, Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." Cohen (1979), however, argued against the tendency to over generalize, to propose universal models and to conceive the dynamics of tourism as a unilinear process. Instead, the author favoured a multiplicity of types, different typologies and a multilinear approach to the dynamics of tourism. The structure of the industry varies according to the linkage parts of tourism activity. Even a single activity is a part of the tourism industry, e.g. booking agents, tour operators, hotels providing only accommodation, etc. Elements of all types of market can be seen at different points of the tourism activity chain. Planning policies are done according to the type of market structure. Figure 2.2 presents such a tourism activity chain that incorporates important elements of a common tourism system.

Tourism in Uttarakhand

Tourism has become a competitive industry in the Uttarakhand state of India in the recent years. The location of the region and its richness in biodiversity has become a place of attraction for tourism industry. This state has the state-of-the-art infrastructure so as to develop tourism industry to its best. Uttarakhand being the land of

hills, mountains, plateaus, rivers, forest and varieties of exotic flora and fauna attracts large number of foreign tourist to this land. According to a report by Dixit (2005), tourists visiting Uttarakhand can be categorized into three major categories. These tourist classes are:

Pilgrims / Religious tourists, Pleasure tourists / Holiday Makers.

Special interest tourist / Adventure and Nature Lovers. Ryngnga (2011) focuses on the measures needed to be taken by the Government of India to identify tourism as a priority sector and promote tourism in the different regions of the country. Uttarakhand featured in the eighth position in the top ten states in India in terms of number of domestic tourist visits (in millions) during 2009, a list topped by the state Andhra Pradesh, which incidentally hosts a number of famous spiritual places and tourists respectively in the year 2009, according to a survey conducted by the Ministry of Tourism, Government of India. The domestic tourists have better interests toward this state. The state, on the other hand, closely follows the national annual growth rate, it is clearly revealed. Of the many tourists coming to Uttarakhand a striking figure come for spiritual tourism. The projected forecast for foreign tourist visits by 2012, 2017 and 2020 in Uttarakhand are estimated at 0.227 million, 0.399 million and 0.703 million respectively by a survey conducted by Uttarakhand Tourism Development Board.

Developments in Tourism Research

Today, tourism industry has become a real threat for the core manufacturing sector industries in the recent times. As a result, researches in this area have also been observed to be increasing. Hamilton-Smith (1987), proposed a conceptual framework relating tourism to humane leisure. There has been a considerable number of published literature on concepts and scopes of different aspects of tourism. An early seminal contribution to the basic economic analysis and theoretical and applied approach as applicable to the tourism sector is highlighted by Mukhopadhyay (2007). Crouch and Ritchie (1999) studied the link between societal prosperity and tourism using a competitiveness framework. The authors also proposed a conceptual model to demonstrate the links. Crouch (1999) in his study found that each society is faced with the decision of how best to provide for the well-being and quality of life of its citizens. The study also examines the ability of a tourism destination to contribute to the economic prosperity that provides the concept of quality of life. In an earlier work, Leiper (1979) went one step further and proposed a framework for the general study of tourism that could be applicable for several sectors like academic research, education, business and government arenas of tourism by using economic, technical and holistic approaches. Likewise, Oh et al. (2007) proposed a measurement model based on four realms developed by Pine and Gilmore (1999) which is applicable to lodging. The authors demonstrated how the measurement scale can be further refined for adoption by destination marketers. Performance measurement is applied to some extent in tourism research. In a classical work on ethical aspects of tourism, Wheeler (1995) observed that ethical marketing of tourism products advocates promotion of destination to attract larger number of tourists. The concept of 'authentic-seeking', considered within the context of tourism and focusing on the opportunity for Scotland was well discussed by Yeoman et al. (2007). While working on a different approach, Tribe (2008) explored new ways of mounting virtual exhibition in tourism art. This new innovative method is called "virtual curating" which is applied to interrogate written texts.

Adventure: A desire to know unknown

Adventure tourism is a large but little-studied sector (Buckley 2004). Definitions of adventure tourism have traditionally been centred on adventure recreation (Hall & Weiler, 1992). Many studies accept adventure recreation as its integral part (Christiansen 1990; hall 1989). Adventure is an evocative term. "Adventure speaks of beginning boldness and power. Adventure connotes participation and active involvement in the life. An adventure, a quest, begins because of a human desire. a drive to experience which is hidden and unknown" (Quinn, 2003). Quinn is of the view that human desire or drive to experience what is hidden or unknown initiates adventure. In the same line of thinking, Dufrene (1973) states: "We are attracted by a deep forest or lake because it gives the impression that there is some truth to discover, some secret to abduct from the heart of the object. It is the eternal seduction of the hidden". The idea derived from the above definitions is that adventure is generally assumed to describe an undertaking that is exciting and unexpected. According to Swarbrooke et al., (2003) the following characteristics can be used to measure whether a given activity can be classified as an adventure:

- 1) Uncertain outcomes
- 2) Some element of danger and risk
- 3) Challenge
- 4) Anticipated rewards
- 5) Novelty
- 6) Stimulation and excitement
- 7) Escapism and separation
- 8) Exploration and discovery
- 9) Absorption and focus
- 10) Contrasting emotions

Research Gap as observed from the review. Uttarakhand is blessed with the locations ideal for adventure tourism. however, hardly much literature is available on the current scenario and potential of adventure tourism in the state of Uttarakhand. It is noted that most of the reviews relied on the Uttarakhand as spiritual or pilgrimage destination. Scholarly focus on the present status and potential of Uttarakhand as adventure destination is lacking. In spite of having huge scope. very few researches are done on the need of strategies for developmen t of adventure tourism in Uttarakhand particularly. A systematic study in this area will thus help in understanding the current status and contribute in development of adventure tourism in the state of Uttarakhand. Central Department of Tourism & Summer Resorts (2014) has defined tourism as "Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a country to another for performing a specific task, or it is a visit to a place or several places in the purpose of

entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history” Tourism is an important industry which depends upon history, culture, science and environment. Tourism directly influences the revenue of all nations all over the world. Tourism leads towards development of work opportunities, development of industries, and several investments are also made to serve and increase nation’s performance. It also distributes their history, civilization, and traditions among the visiting tourists and acts as promoter of local culture.

Adventure tourism: it is defined as a type of tourism which is concerned with exploration or traveling with an apparent risk. It has got potential, and it requires exhibition of specialized set of skills and physical exertion by a tourist. Adventure tourism has grown in terms of popularity, various packages provided by the tourism organizations include adventure tourism activities in their package.

Adventure Tourism in India When a traveller opts for tourism with adventure in its itinerary, it is termed as adventure tourism. It can be trekking, cycling, mountaineering, paragliding etc. This section of the chapter briefly examines the earlier work done by the scholars about adventure tourism in India. Dutt (1991) in his article discussed about the broad range of opportunities available for adventure tourism in India. The author also assessed adventure tourism's development potential and considers briefly the negative environmental impacts which are observed in Indian environment. In the study author found out that during the last 10 years there has been increase in interest exhibited by traveller in various adventure activities in the form of outdoor sports, mountaineering, wildlife watching, trekking, camping, whitewater rafting, car rallies, heli-skiing, angling and other pursuits. Thus author indicated that there may be potential for further growth in this field of adventure tourism. Kent, et al. (2012) in their research examined the role of stakeholder adventure tourism at Nanda Devi Biosphere Reserve (NDBR), Uttarakhand, India, with an aim to identify opportunities for achieving sustainable adventure tourism. The researchers interviewed, trekked and were involved other activities which revealed that organised adventure activities were still in the nascent stage. They found that trekking was the most popular activity. They stated that roles of various stakeholders was not clearly defined, but the State Forest Department is playing a lead in the rapidly evolving network of relationships among adventure tourism stakeholders. They also found out that a significant opportunity exists for a more systematic approach to adventure tourism planning that builds on the existing strengths of the various players.

Objectives of the Study

- To acquaint us with the rural settings so that we can develop an understanding of rural processes, activities, institutions and diverse development parameters.
- To establish a network and develop cooperation among people with origin in Khairna working in tourism sector in different parts of the country with an aim of creating new job opportunities for them.
- To study the impact of tourism on society & culture, and tourism as a measure for poverty

eradication and generation of employment in khairna village.

- To bring to light the present status of the adventure tourism and its potential in the village of khairna.
- To identify the problems associated with the development of adventure tourism in Khairna.
- To prepare an action plan for speedy development of adventure tourism in Khairna.
- To create awareness and conduct training and research in the field of tourism in areas such as new destinations, and eco-tourism villages, homes stays etc. with aim to promote tourism in Khairna based on its values and culture
- To conduct, encourage and promote studies and research in the field of Yoga, Meditation, Nature care etc.
- Hold seminars, workshops, and to establish educational & vocational training institutions, in urban, rural and backward areas, and to provide professional assistance with regard to promotion of tourism.
- To promote and revive the traditional arts and crafts of Khairna village, and create new opportunities for various art forms such as literature, Folk dances, Music and other performing arts.
- To provide all types of assistance and opportunities to children and young artistes from the village.
- To grant scholarships and provide financial aid to poor and meritorious students in the field of the profession of tourism.
- To print, publish or/and distribute magazines, newsletters or any other literature in print or digital media for the promotion of the above objects.
- To give or award prizes for excellence in the field of Tourism sector in Uttarakhand.
- To initiative talks with local and central government as well as private bodies for the promotion of tourism in the village.
- To study the impact of tourism on Society & Culture and tourism as a measure for poverty eradication and generation of employment in Uttarakhand state.
- To work for empowerment and capacity building of women and girls through Skill training, Seminar, workshops and any other mode useful for upliftment of women in society.
- To organize adult educational programs for illiterate women from marginalized sections.
- To coordinate with the government in providing health & nutrition services for women, children and elderly people.

- To promote research on social problems to assist the government formulate tourism policy and develop new strategies for development.
- To provide entrepreneurship and skill development training in the field of tourism to socially and economically weaker sections of population for self-employment.

Hypothesis of the Study

The project is undertaken is not of an empirical nature. It is descriptive and the broad analysis have been drawn from surveys related to the village and the opinions of the residence. It is because of these factors that no testing tools have been used to establish and validate the hypothesis. Therefore, the hypothesis are framed is a genual format considering the possibilities and the feasibility of entrepreneurial possibilities.

H1(Null): Entrepreneurial oppurtunities evolving high technology are not possible in the village.

H1(Alt): Entrepreneurial oppurtunities evolving high technology are possible in the village.

H2(Null): Specialised skilled are available in the villages.

H2(Alt):Specialised skilled are not possible in the villages.

H3(Null): There is possibility of big investments in entrepreneurial ventures.

H3(Alt): There is no possibility of big investments in entrepreneurial ventures.

H4(Null): Good marketing channels and communication are not available in rural areas.

H4(Alt): Good marketing channels and communication are available in rural areas.

H5(Null): There is no significant impact of the destination facilities.

H5(Alt):There is significant impact of the destination facilities (accessibility, connectivity, Visitor Information Centre, variety of adventure activities options and value for money adventure packages) on adventure tourist satisfaction visiting khairna.

H6(Null) : There is no significant impact of the destination availability of food and Accommodation

H6(Alt):There is significant impact of the destination availability of food and accommodation(, reasonably priced accommodation, hygienic rooms, restaurants availability and good quality food) on adventure tourist satisfaction visiting khairna.

H7(Null): There is no significant impact of the destination safety and security.

H7(Alt): There is no significant impact of the destination safety and security(adequate safety measures, good quality equipments, competent trainers, sufficient medical insurance covers and low travel warnings and crime rate) on adventure tourist satisfaction visiting khairna.

H8(Alt):There is no significant impact of the destination aesthetic appeal.

H8(Alt): There is significant impact of the destination aesthetic appeal(natural beauty, refreshing environment, crowd at adventure destination and sustainable adventure tourism development practices) on adventure tourist satisfaction visiting khairna .

Analysing the possibility and feasibility in terms of these hypothesis established are survey reveals that these hypothesis cannot be substantiated and Therefore, Alternative Hypothesis need to be considered.

The residence belong mainly two middle income group with a significant Proportion at the BPL level large investments would not be possible. This is the case for both owned and loaned funds. The quantum of loaned funds through governmental agencies and banks depends to a large extend on the level of present income as it represents the repaying capacity of the borrowers.

Actions Planned to address the problem

1. Due to various campaign, meetings we can give the information about the tourism industry to the villagers. So, that the people of village know about the tourism and can generate their income through the tourism industry.
2. Make optimal use of environment resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
3. There should be strict conservation laws that protect and promote the tourism and other developments, notably also the establishment of facilities that would help to protect the environment such as refuse collection and disposal.
4. In the village their should be proper availability of efficient public transportation, traffic management. 5. As the village did not gain any publicity about therefore the visitors to the spots from and other state are less in number. It is suggested that the intensive publicity is to be given by the tourism department about the importance of tourism spots and occasions in the village.
6. Tourism must get awareness of potential tourist in the Khairna village by the help of proper advertisement.
7. That proper information booklets are produced to explain to visitors about the unique culture of the place and explain the do's and dont's such as the proposed countryside code proposed under the tourism strategy.

Implementation of Action Research Steps

1. Firstly we have to decide what enterprises, programmes or project we want to investigate

i.e. its our adventure tourism in Khairna village.

2. Then we have to give brief background of the tourism i.e we have to do surve for tourism in Khairna.

3. Then we have to state the problem i.e, related to the tourism industry in Kairna village as, the don't know the information about adventurous tourism like trekking, river rafting, skiing etc.

4. Main objective for growth of Tourism Industry is-

- Awareness of Tourism in village.
- To identify factor affecting the tourism sector in the village-
 - We have to identify the key recommendation for a successful enterprise, programmes or projects is that what do villagers need to know and what do we do for them to be successful in industry.
 - We have to set a questionnaire to assess what village people know or what they don't know about the tourism industry.
 - Construct a questionnaire i.e, why do we plant the tourism sector? Why it is helpful in generating income?
 - We have to interview the village people.
 - Deciding of the sampling strategy an techniques i.e, it may be probability and non- probability sampling methods.
 - Then we have to construct our research design table so that we can collect data in systematic way. i.e, primary and secondary data bases.
 - Administer the test so that respondent in our sample answers all the questions in the test.
 - At last identify opportunities for improvement. That is if we think the villagers have less knowledge then we have to give them training.

Process of Implementation of the study

Getting our Strategy ready for Implementation: Although the topic of implementation may not be the most exciting thing to talk about it's a fundamental business practice that's critical for any strategy to take hold. The strategic plan addresses that What and Why of activities, but implementation addresses the who, where,whenand how. The fact is that both pieces and critical to success.

Covering All our Bases: As a business owner, executive, or department manager, our job entails making sure our

set up for a successful implementation. Before we start this process, evaluate our strategic plan and how we may implement it by answering a few questions to keep our self in check.

(a) Are there sufficient people who have a buy-in to drive the plan forward?

(b) How are we going to motivate our people?

(c) Have we identified internal processes that are key to driving the plan forward?

Making sure we have the support: Often overlooked are they five key components necessary to support implementation: people, resources, structure, system and culture. All components must be in place in order to move from creating the plan to activating the plan.

Determine our plan of Attack: Implementing our plan includes several different places and can sometimes feel like it needs another plan of it own..

(a) Produce the various versions of our plan for each group.

(b) Roll out our plan to the whole village.

(c) Set up annual strategic review dates, including new assessments and a large group meeting for an annual plan review.

Data collection and Analysis

(a) Primary Data Adventure tourist who visited the khairna village were surveyed. The questionnaire consisted of the elements of adventure tourism and tourist's demographic and travel behavioural characteristics .adventure destination attributes were identified and classified under five dimensions: aesthetic appeal, facilities, marketing awareness, food and accommodation, safety and security.

(b) Secondary Sources The data have been collected mainly from various books on the relevant subject matter. The journals and periodicals have been thoroughly scanned to Annual reports of the concerned ministries and directorate have been consulted for the requisite numerical and non-numerical data. Some unpublished thesis and dissertations have also been studied to analyze the problems. Issues and challenges of adventure tourism development in India and particularly of place where you want to set a tourism industry. The articles, write-ups and abstracts of the prominent reports on tourism and adventure appearing in the business dailies have been consulted to examine the issues critically. The various informative websites have provided substance and valuable support for the framework of the thesis.

SWOT ANALYSIS

Strengths:

- ❖ Existing range of trekking paths and circuits.
- ❖ Successful conservation regulations curbing encroachment of development into natural areas.
- ❖ World class tourism assets and in some cases unique to attract a varied customer.
- ❖ Sites of significant cultural, historic value.
- ❖ Committed private sector association, particularly in the hotel sector.
- ❖ Places of religious and spiritual significance, aligned with geographical features (Kaichi Dham)

Weaknesses:

- ❖ Lack of proper accessibility.
- ❖ Almost all urban environments are very poor quality in terms of overall appearance.
- ❖ Little to no awareness of potential and needs of nature tourism among many operators of government agencies.
- ❖ Lack of coordination among Government agencies.
- ❖ Low environmental awareness among overall population , domestic tourist, resort owners and developers.
- ❖ Competition from other states.
- ❖ Lack of marketing strategy .
- ❖ Lack of market research to understand the profile of visitors, their perceptions, demands and satisfaction levels.

Opportunities:

- ❖ Very large overall carrying capacity given the immensity of the natural environment.
- ❖ Some private sector experience in running quality tourism accommodation.
- ❖ Relatively large rural population offers oppurtunities for local training and participation in tourism.
- ❖ Cultural distinctiveness in dress, folklore and local products can promote village development.

- ❖ Facilities and services market can be upgraded to an appropriate level for the targeted markets.
- ❖ Great potential for mountaineering and high-altitude trekking out of towns that can be reached by road (Kumaun region). Huge potential for nature tourism.
- ❖ Public institutions and private sector can coordinate their marketing efforts and work in partnership.

Threats:

- ❖ Continued neglect of urban environments, basic amenities and overall cleanliness (e.g. food preparation.)
- ❖ Continued lack of understanding and application of ecotourism principles.
- ❖ Overzealous conservation regulations in forest areas will hold back ecotourism development and global warming.
- ❖ Additional traffic and pollution from cars and visitors. Continued poor environmental awareness of general population and tourists.
- ❖ Little to no participation of local people in tourism.
- ❖ Lack of effective management plans. Unfocused marketing campaigns.
- ❖ Lack of coordination between different public sector bodies as well as private sector.
- ❖ Implying high quality facilities in the advertising message without delivering the amenities and services will have negative effect on the image of the village.

Demographic Profile of Tourists

After the analysis of the demographic profile of the tourist, it was found that 341 visitors were Indian and 109 were foreigner among the 450 respondents in which 294 were males and 156 were females. Different age groups of the respondents were also found. Among 450 tourists majority were between 26 to 45 years, contributing 52% of the total visitors. This age group was found to be high as in this youth with their families were visiting Uttarakhand for different tourism activities. Also parents with their kids were found to be in respondent, though only response of individuals above 18 were taken in consideration for getting sensible and better results. Visitors above 55 years were found to be least in numbers and added as 55 out of 450, which were visiting either for mainly for family visit or religious purposes. Demographic profile also depicted that 265 were married where 185 were single or unmarried, which shows that a little higher ratio was contributed by married travellers than unmarried. As far as religious beliefs of tourists were concerned, it was found that 50% of the total tourists were Hindus which is also clear as Uttarakhand has many places of religious importance of Hindus. Second place was occupied by Muslims, 101 out of 450. Christians also contributed as 89 out of 450 in which most of them were foreigners. Remaining tourists were from other religions like Sikh, Buddhist etc. and formed little part of the total respondents.

Travel Behaviour of the Tourists After analyzing the travel behaviour of the tourist, it was found that main purpose of visit of the tourists was recreation having the highest percentage of 30 followed by pleasure trip with 22.2%. Pilgrimage found to be ranked at third by forming 15.8% followed by cultural and heritage tourism with 10.4%. In cultural and heritage tourism category, it was also found that mostly foreigners were involved. About 75.7% of the total tourists visited the destination for more than one day ranging up to one week. Day visitor contributed only 7.6% while 16.7% preferred to stay for more than one week. Mostly the tourists visited the places with their family or friends with percentage of 50 and 25.6 respectively. 19.1% of the tourists visited with their spouse. Very few visited alone and some did not disclose who, they travelling with so opted for the 'others' category with 2 and 3.3%.

Industrial Policy of India

India has been pursuing a policy of economic liberalization since the announcement of a statement on Industrial Policy in 1991. The important policy measures and simplification of procedures undertaken since then include:

- Liberalization of industrial licensing
- Liberalization of location policy
- Introduction of Industrial Entrepreneur's Memorandum (IEM)
- Promotion of Foreign Direct Investment (FDI)
- Simplified procedure for foreign technology agreements
- Introduction of non-resident Indians scheme and
- Rationalization of MRTP Act

Policies for Tourism

National Tourism Policy: The National Tourism Policy 2002 seeks to position tourism as a major engine of economic growth and to harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism. The policy also recognizes the critical role of private sector with the Government working as pro-active facilitator and catalyst. The stated key objectives of the policy are

- (i) positioning and maintaining tourism development as a national priority activity,
- (ii) enhancing and maintaining the competitiveness of India as tourism destination,
- (iii) improving India's existing tourism products and expanding these to meet new market requirements,
- (iv) creation of world class infrastructure and (v) developing sustained and effective marketing plans and programmes.

The policy statement also includes a comprehensive list of strategies and programmes for achieving the stated objectives. These include

- (i) positioning tourism as a national priority,
- (ii) enhancing India's competitiveness as a tourist destination,
- (iii) improving and expanding tourism product,
- (iv) creation of world class infrastructure,
- (v) evolving effective marketing strategies,
- (vi) creating an Indian tourism brand image
- (vii) strengthening market research and
- (viii) use of digital technology for marketing.

Tourism Policy of Government of Uttarakhand The Tourism Policy of Government of Uttarakhand recognizes that its unlimited tourism potential has not been fully realized in the absence of a planned and coordinated tourism development strategy, inadequate capital investment in tourism infrastructure and limited private sector participation. Based on this recognition, the policy has set out the following vision in the context of tourism development in the State.

- To place Uttarakhand on the tourism map of the world as one of the leading tourist destinations, and to make Uttarakhand synonymous with tourism.
- To develop the manifold tourism related resources of the State in an eco-friendly manner, with the active participation of the private sector and the local host communities
- To develop tourism as a major source of employment and income/ revenue generation and as a pivot of the economic and social development in the State.

Conclusion

India is showing a remarkable progress in the sphere of tourism industry. In other words Indian tourism industry is fast shaping the destiny of national economy. The sunrise sector, adventure tourism occupies a unique place in the tourism paradigm and is among the fastest growing niche markets in the sector. Indian adventure tourism is on an upswing and recording double digit growth according to industry estimates. There is a dire need for a revised policy on tourism focusing on holistic developmental approach and sharing of adventure tourism best practices at the grass-root level to support the sustainable growth of adventure travel in the state.

- Adventure tourism is a type of tourism that implicates a journey at remote areas, where the traveller wait for what is unexpected. The tourists search unusual and different holidays. They want passing moments of adrenalin and experiment new sensation.
- We are very interested in this kind of tourism because it is very different to it we are accustomed. It offers a lot of different possibilities to do, according with your idea or that you want to do. We thing feeling this sensations is one of those worthwhile things. What are the adventure tourists looking for?

A literature review was performed on articles about the motivations of adventure tourists. The literature review revealed that adventure tourists were motivated to go on holiday for the same reason as leisure tourists, that were motivated by reasons such as personal development, adventure, excitement, prestige, experience different cultures, socialization and meeting people with similar interests besides that adventure tourists were looking for more excitement in the experience that had to involve risk taking, self-discovery and rare bird and animal species, wild and rugged destination environments and suitable natural resources.

During the travel adventure tourists want to explore and discover, learning about new places and people. Culture that has been an important motive for adventure tourists has changed to 'cultural understanding', as it no longer is enough just to visit the culture, the tourists want to understand the culture and through participation be engaged in the experience. Previously was risk an important element in adventure travel, but it is not a motivator in itself anymore. Instead are adventure tourists looking for experiences where they can match their skills and competences with the situational risk, looking for a transformative experience with the opportunity for personal growth and challenge, giving them a life changing experience.

Major conclusions of the present review of literature can be summarised as:

- Researches in the sector-based tourism are increasing significantly in the recent years.
- There is a remarkable economic implication associated with the growth in spiritual tourism in the Uttarakhand state of India.
- There has been a substantial increase in research interest in the area of spiritual/pilgrimage tourism, especially, in the current decade. Increase in the published literature in the second half of the current decade is almost four times that of the first five years.
- Spiritual tourism as a subject of scientific research is still in its infancy. Many aspects like infrastructural development and requirement, destination analysis, segmentation of destination, demographic segmentation of tourists are yet to be explored well.

Tourism promotional strategies help marketers to communicate with the potential tourists by creating demand of services and hence converting them to actual tourist. Advertising, sales promotion, publicity, direct marketing and word of mouth are different components of tourism promotional mix. Various promotional strategies have been taken into account for promoting tourism in Uttarakhand, but in comparison to other states the tourist inflow is lagging. Hence, there is a need of efficient promotional strategies for creating tourism demand, destination image and destination loyalty.

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Note-If any other observation for ODF sustainability, kindly describe

Under the Swacch Bharat mission focused on ODF (OPEN DEFECATION FREE) As more villages and districts across the country are becoming free from open defecation, it is important to focus on sustainability. In every village, village authority should check the sustainability of the village. As many villages they throw the waste in roads and grounds so, village authority should take action.

**The Case Study of Rural Immersion on
Nalni Village**

**Tanuja Arya
Kumaun University, Nainital**

CERTIFICATE

This is to certify that **Tanuja Arya** student of **IPSDR, HERMITAGE COLLEGE, NAINITAL** has successfully completed the two month "Rural Internship Programme" conducted by Mahatma Gandhi Council of Rural Education, Government of India Hyderabad.

Date:24-02-2020

Place: Nainital



Atul Jashi
(Prof. Atul Jashi)
Signature

(Name of Principal)

(College Seal /Stamp)

Institute of Professional Studies
and Development Research
The Hermitage Kumaun University
Nainital (Uttarakhand)

DECLARATION

I hereby declare that the project work entitled "**The Study of Rural Immersion program on Nalni Village**". Submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance of **Mr. Chaman Kumar, IPSDR , HERMITAGE COLLEGE**. The results embodied in this village report have not been submitted to any other Organization or University.

Date: 24-02-2020

Place: Nainital

Tanuja
Signature of Intern

(TANUJA ARYA)

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TANUJA ARYA
KUMAUN UNIVERSITY, NAINITAL

S No	Contents
1.	Introduction to the Village
2.	Identification of Problem
3.	Review of literature
4.	Objectives of the study
5.	Hypothesis of the Study
6.	Actions Planned to address the problem
7.	Implementation of Action research Steps
8.	Process of implementation of the study
9.	Findings
10.	Conclusion
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12.	Annexures (Survey questionnaire/ photos/ any other supporting document)

ABSTRACT

The present study was conducted in Nalni village. NALNI village is located in Nainital district of Uttarakhand. It is situated 21km away from Nainital, which is both district and sub–district headquarter of Nalini village. The total geographical area of village is 73.64 hectare.

This village has abundant natural resources like forest, mountains, water etc. The people are migrating from the village in search of jobs, education and health facility. There is an urgent need to strengthen the village and this can be done by starting the new entrepreneurial projects in Nalni village.

In my opinion Homestay is the best way to experience the famed Himalayan hospitality of Uttarakhand. Nalni village is perfect for this type of business as many tourists came Nainital in season time and there is too rush in the hotels at this time. So Nalni can provide the homestay facility to the tourist as it comes in the way to Nainital.

Keywords: Nalni village, Natural resources, Hospitality, Homestay, Eco-tourism

Introduction to the Village



Nalni village

Village - Nalni

District - Nainital

Tehsil - Tallital (Nainital)

Block - Bhimtal

Geographical Description

NALNI village is located in Nainital district of Uttarakhand. It is situated 21km away from Nainital, which is both district and sub–district headquarter of Nalini village. The total geographical area of village is 73.64 hectare. Village in Nalni Gram Panchayat, Ghatghar, Kanal, and Moti Bagh and Nalni.

Climate Description -

Nalni enjoys a cool and pleasant climate all through the year. Nalini experiences moderate to heavy rains during monsoon. The maximum temperature during monsoon months is 18°Celsius and the minimum is 10°Celsius. Winter in Nalini begins from November and extends till mid March.

Village Functionaries

Block Pramukh - Mrs. Geeta Bisht

Gram Pradhan - Mrs. Bachi Singh Adhikari

Block Development officer - Mr. Santosh Kumar Bisht

Village Development Officer - Mrs. Kiran Mehra

Schools Teacher - One primary and one Inter college. Fifteen teachers in inter college and three in primary school.

Primary Health Center staff - One ANM, one assistant and three ASHA workerS.

Demographic Profile

Population

Nalni village panchayat has a total population of 600 people about 85 families' lives in above poverty line whereas 30 families lives in below poverty line. Hinduism is prevailing in Nalni village. People of Nalni are mainly engaged in agriculture activity along with cattle farming and dairy farming. There is no market in Nalni. The nearest market is Kaladhungi about (15km) and Nainital (21km). Nalini village is converting into a Ghost village. People are migrating from here in search of employment. The people here are not influenced by the modern life style of city life. The major language spoken here is KUMAUNI (Dialect).

Gender Ratio - Male Percentage - 45.833% Female Percentage - 41.67%

Age Structure

1. Age between 0 to 20 years- 50
2. Age between 20 to 40 years- 275
3. Age above 60 years-105

Religion- Hinduism

Caste General, SC

Households in APL and BPL Categories

APL- 85 families

BPL- 30 families



Economic Profile

Occupation and Professions - Farming, cattle farming and dairy farming.

Size of land holdings- Total Geographical area is 73.64 hectare and 11 hectare is used by the people for their Residence and agriculture purpose.

Village Market

The nearest market is Kaladhungi (15 km) and Nainital (21 km).

Manufacturing Activity

No such activities are taking place in Nalni.

Entrepreneurial Initiative- zero

Role of NGOs and SHGs-Vimarsh Sanstha is an NGOs which come for a visit every year in Nalni. The NGOs keeps on checking the development programme in Nalni.

Instances of Reverse Migration- No

Literacy and Education profile



Households



Intermediate college

Literacy Rate- 60%

School Enrolment- 15 in primary level

School Dropouts- zero

Avenues for higher education- For higher education people of Nalni go to Nainital or Haldwani.

Avenues for technical and vocational education-Government Polytechnic Nainital and Kaladhungi is a technical educational institute which are at the nearest distance of Nalni.

Opportunities for skill enhancement-No opportunities are available in Nalni village.

Specific/Distinct Features

Culture - They follow Kumauni culture.

Traditions-The Jagar rituals is performed by the natives of Nalni to evoke their local deities as well as the spirits.

Fairs and Festival- There is no special fair is organized in the village Nalni.



Pathway to Nalni village

Identification of the Problem

Village Nalni is a beautiful village situated in the Nainital district. This village has abundant natural resources like forest, mountains, water etc. In my visit to village is becoming a ghost village. The people are migrating from the village in search of jobs, education and health facility. There is an urgent need to strengthen the village and this can be done by starting the new entrepreneurial projects in Nalni village.

In my opinion Homestay is the best way to experience the famed Himalayan hospitality of Uttarakhand. Nalni village is perfect for this type of business as many tourists came Nainital in season time and there is too rush in the hotels at this time. So Nalni can provide the homestay facility to the tourist as it comes in the way to Nainital.

People follow the ancient Vedic tradition of 'ATITHI DEVO BHAVA' OR 'GUESTS ARE GOD' and they welcome their guest with open arms and offer personalized care and services.

Homestay is a form of a tourism or study abroad that allowed visitor to rent rooms for local families. A homestay family can serve great support system and can be an excellent resource in your times of need.

This type of business is best suitable for the Nalni village.

Review of the Literature

A homestay is staying in someone's home as a paying guest for short time period where the guest are provided with budget friendly accommodation and services by individual family and the local community. There are many registered Homestays available in this heavenly state of India where on explore rural locality full of splendid natural surroundings, enjoy local culture and cuisine, explore hidden spots; all this with the help of native people. The options and services are many and diverse, Choose from living in ancient wooden 'Havelis', heritage buildings, village huts or contemporary residences. Take home some precious memories. Opt from the list of Home stays available in different districts and maximize your holiday experience.

When you choose Homestay in Uttarakhand, you also;

- 1- Help boost the rural economy.
- 2- Sustain ecology by minimizing migration.
- 3- Help in conserving local culture and tradition.

In order to improve the rural economy in the state and provide livelihood to the people, Uttarakhand government has given green signal to the ambitious homestay scheme in the state. The nod to the scheme was given in the recent cabinet meeting. According to this scheme, the government hopes to develop around 5000 homestays in the state by 2020; the government will also offer subsidies and concession to the people who will be covered under this scheme.

Sarmoli, A Himalayan Village of Homestay

Generating employment alongside sustainable development is the biggest challenge in the remote villages of Uttarakhand. Mallika Viridi, the sarpanvh of Sarmoli Village, was among the pioneers of rural tourism in the villages around Munsiri in Uttarakhand who started a homestay program in Sarmoli village in 2004. More than 15 local families of the small village opened their homes to travelers. Sarmoli village is close to munsiri in district pithoragarh, Uttarakhand. Travelers can contact the coordinator.

Objectives of the Study

- 1- The main objective of this study is to uplift the standard of living of the people of Nalni.
- 2- To empower the village so that people do not migrate from here.
- 3- Generating employment opportunities in the village.
- 4- To promote the culture and lifestyle of the Nalni people.
- 5- The homestay concept aim to promote households to earn an income from tourism directly.

6- A homestay can greatly build a team's reach within the community.

Hypothesis of the Study

A research hypothesis is a predictive statement, capable of being tested by scientific methods that relates an independent variable to some dependent variable. Without an appropriate hypothesis, labour is wasted in fruitless research. Hence, in the light of above objectives of study, the following hypotheses have been formulated.

Null hypothesis: H₀

1- Null hypothesis for tourists who stayed in a homestay: The satisfaction of tourists on various features of homestays are equally distributed.

2- Null Hypothesis for Homestay operators:

a- Opinion of homestay operators on various socio-cultural issues are equally distributed.

b- Opinion of homestay operators on economic issues are equally distributed.

c- Opinion of homestay operators on current operational practice of homestays are equally distributed.

Alternative hypothesis: H_a

1- Alternative Hypothesis for tourists who stayed in a homestay: The satisfaction of tourists on various features of homestays are not equally distributed.

2- Alternative Hypothesis for Homestay operators:

a- Opinion of homestay operators on various features of homestay are not equally distributed.

b- Opinion of homestay operators on economic issues are not equally distributed.

c- Opinion of homestay operators on current operational practices of homestays are not equally distributed.

Actions Planned to address the problem

1- First step is to decide what type of homestay facility you want to give

- Short term vacation house
- Mid-term accommodation
- Long term village solution
- Full property management system

2- The homestay should be well furnished and equipped.

3- Availability of resources like human resource which will be needed for providing service to the customer.

4- Arranging the finance for starting the homestay business.

Implementation of Action Research Steps

Choosing a Location

One start with deciding how far room the city they want to go, as most home stays are quieter, more private areas.

It's also important to be mindful of other stay option around and give a thought to the activities one can do when there – for example, strawberry picking in Mahabaleshwar, adventure in Matheran. A large percentage of homestay guests come through weekend gateways and holidays with families and friends, so it's ideal to be located at driving distance from a major city.

Investment

Two factors influence the cost of setting up a homestay: the location and the kind of property you want to be, says Karthik Davey, who owns Dhole's Den in Bandipur. The former determines transportation costs, while the latter will affect all small and big cots- from construction to amenities. Unless you're converting an existing home into a homestay, setting up a homestay is a significant investment.

Process of Implementation of the Study

The Process is quite simple

While they initially handled by the state government, applications are now accepted and processed at the district level itself, "This makes it easier for establishments in smaller towns and village to apply." After submission of the application form, representatives of the districts government come in for a surprise inspection, following which the homestay is recognized and rated as per available facilities. The process of acquiring an electricity connection is the same as that for a home, and the taxes vary from state to state. Once initiated, the application and registration procedure takes a few months, but the entire process takes a couple of years to be completed

As for amenities and services, go local

Use local resources for everything from décor to staff, which makes the process faster and cheaper. Locals "are stakeholders in the process," and the target is based in local markets, as a opposed to out of it. Treat it like a home, but don't compromise on comfort and attention to detail. As, "It should feel like a home but function like a hotel."

After the Launch Marketing

Before putting word out there, get your friends families and influencers – travel bloggers, for instance – to try out the poverty.

Online representation is good for understanding what people are thinking.

Challenges regularly faced

Besides state – specific bureaucracy, security too can be an issue. Make sure you have a CCTV at the reception, and keep records of guest's identify proofs as a precautionary measure. One makes locals part of the process to

help with site- specific problems that may arise from time to time. As for unruly guests and troublemakers', remember that a homestay is, after all, a private property.

Findings

The business of homestay has a great possibility in the Nalni village because people here are too good in hospitality and also it is the perfect place for the tourist to spend their vacations.

Conclusion

Running to the hills every time the drudgery of city life gets under your skin is ideal. But if really want to shut out the noise, try spending a weekend getting a first- hand experience of the village life. Which means walking up at a villager's house, eating their home cooked food and sharing their lifestyle. That's what Amala Menon wants you to experience through her initiative called Save Gram. Through traditional home stays, the initiative lets its guest experience the local life in village up close. They also encourage the villagers and farmers to grow organic food and increase their income streams by selling the produce.

"We encourage them to think of retaining the beauty of their villages by modernization only where required for speed and comfort, but retaining what is good in terms of sustainable methods of architecture and farming," Amala told TBI.

The options are plenty. In Garhwal, you can learn the local song and dance, grow organic crops, practice yoga or go for a short trek.

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Annexures

Annexure 1

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	NALNI
2	Address of the Village	Village – Nalni, Bhimtal Block, District- Nainital
3	Name of Sarpanch / Contact Person	Mr. Bachi Singh Adhikari
4	Date of Visit	16 January 2020

Demographics of the Village		
1	Number of Men	275
2	Number of Women	250
3	Number of Children	75
4	Total Population	600
5	Number of Anganwadis	2
6	Number of Schools	3
7	Number of Primary Health Centres	2

VILLAGE SCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
2	Does anyone go out and defecate in the open in village?		No	If, Yes , Then what Action has been taken by the Village Authorities
3	Are these faeces from		No	If, Yes , Then what Action has

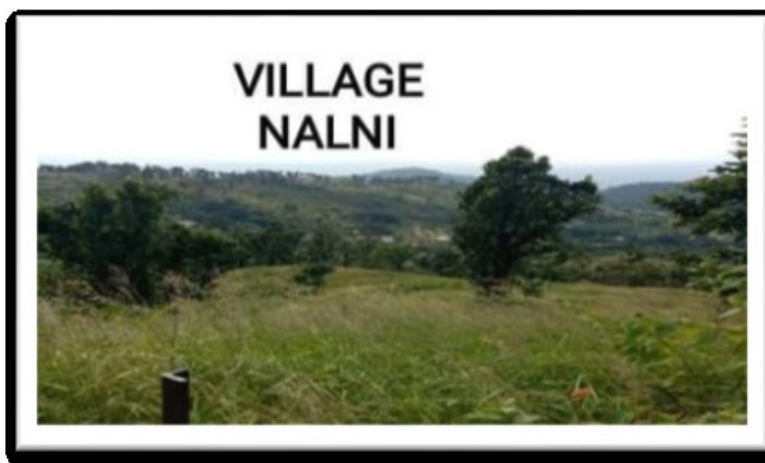
	the toilet being disposed in the river?			been taken by the village authorities
4	Is there any OD spot / excreta in an open place?		No	If, Yes , Then what Action has been taken by the Village Authorities
5	Are there institutional toilets at Schools, Anganwadis and Public places?	Yes		If, No, Then what Action has been taken by the Village Authorities
6	Is waste from restaurants, public places dumped into the river?		No	If, Yes , Then what Action has been taken by the Village Authorities
7	Is there a prevalence Of visitor/tourist OD?		No	If, Yes , Then what Action has been taken by the Village Authorities
8	Is there an institutional mechanism to check OD by insiders/outsideers?	Yes		If, No, Then what Action has been taken by the Village Authorities
9	Are twin-pit toilets common in the Village?	Yes		If, No, Then what Action has been taken by the Village Authorities
10	Are septic tank toilets (non-porous) common In your village?	Yes		If, No, Then what Action has been taken by the Village Authorities
11	Is there a P-Trap in all toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
Household Schedule				
12	Is water available in /for the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
13	Are all toilets “fly-proof” – or Hygienic?	Yes		If, No, Then what Action has been taken by the Village Authorities
14	Is the human waste disposed of in the Drain, a) Nallahs, b) Open pit; c) Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities
15	Is fecal sludge directly		No	If, Yes , Then what Action has

	discharged to waterbodies ?			been taken by the Village Authorities
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
17	Is any visible feces found in the environment?		No	If, Yes , Then what Action has been taken by the Village Authorities
18	Is there any odour of urine or faeces in the location?		No	If, Yes , Then what Action has been taken by the Village Authorities
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	If, Yes , Then what Action has been taken by the Village Authorities
20	Is child faeces disposed of in open area?		No	If, Yes , Then what Action has been taken by the Village Authorities
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	Yes		If, No, Then what Action has been taken by the Village Authorities
22	Is water available in /for the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
23	Is toilet “fly-proof” – or Hygienic?	Yes		If, No, Then what Action has been taken by the Village Authorities
24	Is the human waste disposed of in the Drain, a) Nallahs,		No	If, Yes , Then what Action has been taken by the Village Authorities

	b) Open pit; c) Ponds or river or streams or any water body etc.			Have you taken GPS enabled photographs?
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	Yes		If, No, Then what Action has been taken by the Village Authorities
27	Is there water available for use in the school toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
28	Is the human waste disposed of in the Drain, d) Nallahs, e) Open pit; f) Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
29	Is public toilet accessible to all (including Divyangs/physically challenged)	Yes		If, No, Then what Action has been taken by the Village Authorities
Public Toilets Schedule				
30	Is there a Public Toilet in the village?		No	If, No, Then what Action has been taken by the Village Authorities
31	Are there separate sections for Men and Women?		No	If, No, Then what Action has been taken by the Village Authorities
32	Is the human waste disposed of in the Drain, g) Nallahs, h) Open pit; i) Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?

TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?		No	If ,Yes Describe the process or method If, No, Then what Action has been taken by the Village Authorities
34	Is any sustainable process/method adopted for fecal sludge management?		No	If ,Yes Describe the process or method If, No, Then what Action has been taken by the Village Authorities

**Annexure 2
Village Visit (General)**



Highway



Village scene



Primary Health Centre



Office



Roadway in Nalni village



Homestay



Milk centre

**The Study of Rural Immersion Programme
in Vijaipur Village**

**Arsala Saifi
Kumaun University, Nainital**

CERTIFICATE

This is to certify that **Arsala Saifi** student of **IPSDR Hermitage Collage Nainital** has successfully completed the two month "Rural Internship Programme" conducted by Mahatma Gandhi Council of Rural Education, Government of India Hyderabad.

Date:24/02/2020

Place:Nainital



A handwritten signature in black ink, appearing to read "Atul Joshi".

Signature

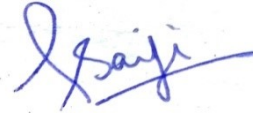
(Dr. Atul Joshi)

(College Seal/Stamp)

Institute of Professional Studies
and Development Research
'The Hermitage' Kumaun Univer
Nainital (Uttarakhand)

DECLARATION

I hereby declare that the project work entitled “**The study of Rural Immersion Program on the Vijaipur village**” submitted to Mahatma Gandhi National Council for Rural education, Hyderabad is the record of the original work done by me under the guidance of **Mr. K.K Pandey, Assistant Professor** of MBA (Rural Management and entrepreneurship Development) in IPSDR, Kumaun University, Nainital. The results embodied in this village report have not been submitted to any other Organisation or University.



(Signature of the Intern)

Date: - 25/02/2020

Place: - Nainital

Arsala Saifi

ACKNOWLEDGMENT

Preparing a project of this nature is an arduous task and I was fortunate enough to get support from a large number of people to whom I shall always remain grateful.

At the outset I am thankful to **Dr. Atul Joshi, Honorable Head of the Department**, Institute of Professional Studies and Development Research, Nainital, who provided me an opportunity to undertake this Internship Project to boost up my sphere of knowledge and technical abilities in real life scenario.

I would like to express my gratitude to **Dr. WG Prasanna Kumar, Chairman, MGNCRE, Hyderabad**; for allowing me to undertake this project under his auspicious guidance and support. I wholeheartedly thank **Dr. Debendra Nath Das, Assistant Director, MGNCRE, Hyderabad**; for providing me an opportunity to work for them and I sincerely hope that this report will serve its purpose for MGNCRE.

I shall not be discharging my responsibility adequately unless I thank **Dr. Vijaya Kumari, Senior Faculty, MGNCRE, Hyderabad** who provided me the required information whenever needed in spite of her busy schedule.

I am also desirous of mentioning my profound indebtedness to **Dr. Pradeep Joshi, Professor of MBA in Rural Management and Entrepreneurship Development** for his valuable advice, guidance, and precious time and support provided by him throughout the completion of this project.

I would sincerely thank **Mr. K.K Pandey, Assistant Professor of MBA (RMED)** forgiving me his precious time, relevant information and advice without which I would not be able to complete this project.

I am thankful to all those who have contributed towards the completion of this project report. But I would be failing in my duty if I do not mention the warm help extended to me by the people of Vijaipur as they were wholeheartedly cooperating with me all the time till the accomplishment of this project.

Also I would like to thank all those who have helped me directly or indirectly in completing the present project.

ARSALA SAIFI

Kumaon University, Nainital

S No	Contents
1	Introduction to the Village
2	Identification of Problem
3	Review of literature
4	Objectives of the Study
5	Hypothesis of the Study
6	Actions Planned to address the problem
7	Implementation of Action research Steps
8	Process of implementation of the study
9	Data Collection and Analysis
10	Findings
11	Conclusion
12	References
13	Annexure 1 : Survey on Sanitation Management and ODF
14	Annexure 2: Village visit photographs(General)

ABSTRACT

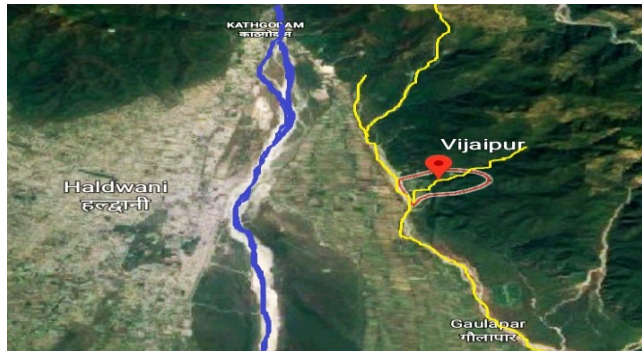
The proposed project report is focused on to find out the major problems faced by the villagers and their possible solutions while channelizing the entrepreneurial opportunities lying idle in the village. It has been discovered that the major problem of Vijaipur village people is lack of proper “Infrastructural Facilities” and “Low Agricultural productivity”. Through observation methods and personal investigations data has been collected and simple statistical tools has been used to analyse the data so that some meaningful results can be derived out of it. Through the study it has been founded that the problems of the village can be sort out by taking some serious actions as such if roads and a bridge over the seasonal river (Sukhi Nadi) can be constructed out there than half of the problems will be solved and by initiating some entrepreneurial venture in the field of Agriculture will surely increase the productivity and income of the villagers.

Thus there is a strong need for proper guidance and support to educate and make aware the villagers regarding the modern techniques of Agriculture and entrepreneurial skills at least at a basic level so that they could initiate their own venture though at a lower level but it will make them self -reliant and confident enough to take big risks in the future.

Keywords: Entrepreneurial opportunities, Infrastructural, Agricultural Productivity, Seasonal River

Introduction to the Village

Vijaipur: Overview and General Information



Aerial view of Vijaipur village

Overview

India is a country where 68.84% of the total population still resides in villages. Among the 28 states of India, Uttarakhand is one of the state housing 16,919 villages and it has divided into 13 districts. Where Nainital is the district containing 1,160 villages and its sub district Haldwani is home for 216 villages respectively.

Vijaipur is a medium size village located in Haldwani Tehsil of Nainital district, Uttarakhand and is the oldest village of Gaulapar region of Haldwani i.e. around 110 years old (claimed by the localites). It comes under Dewla Malla Gram Sabha in Haldwani block. It is blessed with fertile land composed of Red soil where various types of crops can be cultivated at a time. It is located on a semi-hilly terrain at an elevation of 443 metres from the sea level and has a moderate climate. Its scenic beauty makes it different from other nearby villages.

The occupation of Vijaipur people is Agriculture and they even practice Animal husbandry which acts as their secondary source of income. It has a rich Kumauni Culture and Hinduism as their main religion respectively.

General Information

This contains the data collected from secondary sources in the various fields regarding Vijaipur so that the overall basic information can be gathered and be used for further analysis. It contains information relating with the various fields namely; Village Description, Demographic Profile, Economic Profile, and Literacy and Education Profile respectively.

Village Description

1. Village Name – Vijaipur
2. District – Nainital (45 Km)

3. Tehsil And Block – Haldwani (15 Km)

4. Gram Sabha – Dewla Malla (Bangar)

5. Climate – Moderate

6. Elevation – 443 Metres (Above Sea Level)

7. Area – 0.3 Sq Km (30 Hectares)

a. 3% Forest Area (1 Hectare)

b. 29% Residential Area (10 Hectares)

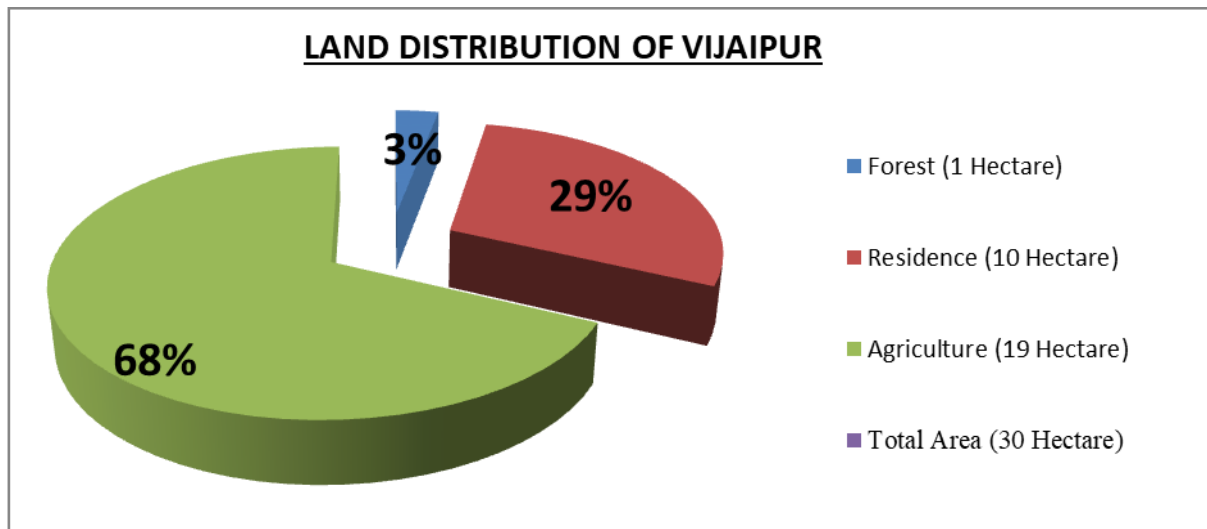
c. 68% Agricultural Area (19 Hectares)

8. Villages Under – Kishan Nagri

Dewla Malla Vijaipur

Gram Sabha Dewla Malla (Simlar)

Dewla Malla (Bangar)



Demographic Profile

1. Population – 398 Members (70 Families)

i.60% Males (239)

ii.40% Females (159)

2. Gender Ratio – 665

- 3. Age Structure** – 20% Small Children (79)
- 15% Teenagers (60)
- 20% Youth (79)
- 21% Men (83)
- 14% Women (56)
- 10% Old People (40)

4. Religion – 100% Hinduism

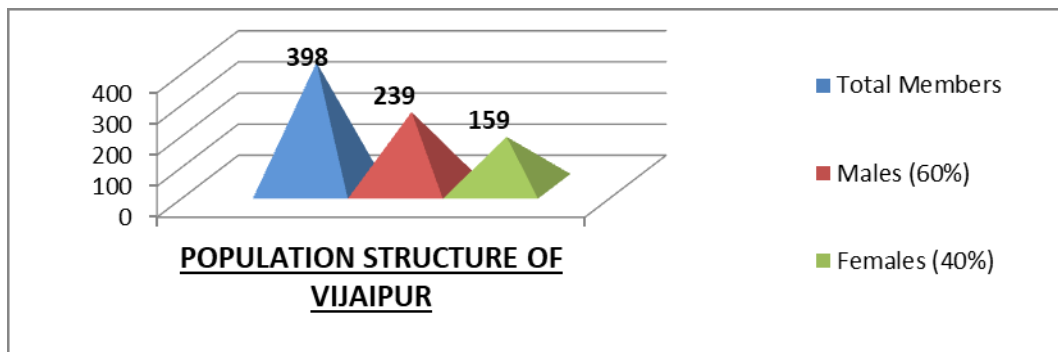
5. Caste – 03 Families (Sc Category)

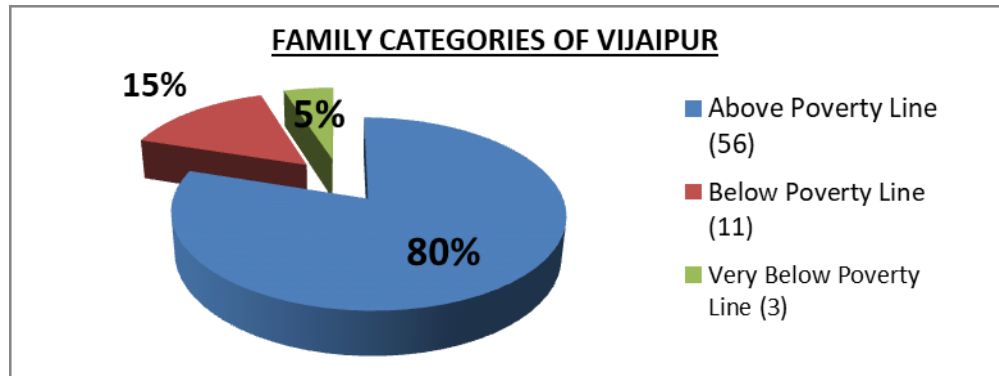
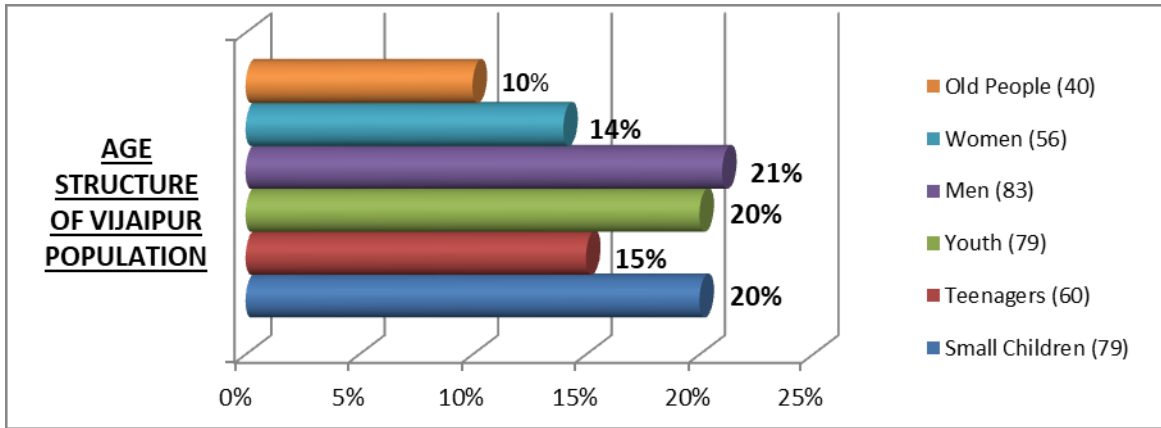
67 Families (General Category)

6. Apl Categories – 80% Families (56)

7. Bpl Categories – 15% Families (11)

8. Vbpl Categories – 5% Families (3)



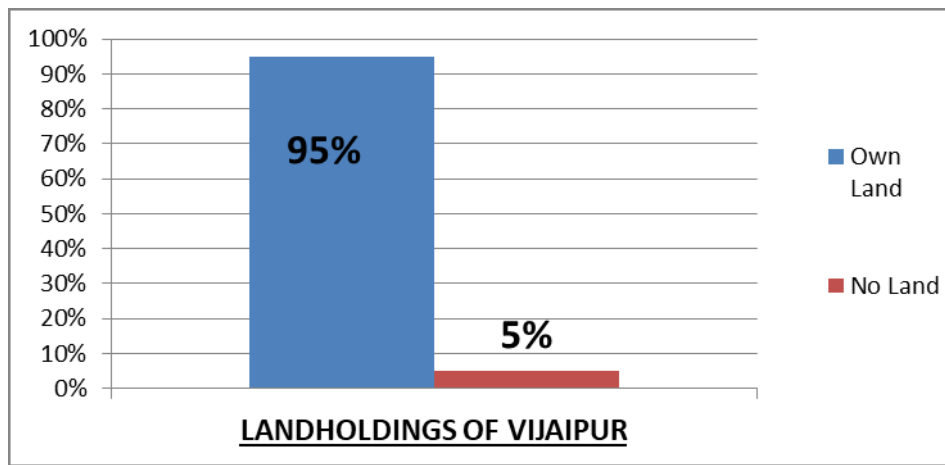
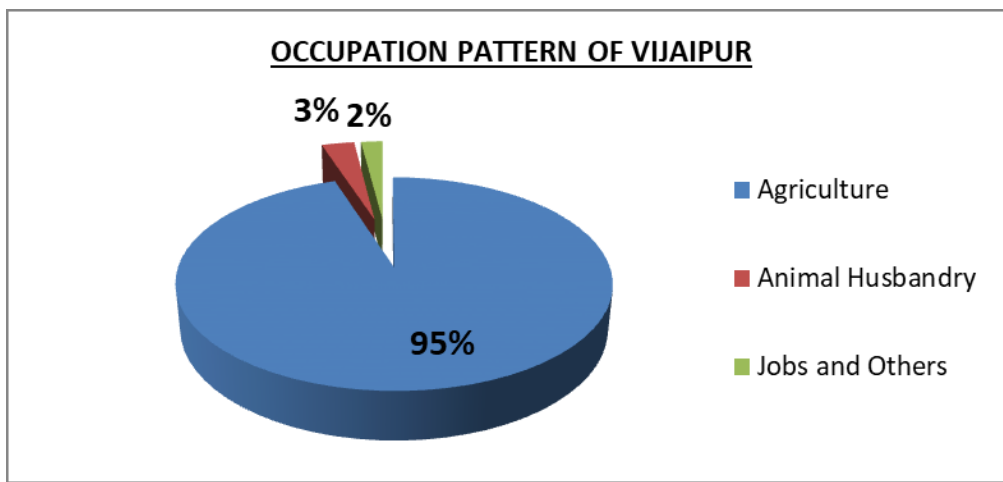


Economic Profile

1. **Occupation** – 95% In Agriculture (90% People Are Partially Engaged In Animal Husbandry)
 3% In Animal Husbandry
 2% In Jobs And Others
2. **Profession** -- None
3. **Size Of Land Holdings** -- 95% Families Have Own Land(67)
 5% Families Have No Land (3)
4. **Village Market** -- No Market , 1 Ata Chakki , 1 Milk Dairy
5. **Manufacturing Activities** – None

- 6. **Entrepreneurial Initiatives** – None
- 7. **Role Of Ngo's** -- None
- 8. **Self Help Groups** – None
- 9. **Reverse Migration** -- None

***Note for the point (3):-** On an average there are 5 members in each family and almost 67 families have 0.28 hectare land for agriculture purposes.



Literacy & Education Profile

1. Literacy Rate – 90%
 {Males (95%) & Females (83%)}

2. School Enrollment – 100%

3. School Dropouts – 10%

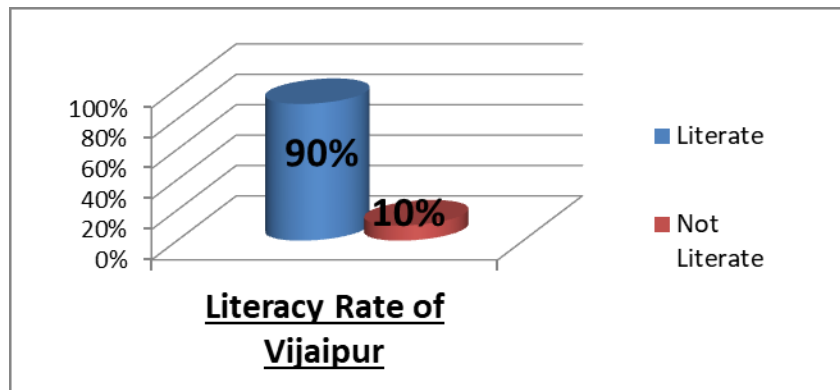
4. Avenues For Higher Education – None

5. Avenues For Technical &

Vocational Education – None

6. Opportunities For Skill Enhancement -- None

***Note for the point (4), (5) & (6):-** In Vijaipur village there are no avenues for Higher education, Technical & Vocational education and for Skill enhancement. So the people out there go to nearby villages like Kuwarpur for their 10th and for their 12th, Graduation, Post Graduation, Vocational & Skill enhancement courses and even for Job Purposes they have to come to Haldwani.



Brief Description of Some Major Features of Vijaipur

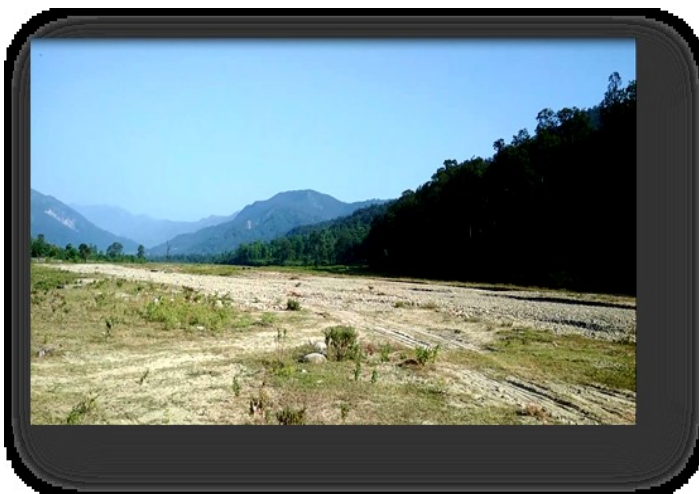
- **Distinct Features of Vijaipur**
 - **Culture & Tradition** – In Vijaipur, Kumauni culture & tradition of customs, sets and beliefs is being practised.
 - **Fairs** – Vijaipur has no specific fairs.
 - **Rural Health Infrastructure** – Health facilities are not adequate for the people of Vijaipur. Only 1 PHC in whole Gram Sabha which lacks adequate doctors and basic equipment like X-ray, ultrasound machines etc. For these reasons they are referred to hospitals of Haldwani like Base hospital, Sushila Tiwari hospital or other private hospitals. and there is only 1 class for Aganwadi comprising of 4 children, 2 bhojan mata and a teacher. They don't have adequate funds available to provide good environment, books and infrastructural facilities to students.
 - **Rural Educational Infrastructure** – The educational infrastructure of Vijaipur is in a very poor state. There is only 1 primary school in the whole village with 2 male teachers as staff

Rural Amenities

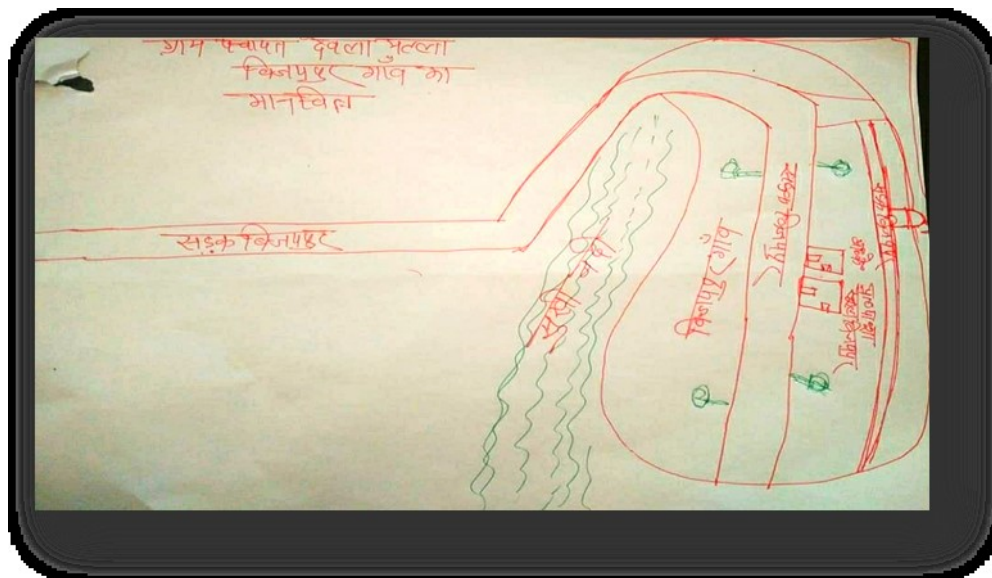
- **Power Supply** - There is proper supply of electricity in Vijaipur and 98% people have their own connection of electricity. However, mobile networks are poor.
- **Water Supply** – The main source of water in village is Dharua nala. During rainy season they are cut off from this source of water due to damage in pipelines. 98% of rural households have own water connections.
- **Transportation** – Vijaipur village does not have adequate transport infrastructure as it is located on a semi hilly terrain so people have to cross a seasonal river called as **Sukhi Nadi**, which overflows during rainy season. This isolates the people of Vijaipur from rest of the areas. To **solve** this problem **a 1.2m long bridge** has to be constructed. Within the village there is no Pucca road except 1 which is also under construction till now and it is mainly used for vehicles.
- **Financial Infrastructure** – There is no Bank in Vijaipur village. However due to initiative of former Gram Pradhan (Mr. Prakash Tamta) a mini bank has been opened in Dewla Malla gram sabha under BANK OF BARODA. There are seven banks in whole Gaulapar region. Some of them are PNB, IDBI, SBI, Nainital Distt. Cooperative Bank etc.



Primary School of Vijaipur



Sukhi Nadi Area before entering Vijaipur



Handmade map of Vijaipur



Handmade map of nearby villages of Vijaipur

Problems of Vijaipur Village and Their Possible Solutions

Lack of Infrastructural Facilities-

There are no roads in Vijaipur and it is surrounded by a seasonal river called Sukhi Nadi which overflows during the rainy season and thus isolates the village from rest of the nearby villages. And to continue their daily routine work they are helpless to take the risks of their lives and cross the Sukhi Nadi by themselves. Also students are forced to cross that seasonal river for continuing their school.

Due to this many other subsequent problems arises for the villagers namely-

- Because of no roads, Agricultural produce of the village cannot be transported to the nearby towns like Haldwani and Rudrapur with the help of small Pickups or loading vehicles because of which all the produce is to be transported through Manual labourers which adds extra costs to the farmers and thus results in less profitability.
- Modern day heavy agricultural machines cannot be used as it cannot be reached till vijaipur village.
- When Sukhi Nadi overflows then it restricts the school teachers to stay back at home who are doing job in Vijaipur Government School and they can't reach the village and thus the education of children suffered. Also all the Private Schools in that region are located in the nearby villages but to reach there one has to cross Sukhi Nadi which is dangerous to cross for the small children as the flow of that river is very high.
- Youth of Vijaipur can't travel easily to the nearby towns for their Higher education as they have to go through irregular paths on a daily basis.
- Due to lack of mobility there are less chances for training the Youth of the village in the field of Entrepreneurship as all the avenues for Higher education and training are present in Haldwani and Rudrapur.
- People cannot easily avail the services of nearby PHC's and Banks and other Financial Institutions which are located in their neighbouring villages.
- LPG Gas refilling centre is located in the nearby village but it is very difficult for the villagers to carry the refilled cylinder by its own. Many of the villagers have quitted the use of LPG just because of this difficulty of manually loading and unloading.
- Due to poor connectivity of roads this village has very less numbers of shops resulting in increased dependence upon the nearby villages even for meeting its day to day requirements.

Solution- If these above stated problems are to be solved then there is a strong need to take serious actions for it. Proper roads should be constructed in the village and adequate treatment of Sukhi Nadi should be done either by redirecting the flowing passage of the river or by constructing a bridge over it. Also it can also be possible that certain bunds can be made for restricting the flow of this seasonal river.

Lack of Agricultural Productivity

This is also the major problem for the village because 95% of the population is dependent upon Agriculture as their main source of income and if its productivity is low than it indicates that it is not growing and the incomes of the people are stagnant. There can be a number of causes for lower productivity in Vijaipur namely-

- Lack of adequate water for agricultural activities in the village as there is only one source of water for Irrigation purposes that is Dharua Nala which sometimes dries thus results in non-availability of water for irrigation purposes.
- Due low income levels farmers are not able to purchase good quality seeds and fertilizers in bulk quantities thus restricting them to grow less number of crops.

- Due to small number of land holdings farmers are not able to produce more as they can't grow beyond their part of lands thus resulting in low price in the Mandis for lesser quantities of produce.
- Due to lack of proper market farmers are discouraged to continue farming and they are helpless to search for higher earning alternatives either it would be working as a worker or labour in the nearby cities or doing a semi skilled job.
- Due to lack of proper financial assistance and security farmers feel alone when they suffered losses in their agricultural practices either because of some Natural Calamity, Uneven monsoon, and Wild animals' intervention in fields or spread of any infection in the crops etc leads to the higher losses for the farmers.
- Lack of Modern agricultural techniques knowledge and lack of awareness about the Government Schemes also lead to low productivity as traditional means of agricultural practices are costly, times consuming and less efficient.

Solution- To counter the above stated problems entrepreneurial initiatives in the field of Agriculture should be done and new technology should be adopted while running that venture so that the productivity of farmers can be increased. Secondly if proper financial assistance can be provided to the farmers and full security is being given to them then it is possible that the average agricultural productivity of farmers can be improved.

Other Problems and Their Solutions

- If the water of Dharua Nala and Sukhi Nadi can be channelized and stored then it can meet the water requirements for Agricultural purposes of the village.
- If proper arrangement of disposal of waste is done then the village would become more hygienic and clean, thus providing better living surroundings to the villagers.
- If the toilets of the Vijaipur Primary School can be reconstructed for keeping in mind proper safety and hygiene and some new toilets in the village households can be made then it will minimise the number of people who openly defecates in the village.
- If the mobile towers can be set up in the nearby villages of vijaipur then it will solve the non availability of networks over there as other than Airtel no other company's mobile networks are available there thus posing a great difficulty of communicating with the people in the village.
- If Gaulapar region can be made a hub for Markets, Hospitality and Higher Education then the nearby villages of Gaulapar region (including Vijaipur) will not have to come to Haldwani to meet their basic day to day requirements.

Swot Analysis of Vijaipur

- SWOT stands for Strength, Weakness, Opportunities and Challenges.
- In a nutshell we have identified the SWOC of Vijaipur which are stated as below:-

Strengths:-

- Vijaipur is blessed with fertile red soil, so various types of crops can be cultivated over there.
- Since it is located on a semi-hilly terrain so it provides a mesmerizing scenic beauty of nearby towns like Haldwani and Lalkuan.
- The people of Vijaipur are well educated and are willing to do something new and progressive for development of their village.

Weaknesses:-

- The biggest weakness of Vijaipur is that it lacks adequate connectivity as the whole Village has no roads.
- It does not have any Hospital and Secondary level schools.
- It is surrounded by a seasonal river know as Sukhi nadi which isolate them with other villages during rainy season as it overflows.

Opportunities:-

- There is scope for doing organic farming and growing more of cash crops like Tea, Spices and Medicinal Plants.
- They can sell their Agricultural produce by packaging them into finished products.
- There is scope for doing Aquaculture near Dharua nala.
- Seed bank can also be opened there as it has scope for Higher agricultural yield.

Challenges:-

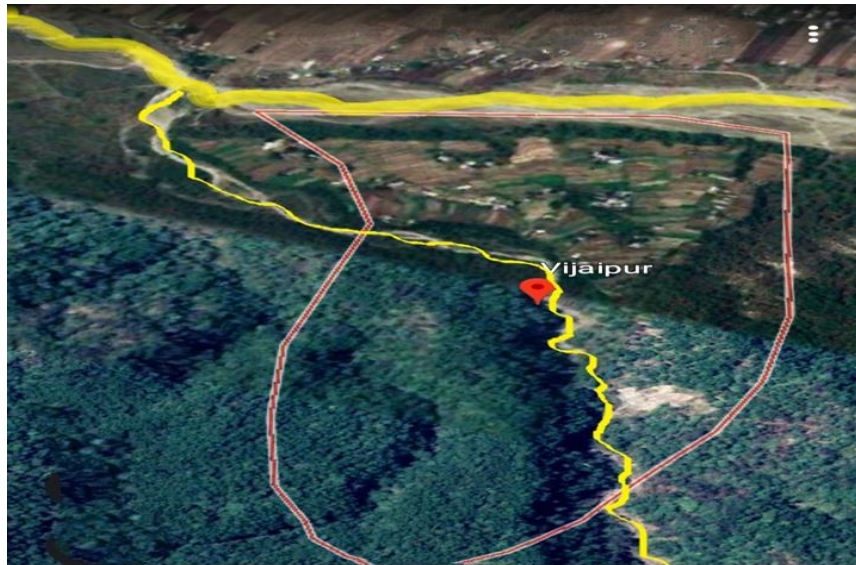
- Sukhi nadi poses a great challenge for people of Vijaipur because there is no bridge or road on this seasonal river.
- As 1% of Vijaipur is covered with forest area without fencing so it faces frequent intervention of wild animals like Elephants, Wild Pigs, Deers and Monkeys which destroy their crops.



Problem of Roads

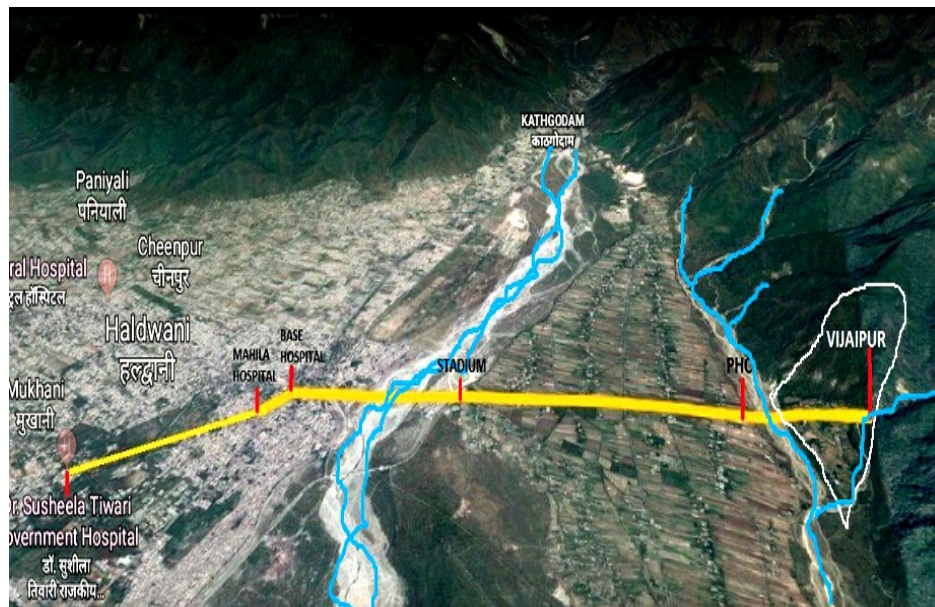


Sukhi Nadi is overflowing



There is no fencing in vijaipur forests because of which animals like Elephant, Reindeer, Wild Pigs etc enters the village and destroys the crop & many a times kills people also

Vijaipur is surrounded by forests



Dependence of Vijaipur villagers upon nearby towns

Identification of the Problem

- ❖ Rural areas are mainly depended on Agriculture as their primitive source of income and maximum number of family members is engaged in agricultural activities which restrict their other source of income generation, leading to low income levels.

- ❖ For development and individual empowerment increase in per capita income is essential, this could be done through either initiating entrepreneurial activity in village or through changes in agricultural pattern to ensure proper utilization of agricultural produce.
- ❖ Government and private employment opportunities are not sufficient enough to provide gainful employment opportunities and they all lack the skills required due to inadequate infrastructural facilities.
- ❖ For development it is important that the entrepreneurial activity requires less capital investment and does not requires specialized skills so that each and every individual could be benefitted.
- ❖ Since rural economies are largely depended on agriculture and the transportation channel is not good enough as it lacks adequate connectivity to bridge and roads, so Marketing of perishable crops like vegetables, fruits, flowers etc is quite difficult and requires high maintenance like cold storages and already have good supply in the market. Hence, for this reason crops of less perishable nature and longer shelf life like **Spices** are a better option.
- ❖ Resistance to change and take initiative to do new things.

Review of the Literature

❖ Entrepreneurship In Agriculture: Not Only Opportunity, But Also A Necessity

Agriculture has been the important and dominant sector of Indian economy because of its high share in employment and it being the source of livelihood for approximately 65 percent of Indian population till date. It still remains a major contributor to India's GDP. It supports more than half a billion people and is providing employment to 52 percent of the workforce. Its contribution to the nation's GDP is about 10.5 percent in 2014-15 (statisticstimes.com, 2015).

India is managing 17.5 percent of world population on 2.4 percent of world land. During independence, more than half of the national income was contributed by agriculture and more than 70 percent of total population was dependent on agriculture (Pandey, 2013). Due to changing socio, economic, political, environmental and cultural dimensions throughout the world, the farmers' and nations' options for survival and sustainability, and ensuring success in changing their respective economic environments, have become increasingly critical. The rapid growth of agriculture is essential not only for self-reliance but also for meeting the food and nutritional security of the people, to bring about equitable distribution of income and wealth in rural areas as well as to reduce poverty and improve the quality of life. Growth in agriculture has a maximum cascading impact on other sectors, leading to the spread of benefits over the entire economy and the largest segment of population.

The emergence of free market economies has led to the development of a new spirit of enterprise 'Agriprenurship' and the increased individual need for responsibility for running their own businesses (Alex, 2011). There is a need for tremendous innovation and investments in this sector. Government of India has

allowed 100 percent FDI under automatic route in storage and warehousing and also for the development of seeds.

The **social entrepreneurship** ecosystem is on a growth path but is still very nascent in India. With the wave of social entrepreneurship flowing across various sectors of social impact, agriculture sector is not left untouched. Innovative social enterprises are coming up which are focusing on the problems and needs of farmers. With very few impact investment funds in India, there are even fewer, which have invested in the agriculture sector (Kirti Punia, 2013).

Entrepreneurial Environment for Farmers

The part of a larger collection of people including other farmers, suppliers, traders, transporters, processors and many others. Everyone is having an important role in producing products and moving them to the market through the value chain. Each one needs to be an entrepreneur and The farmers-entrepreneurs operate in a complex but unstable and dynamic environment. They are the work in an integrated manner to make the whole system work better and to be more profitable in their business.

Entrepreneurship is a key factor for the survival of farming in an ever-changing and increasingly complex global economy. Farmers-entrepreneurs see their farms as a business and as a means of earning profits (David Kahan, 2012). They are so passionate about their farm business that they are willing to take calculated risks to make their farms profitable and their businesses grow. Many of them think that there is little future for farmers unless they become more entrepreneurial in the way they run their farms. They must have a positive thinking for increasing produce for markets and for earning profits. Becoming more entrepreneurial can be a challenge for small-scale farmers. They will need help from extension workers and other institutions to come up at better position as an agri- entrepreneur.

Entrepreneurship Dynamics

To become a successful **farmer-entrepreneur**, they must be technically competent, innovative and plan ahead to gear up their farm businesses through the stages of enterprise development – from establishment and survival to rapid growth and maturity. There are many challenges that these farmers face such as social barriers, economic barriers, regulations, access to finance and information, and their own managerial capacity to cope with risks and changes and to seize opportunities.

Entrepreneurship is connected with finding ways and means to create and develop a profitable farm business. The term entrepreneurship and agri entrepreneurship are frequently used in the context of education and small business formation in agriculture. Dollinger (2003) has described entrepreneurship in agriculture as the creation of innovative economic organisation for the purpose of growth or gain under conditions of risk and uncertainty in agriculture.

Need of Agri- entrepreneurship Development

There is a need of entrepreneurship in agriculture for more productivity and profitability. This is the need of the hour as the people are facing growing unemployment and poverty in rural areas. But after the inception of New

Economic Reforms, adoption of liberalisation, privatisation and globalisation and accepting objective of World Trade Organisation in 1995, it is expected that rural area has the capability of growing at par with urban area.

Entrepreneurship in the field of agriculture can generate wide range of economic benefits such as increased agri productivity, creation of new business ventures, new jobs, innovative products and services, development of rural areas and increased wealth. Agripreneur is a dynamic business manager who performs various agri-based activities using different resources viz, physical resources, financial resources, human resources and information, in order to accomplish a certain goal.

Promotion of Agripreneurship in India

India is having 52 percent of total land that is cultivable as against 11 percent in the world. All 15 major climates of the world exist in India from snow bound Himalayas to hot humid southern peninsula, and desert to heavy rain areas. There are 20 agro-climatic regions and nearly 46 out of 60 soil types in the country. The sunshine hours and day lengths are ideally suited round the year for cultivation of crops.

India is ranked the second largest producer of rice and wheat in the world. It is first in pulses and fourth in coarse grains according to the data. India is also one of the largest producers of cotton, sugar, sugarcane, peanuts, jute, tea and an assortment of spices. In terms of the real value added, the Indian agriculture sector ranks third, after China and the United States. The share of agriculture in the total value added to the economy, at around 13.2 percent, is still quite high. This implies that agriculture is likely to remain a priority, both for policy makers as well as businesses, in the foreseeable future and any move to ramp up the sector calls for a multi-pronged strategy.

Challenges

Farmers need to adapt certain qualities to become entrepreneurs. They need to be innovative and look forward to accept challenges for managing their businesses as long-term ventures with a view to making them sustainable. They must learn to identify opportunities and grab them for their benefits. Some small-scale farmers do have these qualities, but they still focus on maintaining their traditional way of life. Their production decisions are based on 'what they need' and not on 'what is possible' (David Kahan, 2012). The farmers must develop an entrepreneurial spirit to cope with the risks they would face in the future. A farmer must be enthusiastic and careful enough for making different decisions about his farm business.

Other Challenges are as follows:

- Market-related risk;
- No easy access to finance and credit;
- Lack of information;
- Low bargaining power;

- Vulnerability to economic shocks;
- Lack of proper training.

Opportunities

Farmers may be given a specialised training to run their farms as a profit-making business and to invest profits back into the business to generate long-term growth. They also must be encouraged and motivated to develop and adapt new technologies and share them with other farmers. Extension workers can facilitate partnerships among farmers and between farmers and researchers to work together to identify, develop and test new technologies and practices to improve productivity and profitability. They must be aware of the fact that they have greater opportunities that allow them to produce beyond just surviving. However, by changing their resource mix and overcoming access and risk issues, opportunities can be expanded. They should expand their survival farming to include some economic activities and can move towards the path of developing profit-driven farming businesses (David Kahan, 2012).

Conclusion

Agripreneurship is the need of the hour in India to make agriculture a more attractive and profitable venture. There is a great scope for entrepreneurship in agriculture. The potentiality of the country can be tapped only by effective management of agricultural elements such as soil, seed, water and market needs. The youth who can bear the risk and having a quest for latest knowledge in agriculture sector can prove to be right agripreneurs. It also has a large potential to contribute to the national income while at the same time providing direct employment and income to the numerically larger and vulnerable section of the society. Agripreneurship is not only an opportunity, but also a necessity for improving the production and profitability in agriculture and allied sector.

Agriculture in Uttarakhand

Uttarakhand, located at the foothills of the Himalayas, is characterized by diverse geographical features ranging from snow-capped mountain peaks in the North to tropical forests in the South. It has been divided into two regions- the western region- Garhwal Mandal and the eastern region- Kumaun Mandal. It is divided into 13 districts which consist of 95 blocks.

Out of a total geographical area of 5.35 million ha in the state, 4.6 million ha (86%) is hilly area and 0.74 million ha (14%) is plain area. Only about 14 percent of the geographical area is cultivable which is mainly attributed to the topography of the state. Because of its location and diverse climate, the State has certain unique advantages for development of horticulture, agro processing industries, organic farming, off season vegetable cultivation and cultivation of medicinal and aromatic plants which can be gainfully exploited. Similarly, service sector, particularly tourism offers a large potential for employment generation in both urban and rural areas. The State is having about 61.1% area under forests. The share of net sown area is only about 14 % as against the national

average of 43.37%. The share of culturable wasteland is about 7% which provides a huge potential for fodder trees and other plantation crops including fruits.

Agriculture is a predominant sector in the state economy which contributes around 23.4% in State Domestic Product (GDP). The average size of land holding in the state is 0.95 ha (Marginal-0.39, Small-1.38, Medium-3.33 and Large-36.00) as against the National Average of 1.57 ha. The share of small and marginal holdings is higher in Uttarakhand State as compared to National Average. The agriculture sector in the state continues to remain heavily depended on rainfall. The net Irrigated area in the State is 3.45 lakh ha. Out of which 85.83% is in plains and 14.17% are in hills. The irrigation intensity in the State is 159% which varies between 155% in plains to 184% in hilly region.

Objectives of the Study

The following points reflect the objectives of the study: -

- ✓ To gather relevant information about the village undertaken.
- ✓ The objective of the proposed study is to explore the viability and flexibility of entrepreneurial opportunities in the village.
- ✓ To explore new possibilities to revamp agricultural practices.
- ✓ To understand the effect of resources, infrastructure on villagers & how it affects their lives.
- ✓ To identify new sources of income generation.

Hypothesis of the Study

The project undertaken is not of an empirical nature. It is descriptive and the broad analysis have been drawn from the surveys conducted related to the village and on the opinion of the residents. It is because of these factors that no testing tools have been used to establish and validate the hypothesis.

Therefore, the hypothesis is framed in a general format considering the possibilities and the feasibility of entrepreneurial possibilities.

H1: Entrepreneurial opportunities involving high technology are possible in the villages.

H(Alt): The entrepreneurial opportunities are not possible in villages due to lack required skills amongst villagers.

H2: There is possibility of big investment in entrepreneurial ventures.

H(Alt): Since the primitive occupation of villages is agriculture, so procurement of funds for additional purpose is quite difficult.

H3: Specialised skills are available in villages.

H(Alt): Due to lack of educational infrastructure specialised or technical skills are not available.

H4: Good marketing channels and commercialisation is available in rural areas.

H(Alt): Due to inadequate infrastructural facilities i.e., roads, bridges in villages there is lack of transportation facilities which restricts marketing channels for commercialisation of products.

Analysing the possibilities and feasibilities of entrepreneurship in terms of the above hypothesis established, our survey reveals that these hypotheses cannot be substantiated, and therefore the alternative hypothesis need to be considered.

Since, the village has facilities only for basic formal education of a non-technical nature, establishment of ventures requiring high levels of technology would be inappropriate, as its main aim is to generate new sources of income for the villagers. As mentioned earlier due to the existing educational systems, prevalent in the villages the villagers do not possess a satisfactory level of technical skills.

The residents belong mainly to middle income groups with a significant proportion at the BPL level, large investments would not be possible. This is the case for both owned and loaned funds. The question of loaned funds through government agencies and bank depends to a large extent on the of present income as it represents the repaying capacity of the borrowers.

Marketing and transport networks are not very well developed in the villages due to lack of infrastructural facilities and for market operations the middlemen play a dominant role which very often runs opposite the interest of the farmers. Moreover, there are volatile market fluctuations especially with respect to perishable agricultural crops for this reason there should be special emphasis on crops which have a lesser degree of perishability also the price fluctuations are not very frequent like other crops like tomatoes, onions etc and have higher market value.

Actions Planned to Address the Problem

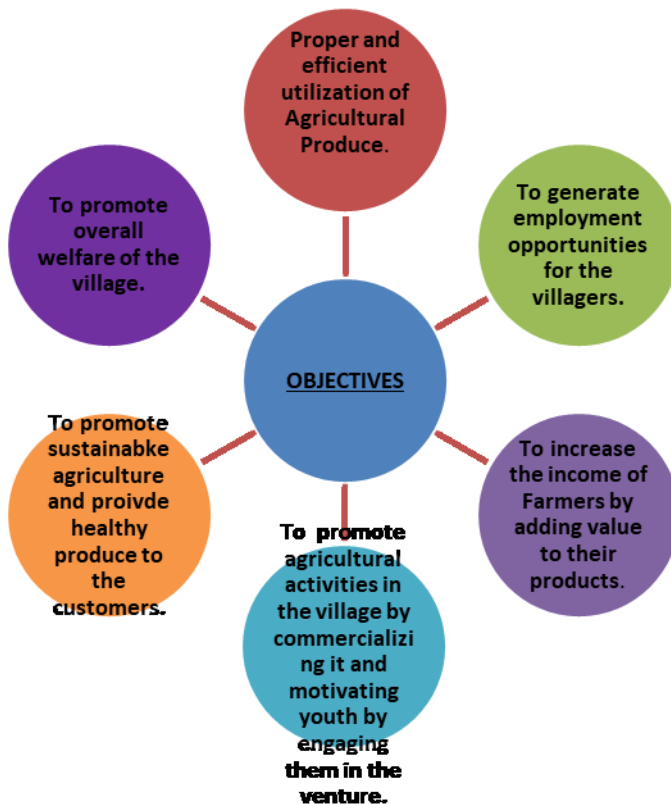
- To counter the low agricultural productivity in the village I have developed a Business plan which will hopefully enhance the present agriculture sector in the village.
- This plan will helps in utilising the agricultural produces which is being already produced in the village and it tries to increase the shelf life of Agricultural produce by converting them into less perishable commercial products like Spices etc.
- The plan is made as such that it provides a better market and provide good returns to villagers agricultural produce.
- The proper implementation of this plan can results in the encouragement of Agriculture among the villagers and it will boost their morale to take more risks for earning higher revenues in return.
- Once the income is being channelized after risk taking then automatically it will provide financial assistance to the farmers to run their routine circle and they would be able to purchase news agricultural tools and mahines thereof.
- This plan has youth engagement components which will help the youth of the village to get trained and educated so that they can recognise the potential of Agriculture lying in their village as idle.

- The plan is to integrate the small land holdings of the village and same type of crops can be grown at a time so that bulk quantities of Agricultural produce can be utilised for converting them into finished products.
- Initially this will be implemented as a pilot project containing two to three farming families and if the outcome of this project seems feasible then whole village farmers will be incorporated in this planned venture.
- The idea is to help the farmers, youth and empower women of the village and make them self reliant. So all of them are to be trained and made familiar with the modern techniques of Agriculture and it will be done by organising frequent training sessions and workshops once this pilot project gets success.

Implementation of Action Research Steps

Proposal of an Entrepreneurial Venture

After analysing the Opportunities and Challenges of Vijaipur, I have developed a Business Plan for its economic development.



Formulation of Business Plan Titled

“Original Spices of Himalayan Firm”

Introduction

- India is the Land of Spices. The country produces at present 2 million tonnes of different varieties of spices and holds first position in the world. It requires the simple grinding and formulation as per the region's taste and flavours. Any entrepreneur who had basic sense of taste and flavour and little bit of market knowledge may be very successful in setting up of this unit.
- Spices play an important role in enhancing the flavour and taste of the processed foods. On account of their ability to impart flavour and aroma, spices have been used in the preparation of a wide variety of processed foods. Spices are required in preparing appetizing and digested beverages and confectionary, soup powders, sauces, instant curries, canned meat and poultry products etc. Spices are also used in the medicines because of their carminative stimulating and digestive properties.
- Ground spices are extensively used in all types of curried dishes in India and abroad. Although spices are traded chiefly in an unprocessed form, a small yet significant quantity enters international trade as spice powders. Curry powder is the foremost of those blends or mixes and sometimes consists of 20 or more spices designed to add the characteristic flavour of an Indian curry, which is appreciated all over the world. Apart from the overseas market, processed curry powder is becoming popular in the domestic market also. Hence the demand for unadulterated spices and curry powder in attractive packaging is fast emerging.
- Demand for processed spices is directly linked with its consumption in food processing industry and this is set to grow in India in coming years with growth of population and fast changing food habits as well as increase in purchasing power of the middle and upper class households in India.
- Considering the potential market opportunity of such units, the present detail project report has been developed. The main objective of such initiative is to productively utilize the abundantly available resources of the local area and to enable uninterrupted supply of the products to market throughout the year.

Process Of Implementation of The Study

General Information

- **Biodata of Promoter – Two**
young girls namely;

- Arsala Saifi, B.com (Honours),
MBA (Rural Management and Entrepreneurship Development), Mangal Parao, Haldwani
,Uttarakhand (263139)

- Aditi Agarwal, B.com
(Honours), MBA (Rural Management and Entrepreneurship Development), Bartan Bazaar,
Haldwani ,Uttarakhand (263139)

- **Industry Profile**

- This particular enterprise is associated with the Indian Spices Industry which is the most flourishing industry of India. Today, Indian Spices are the most sought-after globally, given their exquisite aroma, texture and taste. India has the largest domestic market for spices in the world. India is the world's largest producer and exporter of spices of the 109 varieties listed by the International Organization for Standardization (ISO), as the country produces and exports about 75 percent of spices.

- Thus, it is relatively easier for new entrepreneurs to establish their enterprise in spices industry in India.

- **Constitution and Organisation**

- Registration with the Registrar of Firms will be done and application will be filed for getting Registration Certificate from the District of Industries Centre (DIC).

- Functional organisational structure will be adopted for our business enterprise.

- **Product Details**

- **Product Utility-** Our product can be used in all Indian Homes and Restaurants and in medical field etc. Thus, it has multipurpose utility.

- **Product Range-** Mainly five types of grounded powder spices will be produced i.e., Turmeric, Yellow Chili, Red Chili, and Coriander powder respectively. In case of Whole spices Bay leaves, Curry Patta, Cinnamon and Black Mustards will be processed.

- **Product Design-** Turmeric, Red Chili, Yellow Chili, Coriander and Cinnamon will be produced in powdered form and Bay leaves, Curry Patta, Cinnamon and Black Mustards will be processed as whole spices. And Red Chili and Yellow Chili flakes will also produced respectively.

- **Production Process-** No big machines will be used for production instead the women workers will ground the spices manually by using **Big Mortals and Pestles so that the originality of the spice remains in terms of its aroma and flavour.** And dried chili flakes will be crushed and dried manually also the cleaning and drying of whole spices will be done manually. Only packing and sealing machines will be used for packaging the final product and it will take around **(2-3) weeks for converting raw material into desired finished products.**
- **Product Packaging-** Jute bags provided with a loose liner bag of polythene will be used for packaging bulk quantities of Whole as well as grounded spices with capacities ranging from 10 kg to 50 kg respectively. And Plastic pouches will be used for packing small quantities of both kind of spices varying from 250 gm, 500 gm, and 1 kg etc. Plastic packaging is chosen because it can be easily sealed, has good printing properties, cheaper than other packaging and is suitable in all weather conditions.
- **Advantages of the product over its substitutes-** We will provide a good quality product at cheaper prices by eliminating the middlemen and by using the fresh regional farm produce for manufacturing our products. Our products will provide Health and Taste to all the consumers belonging to all income groups respectively.

Project Description

- **Site-** Leasehold land will be used for setting up the firms building and warehouse which will be located in Vijaipur itself and NOC Certificate will be taken from the respective Municipal Authority as our firm will be located in the residential area and it is going to be a home based enterprise.
- **Physical Infrastructure**
 - **Raw Material-** We will require with freshly cultivated raw Turmeric, Green Chilies, Coriander seeds, Bay Leaves, Black Mustards and Cinnamon which would be properly stored and processed further. And this raw materials requirement will be fulfilled by our contracted Vijaipur farmers who will grow our raw material in their agricultural fields of up to 10 acres organically and will earn a reasonable sum of money respectively.
 - **Skilled Labours-** Not much skilled labours are required in our firm. As all of our employees will be women because they are the kitchen queens and they don't need any kind of training for producing spices; thus, there will be 20 women workers who will be supervised by 2 supervisors mainly youth of the village and there will be 1 Professional manager who will take care of all the affairs of the firm and

there will be 3 more supervisors to deal with the farmers and 5 male labours for loading and unloading the products.

- **Utilities**
 - **Power-** Adequate amount of power is used for ensuring healthy lighting facility in the firm.
 - **Fuel-** Diesel for fueling up the Generator if in case there is less power supply.
 - **Water-** Borewells, Underground water tanks and the local water supply through taps will be used by using a strong motor because properly washing of the spices is essential step towards the manufacturing of a quality product.
- **Pollution Control-** Our firm is not going to use any machine which results in harmful emissions and neither our firm will produce harmful waste which is poisonous for the environment.
- **Communication System-** Telephones and Mobile Phones will be used for communicating with the employees.
- **Transport Facilities-** As the firm is located in Vijaipur which has no access to proper roads therefore its backside's incomplete constructed road will be used for transportation facilities where the final produce should be loaded manually. As the final market is not so far from the village thus, certain minor problems will be faced while loading and unloading the product.
- **Machinery and Equipment-** Small packing and Sealing Machine and Weighing Machine will be used; also Big Mortars and Pestles will be used as equipments respectively. Some sieves, watering sprays, water pipes, Spreading trays etc will be used.
- **Technology-** As such no advanced technology is required as all the packing would be done manually by the employees.
- **Research and Development-** In future market research and capacity planning would be done regarding manufacturing Ginger Powder, Tomato Powder, Lemon Powder, Onion Powder, Garlic Powder and Bhang Jeera etc. Once the enterprise is being properly running then further products will also be included in the manufacturing list. Our further target would be to engage more vijaipur farmers and to utilize their total 50 acres of agricultural land for our entrepreneurial activities.

Market Potential

- **Demand and Supply Positions-**
Adequate demand will be there as the nearby towns are the potential markets for our products which includes Nainital, Ramnagar, Rudrapur, Haldwani, Lalkuan etc., which have enough population to demand for spices. And our supplies would be enough to meet those requirements as 10 acres of land will be used for growing our raw material that connects the vijaipur farmers who supply fresh quality organic raw material to us so that we can meet up our demands effectively.
- **Expected Price-** Prices of our products will be kept slightly low as compared to our competitors, say 5 to 10 Rupees low so that we could gain the competitive advantage but we would not compromise with our quality and will provide organic spices respectively.
- **Marketing Strategy-** Our all the products will be sold on street side stalls and free samples in small pouches will be provided to the customers initially. For one month almost in all the potential market our product will be made available and after certain sales being started we would approach to the locals retail shops and malls and will finally make our available online and slowly will increase our product variety, employees, and transportation and shipping facilities thereof.

Finance

- As we are going to open the small scale firm then as such not much finance is required. Thus, half of the finance will be invested by us (owners) and half of the money will be arranged from the bank loans, micro lenders, investors or from government financial assistance etc.
- Further expansion of the enterprise can be done through equity and debt only if the firm does well in the business and our product will be supplied all over India and abroad too.

Economic and Social Benefit

- Employment will be generated in the village as youth, males and females all of them will be engaged in our firm's activities.
- Farmers income will be improved and their agricultural produce will be sold out. Thus, promoting organic and sustainable farming in the village so that the youth can also identify the potential of their land.
- Local resources can be utilized effectively and efficiently.

- Overall development of vijaipur will take place as the standard of living of the vijaipur will be enhanced by setting up our firm.
- We will provide free training to the aspiring youth so that they can also come up with good business ideas and can implement them effectively.

Data Collection and Analysis

The required data was collected both from primary and secondary sources.

Primary Source – The data collected for the village has been collected basically through primary source i.e. through personal observation and consists primarily on the interaction and opinion of residents of the village. It is based on the survey conducted. Two people were assigned one village for the study.

Secondary Source – The secondary source of data includes quantitative data collected through the village authority i.e. Gram Pradhan, primary school, anganwadi workers.

Agriculture Productive Efficiency – The Vijaipur village is blessed with fertile and productive red soil. In numerical terms the agricultural productive efficiency is expressed as follows :

Productivity per hectare = Total productivity / Total productive land
 In kg = 8700kg / 19h = 458 kg per hectare yearly produce

In Rs. = Total earning from produce / Total productive land

= Rs 1600000 / 19 h = Rs 84210 per hectare yearly earning

Productivity per worker = Total production / Total no of workers =
 In kg = 8700kg / 298 = 29.19kg per worker yearly produce

In Rs = Rs 1600000 / 298 = Rs 5369 per worker yearly produce.

Note – Here 298 workers are as 378 – 80 i.e. no of small children is excluded.

Indicators of Rural Development Advanced Analysis of Data

After knowing about the Vijaipur village now we can determine its extent of development with help of Composite Index of Rural Development in which 26 indicators depicting all important dimensions of rural development have been identified and grouped into nine components which are to be analyzed by assigning scores on a scale of 10 while considering the values of 'Description of Indicators' in each group.

Nine groups are as follows:-

1. Agricultural Productive Efficiency,
2. Workforce Diversification,
3. Rural Educational Infrastructure,
4. Rural health infrastructure,
5. Rural amenities,
6. Transport Infrastructure,
7. Human Capital Content of Workforce,
8. Rural Financial Infrastructure &
9. Rural Standard of Living

Scoring Pattern will be as follows:-

- Unsatisfactory - 0
- Excellent - 10
- Fair - 4
- Satisfactory - 5
- Good - 7

Final Result will be analyzed on the basis of Composite Development Index:-

$$CDI = \frac{\text{Total Score Obtained}}{\text{Total Score}} * 100$$

Indicators of Rural Development by Group

GROUP NAME	INDICATORS	SCORE
1- Agricultural Productive Efficiency	i- Productivity per Hectare = 458 kg/hectare or 84,210 Rs/hectare ii- Productivity per Worker = 29.194 kg/worker or 5,369 Rs/worker	5
2- Workforce Diversification	i- % of Non-Agricultural workforce = 5% (2% Jobs & 3% Animal Husbandry)	3

<p>3- Rural Educational Infrastructure</p>	<p>i- % Enrollment at Primary and Middle stage = 100%</p> <p>ii- Retention Rate = 90%</p> <p>iii- Density of Primary & Middle Schools in Rural areas = only 1 Primary School in whole village</p> <p>iv- Per Capita number of Primary & Middle School Teachers (Male) = 2 Teachers</p>	<p>6</p>
<p>4- Rural Health Infrastructure</p>	<p>i- Per Capita No. Of Primary Health Centres = 1 PHC in whole Gram Sabha</p> <p>ii- Per Capita no. of Rural doctors = 1 Doctor in the only PHC (3 Nurses & 1 Mediciner)</p> <p>iii- Per Capita Of Nurses Asha Workers/ Village Level Workers = 3 N/ 1 AW/ 0 VLWs</p> <p>iv- Rural Infant Mortality Rate = 0 %</p> <p>v- Rural Female Infant Mortality Rate = 0 %</p>	<p>4</p>
<p>5- Rural Amenities</p>	<p>i- % of Rural Households with Drinking Water = 95 %</p> <p>ii- % of Rural Households with Electricity Connection = 98%</p> <p>iii- % of Rural Households with toilets = 100 %</p> <p>iv- % of Rural Pucca Houses = 90 %</p>	<p>7</p>
<p>6- Transport Infrastructure</p>	<p>i- % of Village having Surfaced Roads = 2.5 km long road</p>	<p>2</p>
<p>7- Human Capital content of Workforce</p>	<p>i- % of Educated Workforce = 97 % (Primary & Middle level)</p>	<p>8</p>

8- Rural Financial Infrastructure	<p>i- No. of Banks (Commercial & Cooperatives) = No Banks in Vijaipur { In total 7 Banks in nearby villages}</p> <p>ii- Per Capita Rural Deposits = 70% people deposits their 10 % of incomes in Banks</p> <p>iii- Per Capita Rural Credits = 30% people take credits</p>	5
9- Rural Standard of Living	<p>i- Per Capita Rural Consumption expenditure = 90 % of their incomes</p> <p>ii- Per Capita Rural Food Consumption Expenditure = 60% Food + 30% Others</p>	5
TOTAL SCORE	=	45

Composite Development Index

➤ $CDI = \frac{\text{Total Score Obtained}}{\text{Total Scores}} \times 100$

$$CDI = \frac{45}{90} \times 100 = 50\% \text{ (Result)}$$

Findings

- ✓ Opening up the spice based industry is quite beneficial for the young entrepreneurs as India is already a hub of spices and as such small scale industry will provide an edge to the entrepreneur to grow gradually.
- ✓ In vijaipur village all of their 50 acres land produce is sold in unreasonable amount of money and allot of their produce get wasted due to perish ability as they have not proper facility for warehousing neither they have the proper transport facility thus resulting in inefficient utilization of their resources.
- ✓ By establishing Spice Manufacturing and Grinding unit our aim is to utilize the vijaipur's resources to its fullest and to provide an extra source of income to them by employing more of women so that the men will grow crops which will act as our firms raw material which will be processed by females of that village. Also our motive was

to employ qualified youth of the village in our firm which will motivate them to start something of their own.

- ✓ Thus, Spice industry startup has more chances to become successful in India and it will provide more growth opportunities to the firm to experiment with the flavours and combinations and to add enormous variety of products into its product line.
- ✓ Need for building transportation infrastructure i.e. roads and bridges.
- ✓ Lack of doctors and equipment in PHC.
- ✓ Immense potential for agricultural activities
- ✓ Intervention of wild animals leading severe damage to crops
- ✓ Requirement of teachers and infrastructure for better education.
- ✓ Matra Vandana Yojna is being implemented in 2018 under which due care is taken of child from its inception and till the age of 2 to 3 years in aganwadi.
- ✓ Under Pradhan Mantri Swachh Bharat Mission 3-4 households have got their own toilets.
- ✓ Under Pradhan Mantri Swachh Urja Yojna solar street lights have been installed in village.

Conclusion

Vijaipur village is the oldest village of Gaulapar region i.e. around 110 years old. It is blessed with fertile red soil which makes it the most fertile village amongst other villages. It is a small village located on semi hilly terrain. Due to its complex location it is surrounded by a seasonal river i.e. Sukhi Nadi which pose great problem for the people of Vijaipur. During rainy season this river overflows which isolates the people of Vijaipur from the rest of the areas. Vijaipur has electricity and water supply and the out there are technology friendly. There is lack of educational and health facilities, which deprives them from technical skills.

Despite of fertile land the farmers are not able to get high prices for their crops as size of landholdings is small and investment in seeds and pesticides is more. For this they need a marketing channel for their produce and need to grow more of cash crops to earn higher returns.

Thus if some serious steps can be taken for building up roads and a bridge over Sukhi Nadi area then half of the problems of Vijaipur can be solved. Further if the proposed business plan can be implemented then it can be ensured that the problem of Low Agricultural productivity can also be sorted out.

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Annexure 1:

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Vijaipur
2	Address of the Village	Vijaipur, Khaira Chouraha, Gaulapar, Haldwani
3	Name of Sarpanch /	Mr. Anand Mehta

	Contact Person	
4	Date of Visit	15-11-2019

VILLAGESCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	Yes		
2	Does anyone go out and defecate in the open in village?	Not frequent		
3	Are these faeces from the toilet being disposed in the river?		No	
4	Is there any OD spot / excreta in an open place?	No		
5	Are there institutional toilets at Schools, Anganwadi and Public places?	Yes		
6	Is waste from restaurants, public places dumped into the river?		No	
7	Is there a prevalence of visitor/tourist OD?		No	

8	Is there an institutional mechanism to check OD by insiders/outsideers?		No	
9	Are twin-pit toilets common in the Village?		No	
10	Are septic tank toilets (non-porous) common In your village?	Yes		
11	Is there a P-Trap in all toilets?		No	
Household Schedule				
12	Is water available in /for the toilet?	Yes		
13	Are all toilets “fly-proof” – or Hygienic?		No	
14	Is the human waste disposed of in the Drain, d) Nalliah’s, e) Open pit; f) Ponds or river or streams or any water body etc.		No	

15	Is faecal sludge directly discharged to water bodies?		No	
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvased	Yes		
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		
17	Is any visible faeces found in the environment?		No	
18	Is there any odour of urine or faeces in the location?		No	
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	
20	Is child faeces disposed of in open area?	Yes		
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises?	Yes		

22	Is water available in /for the toilet?	Yes		
23	Is toilet “fly-proof” – or Hygienic?		No	
24	Is the human waste disposed of in the Drain, j) Nallahs, k) Openpit; l) Ponds or river or streams or any water bodyetc.		No	
25	Are Anganwadi cleaners maintaining and cleaning public toilets?		No	
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	Yes		
27	Is there water available for use in the school toilets?	Yes		
28	Is the human waste disposed of in the Drain, a) allahs, b)		No	

	penpit; c) onds or river or streams or any water bodyetc.			
29	Is public toilet accessible to all (including Divvying's/physically challenged)		No	
Public Toilets Schedule				
30	Is there a Public Toilet in the village?		No	
31	Are there separate sections for Men and Women?		No	
32	Is the human waste disposed of in the Drain, a) Nallahs, b) Openpit; c) Ponds or river or streams or any water bodyetc.		No	
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?	Yes		No action taken

34	Is any sustainable process/method adopted for fecal sludge management?		No	
----	--	--	----	--

Annexure 2



Crossing the Sukhi Nadi Area



BPL and VBPL Categories Houses in the Village



Ata Chakki of Vijapur



Youth of Village engaged in Agricultural Activities



Crops of Rice, Cow Pea Beans, Marigold and Ginger in the village



40% OF MILK REQUIREMENT OF ANCHAL DAIRY IS MET BY VIJAIPUR MILK SUPPLIERS

Cows of Vijaipur people engaged in Animal Husbandry



Satellite image of nearby places of Vijaipur where blue coloured is a seasonal river i.e. Sukhi Nadi



Outsiders and even villagers can't go to the village due to the over flown Sukhi Nadi and non-availability of proper facility to cross this seasonal river

Overflowing Sukhi Nadi and Trapped Villagers are being rescued by the Rescue teamforce

**The Case Study of Rural Immersion on
Mangoli Village**

**Dipanshu Bhardwaj
Kumaun University, Nainital**

CERTIFICATE

This is to certify that Dipanshu Bhardwaj, student of IPSDR, Kumaun University, Nainital has successfully completed the two month "Rural Internship Programme" conducted by Mahatma Gandhi Council of Rural Education, Government of India Hyderabad.

Date: 25/02/2020

Place: Nainital



A handwritten signature in black ink, appearing to read "Atul Joshi".

Signature

(Name of HOD)

Dr. Atul Joshi

Director
(College Seal/Stamp)
Institute of Professional Studies
and Developmental Research
'The Hermitage' Kumaun University
Nainital (Uttarakhand)

DECLARATION

I hereby declare that the project work entitled "Rural immersion" submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance of Sarika Joshi. The results embodied in this village report have not been submitted to any other Organization or University.

Date:26/02/2020

Place: Nainital

Signature of Intern

DIPANSHU BHARDWAJ

ACKNOWLEDGEMENT

The success and final outcome of this MGNCRE internship programme required a lot of guidance and help from many people and I am extremely privileged to have got this all along the completion of MGNCRE report. All that I have done is only due to such supervision and guidance and I would not forget to thank them.

I respect and **thank DR. WG PRASANNA KUMAR, Chairman, MGNCRE, Hyderabad** for providing me a golden opportunity to do internship under MGNCRE and giving us all support and guidance.

I respect and thank **DR.DEBENDRA NATH DASH-ASSISTANT DIRECTOR, MGNRCE, Hyderabad** providing me a golden opportunity to do internship under MGNRCE and giving us all support and guidance. I respect and thank **DR. VIJAYA KUMARI N-SENIOR FACULY, MGNRCE, Hyderabad** for providing me a golden opportunity.

I respect and thank **PROF./DR. K.S RANA , Honourable Vice chancellor , Kumaun University Nainital**, for providing me an opportunity to do internship under MGNCRE and giving us all support and guidance, which made me complete this report duly. I owe deep gratitude to **DR. ATUL JOSHI our Course coordinator** who took keen interest on MGNCRE internship program and thankful for his guidance and support.

I would not forget to remember **DR.PRADEEP JOSHI , Faculty of MBA** in Rural Management, Kumaun University, for his encouragement and more over for his timely support and guidance during the process of the study. I am also thankful to **MR. VINOD JOSHI, Faculty of MBA**, Kumaun University Nainital , for their guidance and support in preparation of this report.

I am heartily thankful to and fortunate enough to get constant encouragement, support and providing all information from elected representatives of village Tirchakhet and all staff including Anganwadi and ASHA workers who collaborated with me during process of the study.

Deepanshu Bhardwaj
(IPSDR) Kumaun University Naini

S No	Contents
1.	Introduction to the Village
2.	Identification of Problem
3.	Review of literature
4.	Objectives of the Study
5.	Hypothesis of the Study
6.	Actions Planned to address the problem
7.	implementation of Action research Steps
8.	Process of implementation of the study
9.	Data Collection and Analysis
10.	Findings
11.	Conclusion
12.	References

ABSTRACT

The goal of this project is to design and build a micro-hydro electric power system for use in rural parts of India which do not currently have power, but do have access to streams and small waterfalls. In terms of deliverables, the first is building a micro hydro turbine which is inexpensive enough in terms of parts to be sold in rural and extremely poor areas of a developing country like India. The second would be to write a proposal/business plan for how one could viably take this product to market and have the desired impact of providing power to extremely poor regions of India. If the project is successful, then hopefully a complete blue-print would be in place for anyone to try to bring electricity to the most rural and remote regions of India which have been largely left behind since India has developed over the past ten years.

Keywords: Rural, Power System, Electricity, Supply of power

Introduction to the Village

- **Village:** Mangoli
- **District:** Nainital
- **Tehsil:** Nainital
- **Block:** Bhental
- **Geographical and Climate description:** The climate is warm and temperate in Mangoli. In winter, there is much less there than in summer. The maximum temperature during monsoon months is 18°C and the minimum is 10°C. Winter in Mangoli begins from November and it stays till mid March.

Summer season: Summer in the village is moderate and lasts from April to June the average temperature at this time of the year varies between 24 Degree Celsius and 30 Degree Celsius.

Monsoon Season: From July to August the village witnesses rain during this rainy season mountains become mysterious and the hills are covered with greenery making the view from really pleasant.

Winter Season: The winter is the first year. Winter season is the coldest season of the year. Starts from the month of December and ends in the month March.

Specific / Distinct Features:

Culture: Culture of Mangoli is very different as compared to other cultures of Indian village, because it includes the names Culture Joint Family, Fasting Culture, Holy cow worship. The science behind temple is very antique over here.

Tradition. Mostly there are Kumauni Hindu people living over here so the tradition is slightly different from other the arranged marriage system and Atithi DevoBhavah are examples of the traditional aspects.

Fairs and Festivals: The common festivals in the village include Diwali, Holi, Makar Sankranti, Janmashtami, Dusshera, Basant Panchami, Shiv Ratri, Bhaiya Dooj. Fairs also seem to be a center of attraction over here because there is a fair which takes place in the memory of Ganesh Mahotsav every year in Mangoli and Nanda Devi every year in Nainital.

- Mini. Hydro Power Plant
- We are the first one doing research on hydro power plant. Hydro power plant has a very good scope. With this we can turn on good income.
- That is why we will establish a business related to power plant in that Mangoli village.
- That is why we will need a lot of bees to start a business

Literacy and Education profile

Literacy Rate- 60%

School Enrolment- 15 in primary level

School Dropouts-zero

Avenues for higher education-for higher education people of Mangolli go to Nainital or Haldwani.

Avenues for Technical and vocational education-Government Polytechnic Nainital and Kaladhungi is a technical educational institute which are at the nearest distance of Mangoli.

Opportunities for skill enhancement-No opportunities are available in Nalni.



Panchayat



A Junior college

Rural Educational Infrastructure

There are two primary school in Mangolii gram panchayat. There are 15 students in the Nalni primary school and two teachers in primary school. Inter college (Mangoli) are the one and only college for 2-3 gram panchayats. Children of Nalni village retain their classes as there is a 100% retention rate and 0 dropouts.

Rural Health Infrastructure

There is only 1 primary health centre which is situated in Mangoli. There is one health officer one assistant and 3 asha workers. They visit Nalni village in second Saturday in every month. There is also an Ayurvedic Hospital in Mangoli in which there is one doctor one pharmacist and one ward boy.

Rural Amenities

Supply of drinking water- 100 % water connection - 70 % Electricity connection - 80% Toilet facility -90%
Human Capital Content of Workforce

70% of the population is literate. 20% are educated up to primary level while 50% of the population

Rural Financial Infrastructure

There is no commercial and co-operative bank Mangollni.

Rural standard of Living

a - Per family rural consumption expenditure is Rs. 8000 approx. per month.

b - Per family rural food consumption expenditure is Rs. 3000 approx. per month. Many have studied upto

9 - Rural standard of Living

a - Per family rural consumption expenditure is Rs. 8000 approx. per month.

b - Per family rural food consumption expenditure is Rs. 3000 approx. per month.

Composite Index Of Rural Development

Group A	Group Name	Rating
1	Agricultural Productive Efficiency	3
2	Workforce Diversification	3
3	Rural Educational Infrastructure	7
4	Rural Health Infrastructure	7
5	Rural Amenities	8
6	Transport Infrastructure	4
7	Human Capital Content Of Workforce	6
8	Rural Financial Infrastructure	5
9	Rural Standard Of Living	5
	TOTAL	48
	SCORE	53.33%

middle level.

Phase 2

Segment-1

In our 1st phase of survey we met with the Gram Pradhan of the village Mrs.Geeta Bisht. He gave us all the necessary details about the village and the village functionaries. He also told us about the tradition of the Mangoli village. The jagar which is performed by the natives of Mangoli to evoke there local deities as well as

the spirits. Fairs and festivals—there is no special fair organized in the village Mangoli. But in Nainital some fairs are organized such as Nanda Devi fair, Sharadotsav etc. Festivals of Nalni are —Phooldheli, Harela, Ghee Sanskriti, and Khatarua. After 6 months we again went to the village for observing development in the village in terms of the composite index of the Rural development.

Indicators of Rural Development by Group (after 6 month)

1- Agricultural Productive Efficiency

- Productivity Per Hectare—Productivity per Nali is approx Rs800.
- Productivity per Worker—The people get Rs200-300 per day only if they work as a labour in their field.

2- Workforce Diversification

- Cattle Farming - 80%
- Business - 2%

3- Rural Educational Infrastructure

- Primary School - 2
- Inter collage - 1(Mngoli)
- Retention Rate - 100%
- No. of school dropouts - 0

4- Rural Health Infrastructure

- No. of Primary Health Centre-1
- No. of Ashaworkers-3
- Rural Infant Mortality Rate-0
- Rural Female Mortality Rate-0

5- Rural Amenities

- Percent of rural households with drinking water -70%
- Percent of rural households with electricity connection-80%

- Percent of rural households with toilets-94%

6- Transport Infrastructure

- Percent of village having surfaced road-30%

7- Human Capital Content of Workforce

Percent of educational (primary & middle level) rural workforce **a** - 20% are educated up to primary level. **b** - 50% of the population have studied up to middle level.

8- Rural Financial Infrastructure

There is no commercial and co-operative bank in Nalni.

9- Rural Standard of Living

- Per family consumption expenditure is Rs. 9-8000(approx) per month.
- Per family food expenditure is Rs. 3000 (approx) per month.

Composite Index of Rural Development Group No.	Group Name	Rating
1	Agricultural productive efficiency	2
2	Workforce Diversification	3
3	Rural Educational Infrastructure	7
4	Rural Health Infrastructure	7
5	Rural Amenities	8.5
6	Transport Infrastructure	5
7	Human Capital Content of Workforce	6
8	Rural Financial Infrastructure	5
9	Rural Standard Of Living	5
	Total	48.5

Comparing the Indicators of Rural Development by Group

1- Agricultural Productive Efficiency

Earlier productivity per Nali was Rs1000 which is decreased to Rs. 800 and the Productivity per worker also decreased from Rs. 300-400 to Rs. 200-300 per day.

Reason -Agriculture productivity of this area is very much affected by the wild animals and insufficient irrigation facility.

Solution -Put an electric fence around planting place. In Nalni wooden channels can be made by making notches at the natural water resources.

2-Workforce Diversification

There is no change in this factor . As the major portion of the population is engaged in agricultural activity, dairy farming & cattle farming.

Reason -Lack of employment opportunities & non-agricultural activities.

Solution -Encouraging entrepreneurship. The people of this village can open shops & restaurant for attracting tourists.

3-Rural Educational Infrastructure

There is no change in this factor. There are only 2 primary schools in Mangolithehich there is 15 students & 2 teachers. For secondary education the children of Nalni go to Mangoli.

Solution -Our main focus is to improve the quality of education of Mangoli village by involving volunteers who have the time & abilities to contribute to schools.

4-Rural Health Infrastructure

There is no change in the rural health infrastructure. The primary health centre is situated in Mangoli which f r o m r m a n g o l i v i l l a g e . People face many problems as there is no proper transportation facility.

Solution -There is a need to develop & distribute materials to citizens through rural communication network.

5-Rural Amenities

There is only one change has come in rural amenities. As earlier 90% of the rural households have toilets but now it increased to 94% . In Nalni village 4% of the toilets are built under **Swachh Bharat Abhiyan**.

6-Transport Infrastructure

Earlier the village is having 10% surface road but now it has increased to 30% . The people of Mangoliii village still face many problems in travelling & transporting their goods to cities.Ragi by product

regi byproducts 15

Types Of Ragi

22 15

Types Of Ragi

22

Solution -So there is a need to improve transport infrastructure in Mangolilageage. So that they can easily connect to the market and sell their goods to the market.

7- Human Capital Content of Workforce

There is no change in this factor. 70% of the population is literate and most of the members of the family have migrated from this village to the cities for employment & further studies.

8- Rural Financial Infrastructure

There is also no change in rural financial infrastructure. The Mangoli village has no commercial & co-operative bank. The nearest bank is at Khurpatal (SadhanSehkariSamiti) . The bank has 325 account holder of Mangolii village. Amount deposited is Rs55lakh & the loan provided is (approx Rs66 lakh).

Solution - To encourage our farmers, banks should offer loans to help them in cultivating their land.

9- Rural Standard of Living

There is also no change in the standard of living of the people. Their saving is generally less than their expenditure.

Solution - To improve the standard of living of the Nalni people there is a need to design and operate small — scale infrastructure & services.

Interpretation of the Comparison Table

In Mangoli village there is no such development can be seen in terms of various indicators. Only 3 factor have witnessed change-

1-Agricultural Productive efficiency

In this factor there is a negative change as agriculture productivity of this area decreases due to wild animals and weather.

2-Rural Amenities

There is an increase in the no. of toilets in the village. But still there are some houses which do not have proper toilets.

3-Transport Infrastructure

This indicator have also shown a positive change as the percentage of surface road increased to 30%.Mangoli village have no proper transport facility due to which the people are not able to still their products in the market.

They have to carry the food grains seeds, fertilizer on their back as 70% road in Nalni village is unsurfaced

There is no change in the rest of the indicators whether it is health infrastructure or educational infrastructure. The people are migrating from this village to cities or towns in search of job or for further

Comparison of Composite Index of Rural Development

GROUP NAME	Before 6 Month	After 6 Month	DIFFERENC E	EFFECT
Agricultural Productive Efficiency	3	2	1	Decreased
Workforce Diversification	3	3	0	No Change
Rural Educational infrastructure	7	7	0	No Change
Rural Health Infrastructure	7	7	0	No Change
Rural Amenities	8	8.5	.5	Increased
Transport Infrastructure	4	5	1	Increased
Human Capital Content Of Workforce	6	6	0	No Change
Rural Financial Infrastructure	5	5	0	No Change
Standard Of Living	5	5	0	No Change

studies. The people who live here have a ray of hope in their eyes. They believe that there will be substantial development in their village.

The table above represent that there is no such changes can be seen after 6 months in various indicators. There is a need to develop and create employment opportunities in

Mangolivill age The education and health infrastructure should also be developed so that the people of Mangoli get more facility in their village and they don't have to go anywhere in an emergency. By giving them

employment opportunities the life of people of Mangoli village will change and their way of living will also increase.

Segment 2

In Mangoli village there is no industry/ entrepreneurial enterprise and SHG. But there is one NGO called Vimarsh Sanstha which come for a visit every year in Mangoli. Vimarsh covers several areas in Nainital. It deals with the issues like health and education, rights of girls, violence and discrimination. It has formed various women groups in other villages but not in Mangoli. Vimarsh is also working for conserving traditional water sources. Various activities such as monthly meetings, seminars and trainings are regularly conducted with the groups by the NGO in other villages.

People of Mangoli said that the NGO (Vimarsh Sanstha) plays no significant role in their village. They visit there only once in a year. Mangoli is a village in which it is difficult to set industries and create job opportunities due to its difficult geography. Every culture has its own identity which defines it. Same in the case of Nalni which is mostly surrounded by the forest and has agricultural based economy.

Rural Entrepreneurship is not a new idea, the only problem is this, the idea needs to be implemented and the people of this village should be encouraged to start up their small scale business, cottage industries and co-operative societies and enter the global market. There are no such entrepreneurial opportunities available in the village Mangoli but the people can start up from the restaurant, dhabas, tea stall or Maggie stalls. Such type of small- scale business can run efficiently in this area because mangoli village comes in the way to Nainital, so it can possibly attract tourist at the time of vacations and weekends.

SWOT Analysis

1- Strength

- The strength of restaurant lie in what you do best, whether it is serving tasty food or offering quality services
- Other strength may consist of pricing structure, such as offering a lower — priced menu.

This type of business requires less investment.

2- Weakness

- There is only one weakness of such type of business in Mangoli area is the lack of transportation.

3- Opportunities

- There are various opportunities available such as expanding or providing different types of food.

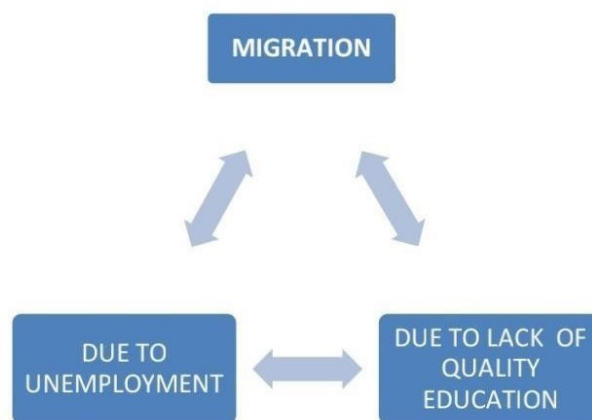
They can also offer rooms for night stay to the tourists as there is a huge rush in summers.

4- Challenges

The main challenge is competing with the existing restaurant which also deals in fast foods. The other challenge could be arranging resources and transportation facility.

Identification of the Problem

In the village Mangoli there is various number of problem identified by me. For e.g. unemployment, poverty, lack of transportation facility, lack of quality education, health problem etc. Out of these problem I took unemployment as the main problem which is responsible for all the other problems. My opinion to tackle **etc.** Out of these problem I took unemployment as the main problem which is responsible for all the



other problems. My opinion to tackle this problem is to engage people in some entrepreneurial activities.

Mangoli is a village which is situated on the way to Nainital. In summers lots of people come Nainital to spend their holidays. So, there are various entrepreneurial opportunities identified by me in the Mangolieillage. One of them is Camping.

A Campsite or camping pitch is a place used for overnight stay in an outdoor area. Mangoli is a village which is surrounded by mountains and forest. It is the best place for campsite. The hill stations are nature beauty and surely it will be a tourist most preferred place to spend their vacation.

Camping is becoming popular now days. It is a recreational activity in which the the participants leave developed areas to spend time outdoors in more natural ones in pursuit of activities cool and pleasant climate all through the year and thus it is perfect for the campsite.

Review of the Literature

Camping is possibly the finest way to spend time in the lap of nature and forget the mundane affairs of an otherwise hectic life. It also provides an opportunity to spend quality time with the love ones and understand them better. The Uttarakhand Himalayan region in India is one such place that offers fantastic range of camping. Whether it is wildlife camping or normal camping, Indian topography offers everything for the adventure enthusiasts. It can prove to be very beneficial for the growing and budding mind of the children. Camping is a recreational activity and there is no age limit . Anyone who likes to explore nature can take up this camping expedition.

In Uttarakhand there are various campsites available-

1- Tons valley , Garhwal Uttarakhand

Uttarakhand Adventures Tours Tons valley base is an excellent camping site located at a

pleasant 3600 feet above sea level. The ideal gateway for everyone including families and children, it makes for a great escape for the quiet holiday — maker as well as the die hard adventure seeker.

2- Uttarakhand Adventures Tour Jharipani

It is on the top of the hill and easily approachable by motor — able road in Jharipani far from madding crowd, exclusively for natures lovers with clean and comfortable waterproof SWISS TENTS, with attached western toilets having hot and cold water, landscaped gardens and terraces, with sit outs in nooks and corners.

3- Camping in Nainital

With a great number of options for camping in Nainital, here one can enjoy this activity to the fullest. Camping sites like Pangot, Ayar Jungle Camp, Aspen Adventure camps, Camp purple, Camp Kyari, and various others, one can make a selection, as per their preferences . If you wish to stay close to nature and gaze at the natural and gaze at the natural wonders, then camping is excellent pick. Also nature and gaze at the natural and gaze at the natural wonders, Also , when the sun sets down you can enjoy the starlit sky at its best.

Objectives of the Study

The main objective of this study is to explore the available resources of the village Mangoli

Generating employment opportunities in the village .

Another important objective is to promote the culture and lifestyle of the rural people.

Most people go to the city markets we want to provide them a super market where they can sell and buy the products. Create environmental awareness.

Hypothesis of the Study

Locations and attractions are the keys to a successful dam planitation. The location in Mangolii village is perfect for artifitial dam plant. This type of plan will work in Mangolii village . As this planned requires medium investment and high involvement of village people.

There are few dams which have opened in the nearby villages. So there is a great scope of this activity in Mangoli village.

The project undertaken is not of an empirical nature It is descriptive and the broad analysis have been drawn from surveys related to the village and the opinions of the residents it is because of these factors that no testing tool has been used to establish and validate the hypothesis . Therefore the hypothesis are framed in a general format considering the possibilities and the feasibility of entrepreneurial possibilities.

HYPOTHESIS 1-

Null Hypothesis —Entrepreneurial opportunities involving high technology are possible in the village.

Alternate Hypothesis- Entrepreneurial opportunities involving high technology are not possible in the village.

HYPOTHESIS 2-

Null Hypothesis-Specialized utilities are available in the village.

Alternate Hypothesis- Specialized utilities are not available in the village.

HYPOTHESIS 3-

Null Hypothesis-There is possibilities of big incidents in entrepreneurial venture. Oo

Alternate Hypothesis- There is no possibilities of big incidents in entrepreneurial venture.

HYPOTHESIS 4-

Null Hypothesis-Good marketing channels and communication are available in rural areas.

Alternate Hypothesis--Good marketing channels and communication are not available in rural areas.

Analyzing the possibilities and feasibilities in terms of these hypotheses established our research that these hypotheses cannot be established, and therefore the alternate hypothesis need to be considered.

Since the village has facilities only for basic formal education of a non technical in nature, establishment of ventures requiring high levels of technology would inappropriate.

It's mentioned earlier due to the lack of educational system prevalent in the villages the villagers do not possess a satisfactory level of technical skills.

The residents belong nearly to middle income groups with a significant properties at the BPL level, large investments would not be possible.

Actions Planned to address the problem

For starting this type of plan in mangoli village we need to formulate a action plan which include-

- 1-The selection of location for Camping .
- 2-Availability of resources like men,power,fuel,water etc.
- 3-Arranging the finance which include Government schemes and loan from bank.
- 4-There should be proper transportation facility available in the village so that people can reach effortlessly to the Campsite.

Implementation of Action Research Steps

1-The first step is to deciding the type of campsite In Mangoli dams is most suitable. Asthe local people and other villages or local area need it for all the sessions.

2-There is abundant resource available wheth3-The finance for starting this business will be arranged from the local banks and government help situated in Nainital . The campsite business do not require much capital . The bigger challenge is sourcing the land because land would always remain an issue as the owners sometime were not clear about what they would get out of it .

4-For this business we need the staff people who can manage the worth.

5-Hiring maintenance and service personnel.

6-For the promotion we can build a website which include information about your campground and the area with photos and suggestions for activities. Also offer an online reservation where guest can book the dates they want to visit.

Process of Implementation of the Study

1._Clarity about requirements

Before the implementation, it must be clear what strategic goals the DAM system should achieve.Which workflows should be made sleeker by the DAM and which processes should be made moreefficient? A DAM is not an isolated product, rather can fully unfurl its strengths when integrated intoexisting system infrastructure. Especially those processes and programs related to content canbenefit from DAM, including ERP, PIM, CMS or an online shop. Consequently, interfaces to thesethird party systems are important.

2. An experienced partner

There are many providers of DAM software. It is important to choose a partner with verified skills and experience. The successful implementation of the new system depends on them. A good partner can rise to challenges and works closely with the customer. They provide support in making pioneering decisions. This includes, for example, whether the DAM should be operated in the Cloud or installed on-premise.

3. Team and budget

Implementing a DAM system requires staff and a budget. Responsibilities should be clear from the very beginning. A well managed DAM integration involves all three areas: specialist department, IT and the users. This means that everyone is in the loop and can be quickly approached, while the system is given a good start to encourage acceptance. The DAM team needs people with the right skills and the right mindset.

Market Research

Visit the competition and campsites in other areas to absorb ideas and trips where possible, say advisers. What attracts campers to your area- what else is there for them to do and how could your site offer something extras' or different? Avoid providing too many services or facilities which could involve unnecessary investment.

Data Collection and Analysis

Data is the need of the hour, and its collection and analysis is the base of any business and research success now. Napoleon Bonaparte more than 200 years ago said about the importance of data or information with his famous quote "War is 90 % information ". Hence data collection and data analytics is going to be the keys to success in many fields.

The data in this research project have been collected through two sources:

Primary source

Secondary source

Most of the data has been collected through primary methods such as —

Direct personal interview

Indirect oral interview (through phone)

The data in this project has been collected by me through the personal interaction with the village people. I have asked them all the questions about their income, education, employment, cleanliness and sanitation.

I have also collected information from the Asha workers, School teachers and sarpanch. I have also taken the help of Internet in completing my project.

Findings

It has been found out by me that this business has a great possibility in the Mangoli village because the village has natural beauty and surely it will be a tourist most preferred place to spend their vacation.

Conclusion

There is a need to setup some entrepreneurial venture in Mangoli so that the people of Mangoli village do not migrate from here. Campsite is the best option to explore the resources of Mangoli.

Annexures

Annexure 1 Survey on Sanitation Management and ODF Village visit

1	Name of Village	Mangoli
2	Address of the Village	Village-Mangoli,BhimtalBlock,Dist-Nainital
3	Name of Sarpanch / Contact Person	MrBachi Singh Adhikari
4	Date of Visit	16 January 2020

Demographics of the Village		
1	Number of Men	280
2	Number of Women	250
3	Number of Children	75
4	Total Population	600
5	Number of Anganwadis	2
6	Number of Schools	2
7	Number of Primary Health Centres	2

VILLAGE SCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	Yes		

2	Does anyone go out and defecate in the open in village?		No	
3	Are these faeces from the toilet being disposed in the river?		No	
4	Is there any OD spot / excreta in an open place?		No	
5	Are there institutional toilets at Schools, KO Anganwadis and Public places?	Yes		
6	Is waste from restaurants, public places dumped into the river?		No	
7	Is there a prevalence Of visitor/tourist OD?		No	
8	Is there an institutional mechanism to check OD by insiders/outsideers?	YES		
9	Are twin-pit toilets common in the village?	YES		
10	Are septic tank toilets (non-porous) common in your village?	Yes		
11	Is there a P-Trap in all toilets?	Yes		
Household Schedule				
12	Is water available in /for the toilet?	Yes		
13	Are all toilets "fly-proof" — or Hygienic?	Yes		
14	Is the human waste disposed of in the Drain, a)Nallahs, b)Open pit; c) Ponds or river or streams or any water body etc		No	

15	Is fecal sludge directly discharged to waterbodies ?		No	
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed		No	
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		
17	Is any visible feces found in the environment?		No	
18	Is there any odour of urine or faeces in the location?		No	
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	
20	Is child faeces disposed of in open area?		No	
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	Yes		
22	Is water available in /for the toilet?	Yes		
23	Is toilet "fly-proof" — or Hygienic?	Yes		
24	Is the human waste disposed of in the Drain, a)Nallahs, b) Open pit; c)Ponds or river or streams or any water body etc.		No	
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	Yes		
School Schedule				

26	Are there separate functional toilets for boys and girls in the school?	Yes		
27	Is there water available for use in the school toilets?	Yes		
28	Is the human waste disposed of in the Drain, d) Nallahs, e) Open pit; f) Ponds or river or streams or any water body etc.		No	
29	Is public toilet accessible to all (including Divyangs/physically challenged)	Yes		
Public Toilets Schedule				
30	Is there a Public Toilet in the village?		No	
31	Are there separate sections for Men and Women?		No	
32	Is the human waste disposed of in the Drain, g) Nallahs, h) Open pit; i) Ponds or river or streams or any water body etc.		No	
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODE?		No	
34	Is any sustainable process/method adopted for fecal sludge management?		No	

Annexure



Principal of Primary school

Village Sanitation Management and ODF



Installation



Schematic diagram



Children – Mangoli village



Farming of vegetables



National Roadway



Festivals of the village



Artificial Dam

**The Study of Rural Immersion Programme
in Jeoli Village**

**Kanchan Pandey
Kumaun University, Nainital**

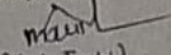
CERTIFICATE

This is to certify that **Kanchan Pandey** student of **IPSDR Hermitage Collage Nainital** has successfully completed the two month "Rural Internship Programme" conducted by Mahatma Gandhi Council of Rural Education, Government of India Hyderabad.

Date:24/02/2020

Place:Nainital




(Prof. Atul Jishi)
Signature


Director
(College Seal/Stamp)
Institute of Professional Studies
and Development Research
The Hermitage Kumaon Univer
Nainital (Uttarakhand)

DECLARATION

I hereby declare that the project work entitled "The study of Rural Immersion program on Jeoli village" submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance of **Dr. Pradeep Joshi, IPSDR, HERMITAGE COLLEGE (Nainital)**. The results embodied in this village report have not been submitted to any other Organization or University.

Date: 24 / 02 / 2020

Place: Nainital



Signature of Intern

(Kanchan Pandey)

ACKNOWLEDGEMENT

The success and final outcome of this MGNCRE internship programme required a lot of guidance and help from many people and I am extremely privileged to have got this all along the completion of MGNCRE report. All that I have done is only due to such supervision and guidance and I would not forget to thank them.

I respect and **thank DR. WG PRASANNA KUMAR, Chairman, MGNCRE, Hyderabad** for providing me a golden opportunity to do internship under MGNCRE and giving us all support and guidance. I respect and thank **DR.DEBENDRA NATH DASH-ASSISTANT DIRECTOR, MGNRCE, Hyderabad** providing me a golden opportunity to do internship under MGNRCE and giving us all support and guidance. I respect and thank **DR. VIJAYA KUMARI N-SENIOR FACULY, MGNRCE, and Hyderabad** for providing me a golden opportunity.

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KANCHAN PANDEY

KUMAOUN UNIVERSITY, NAINITAL

S.No	Contents
1	Identification to the Village
2	Identification of Problem
3	Review of literature
4	Objectives of the Study
5	Hypothesis of the Study
6	Actions Planned to address the Problem
7	Implementation of Action research Steps
8	Process of implementation of the study
9	Date Collection and Analysis
10	Findings
11	Conclusion
12	References
13	Annexure (Survey questionnaire/photos/ any other supporting document

Introduction to the Village

Village: Jeoli (Jyolikote)

District: Nainital

Tehsil: Nainital

Block: Bhimtal

Geographical and Climate description: There is subtropical highland climate the village climate is Influence by the elevation. The climate of Jeolikote is a bit dory in winter and very wet clawing summer due to south Asian monsoon system.

Summer Season: Summer in the village is moderate and lasts from April to June the average temperature at this of the year varies between 24 Degree Celsius and 30 Degree Celsius.

Monsoon Season: From July to August the village witnessed rain during this rainy season mountains become mystery and the hills are covered with greenery making grandeur of the feature from really pleasant.

Winter Season: The winter is the first year. Winter season is the month is coldest season of veer starts from the month of December and ends in the month of March.

Demographic Profile: Population- 403

Gender Ratio- Female: 210, Male: 193
(52.109%)

Age Structure- 0 to 90

Religion- Hindu

Caste- ST: 89, SC: 120, General: 194

Household in APL & BPL Categories- APL: 47, BPL: 45



Households

Activity

Group No	Group Name	Rating
1	Agricultural Productive efficiency	5
2	Workforce diversification	4
3	Rural educational	5
4	Rural health infrastructure	5
5	Rural amenities	7
6	Transport infrastructure	4
7	Human capital content of workforce	5
8	Rural financial infrastructure	7
9	Rural Standard of living	5

☐ **TOTAL – 47**

☐

Rural amenities –

- **Per cent of rural households with drinking water –**

100% of rural households are equipped with drinking water facilities like sroth, personnel boring, govt. water supply.

- **Per cent of rural households with electricity connection –**

99% of rural households have electricity connection in the village

- **Per cent of rural households with toilets –**

Almost around 98% toilets are in village in which around toilets are allocated by government

- **Per cent of rural pucca house –**

Around 80% of rural people have their pucca house.

Rural financial Infrastructure –

No. of Commercial banks –

Only 1 commercial bank in village

No. of cooperative banks –

Only 1 cooperative bank in village

Per capita rural deposits of commercial banks –

10 cr. Capita rural deposits of commercial bank in village

Per capita rural deposits of cooperative banks –

5,0501467.00 capita rural deposits of cooperative bank in village

Rural credit per capita of commercial banks –

Rural credit 9 cr. Capita of commercial bank in village

Rural credit per capita of cooperative banks –

Rural credit 1,61,30,566.00 capita of cooperative bank in village

Specific / Distinct Features:

Culture: Culture of Jeoli is very different as Compared to other Cultures of Indian Village, because it includes the names Culture Joint Family, Fasting Culture, Holy cow worship. The science behind temple is very antique over here.



Temples in Jeoli village

Traditions: Mostly there are Kumauni Hindu people living over here so the tradition is slightly different from other the arranged marriage system and Tithe Devo Brava are example of the traditional aspects.



Women in Jeoli village

Fairs and Festivals: The Common festivals in the Village include Diwali. Holi. Maker Sankranti, Janmashtami, Dusshera, Besant Panchami, Shiv Ratri, Bhaiya Dooj. Fairs also seems to be a center of attraction over here because there is fair which takes place in the memory of Ganesh Mahotsav every year in Jeolikote and Nanda Devi every year in Nainital.



Fairs and festivals



Children enjoying a feast



A Study on NGO of “ Jyoli “ Village

Jeoli is an NGO in the village, whose name is **MISSION**. NGO trains women and girls to work. NGO gives training to women and girls for employment and become self-dependent. By getting employment they gain self-confidence and work for NGO and become financially strong. The money earned is spent on education of children and household expenses. NGO does not work for profit but for social welfare. NGO listens and solves problems of women and girls. NGO trains women and girls to make pickles and clothes. Few of them work as a marketing agent. They sell their goods by going door to door and sometime sell them in market too. If any women want to start her own business and are not getting loan from bank, then the NGO helps them by providing loan.

Entrepreneurial Opportunities -

Strengths–

1. Agriculture is the main source of income. People of “Jeoli” village have good knowledge of agriculture.
2. Apiculture is the main source of income. But people of “Jeoli” village do not have good knowledge about apiculture.
3. Milk of animals is also the main source of income. And people of Jeoli village earn good money from milk.

Weaknesses –

- ☐ Weakness of village people is that, for making honey they need fresh flowers that’s why they take beekeeper at place where fresh flowers are located and also make honey.
- ☐ They do not have sufficient transport facility and due to this limitation cannot sell their product at distance market.

- It is a private organization and so for finance have to depend on NGO member.

Opportunities –

- **Agriculture: - People** of “Jeoli” village produces fruits and vegetables at home and sell them at market. They sell milk of animals, fruits and vegetables produced at home in domestic market. They get very low price for their goods.
- **Apiculture: - People** of “Jeoli” village do not have sufficient knowledge of apiculture. They make honey by beekeeping. They sell honey by going door to door and sometime they sell in market, city or to tourist. They do not know the actual price of honey and so earn very less amount by selling. Not having sufficient knowledge of apiculture are restricted in making only honey.

Challenges –

- Village people do not get better market for agriculture and apiculture. If they change their market have to go very far from their area and lack transport facility. Transport is the main problem of “Jeoli” village people because they have to take their product very far from their area.
- People of “Jeoli” village do not have sufficient knowledge of apiculture.
- The people of Jeoli village have little knowledge about agriculture and apiculture.

Managerial Aspects Pertaining To Finance-

- If NGO is a government organization then they can get loan from bank very easily. This money is used for developing NGO.
- If NGO is private organization then amount is deposited by its member. They contribute some amount from their salary and because of it NGO get finance and it does not face problem of finance.
- If NGO need finance for business then it can take loan from bank, friends or family.

Production –

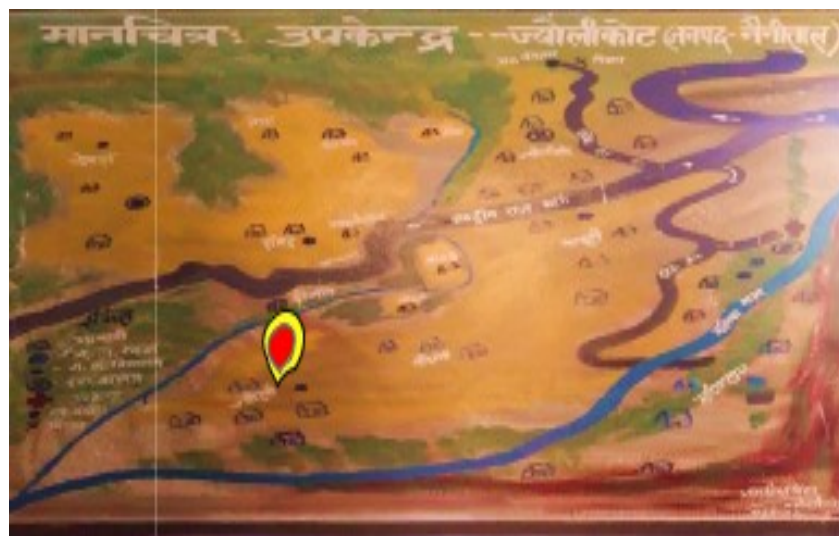
Village people produces vegetables, fruits and pickles. Women sell these products in market and by this way they get employment.

Marketing –

- In village areas marketing is done in domestic market in shops or by making stall indifferent places. They sell their product by going door or sometimes they sell their products in outer areas also.

Human Resources –

- For every organization whether it is government or private manpower is necessary. Without human resources we cannot do any work. Human resource helps in production, manufacturing and marketing. Human resource is important for business. Business earn sufficient profit by using proper human resource



Food Availability Chart

Village Name: Jeoli	District: Nainital	State : Uttarakhand	Date.11 / 02 / 2020									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Rice							?	?	?	?	?	
Wheat	?	?	?	?							?	?
Fruits	?	?	?	?	?	?	?	?	?	?	?	?
Milk	?	?	?	?	?	?	?	?	?	?	?	?
Vegetables	?	?	?	?	?	?	?	?	?	?	?	?

Identification of the Problem

Transportation Problem: There is a huge problem of transportation in Jeoli village, People of Jeoli village have to face a lot of difficulty in going to the market and school. If the people of this village have to take any of their goods to the market for sale then they do not have any transport facility, because that is the market where the villagers are selling their goods. That market is far away from that village.



In this Village, those who have their own transportation facility, do not have any problem in selling their goods to the market, but those who do not have their own transportation facility, they have to face many problems.

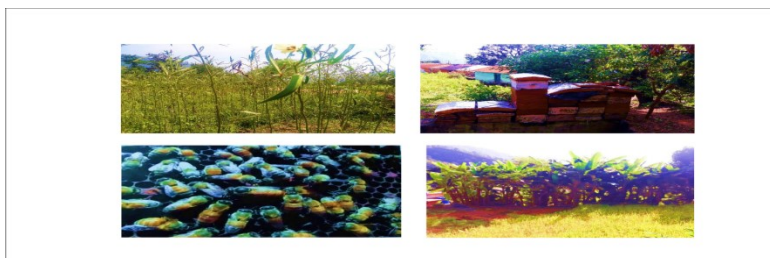
Migration Problem: Migration is a very big problem in Jeoli Village. Children of Jeoli Village who have completed their school and college. Due to lack of job facility, these children have to leave their village and go out to the cities. People of this village are afraid to start their own business. That is why the children here do not get Job Facilities, which is why they have to leave their village and go out to the cities, for jobs. In this village only men migrate.

Market problem: The people of Jeoli village do not have a market where they can sell their products according to their own price, and in the market where people of Jeoli Village sell their products, they are not able to get the right price for their products.



People here do not have a good market, which is why these people sell their products at a lower price.

Lack of knowledge about Agriculture and Apiculture: The people of Jeoli village have less knowledge about agriculture and apiculture. People here can generate employment and income. If people here start their business, then the problem of Migration will also be solved. And those people who used to go out due to lack of job facility, they will get jobs in their own Village.



But people here do not have much knowledge about agriculture and apiculture that is why they are unable to start their own business.

Lack of Industry: There is not a single Industry in Jeoli village. And the people there do not have any knowledge to establish the industry. That is why the men are migrating from that village. If there was an industry in that village, people there would not have been able to flee. If there was any small industry in that village, people there would generate employment along with income.

Review of the Literature

Title: AGRICULTURE

Abstract: The tittle we have taken is of **AGRICULTURE**. In this we are finding rural agriculture opportunity in this study. That what are the agriculture opportunities in that village to start a business? And how can a business start in that village? And we will also see in it that if we start a business. How much finance will we need in Jeoli village, and what business is going on there? And if the business is running, how much profit do they earn? According to us, research in the village agriculture opportunity has not been done before in this village, and if it has happened then there is some woke done in it, we did not see any work related to the rural agriculture opportunity in that village.

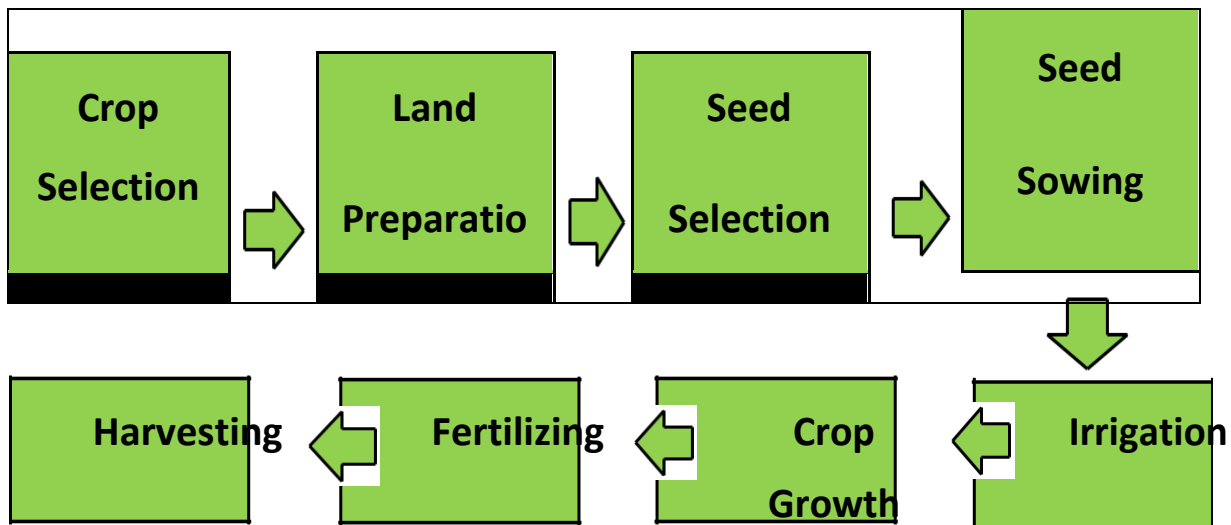


We will see the rural opportunity in this study as well as how can we stop migration in that village? What else we do? So that village and go out and migration stops. And a lot of work has been done to stop migration in this village by the people of this village and also who come to study. Some people of that village have also started their small own business. These people also generate their income from this small business and as well as increases standard of living.



And we will also see the problem of there that how may problem people have to face in their daily life? And what work have been done to solve that problem? There was a problem of commuting in that village, so the people there have built a ketch road. So that small vehicles can come there.

Agriculture Process:-



Hypothesis of the Study

The study takes following as its hypotheses:

- There is no significant growth in the Rural Non-Farm employment in during post reform period.
- There has been no change related to agriculture, and there is no improvement related to agriculture.
- development of rural Non- Farm sectors in the district.
- There is inadequate institutional support for the growth of rural Non –Farm sector in the district.
- The natural resource endowment available in the district dose not support the growth of rural Non – Farm Sector Activities.
- There has been no change in the migration of people,

Actions Planned to address the problem

Step 1:- Define the problem: Will evaluate the situation. Have all possibilities been considered? In this phase, will explore the possibilities, asking all involved or interested individuals to identify the problem for their input. Is there just one problem or are there more? Our farm owner conducts a thorough investigation in trying to determine why the bulk tank weights are down. He checks with the contributing health factor. He also has the nutritionist evaluate the ration to be sure they are feeding at the proper level.

Step 2:- Collect and Analyze the data: Now that we have identified the problem, we collect and analyze data to prove or disprove the assumption that our problem is a result of inconsistent ration. We analyze the situation by asking questions.

Step 3:- Clarify and Prioritize the problem: If there is more than one problem, we will need to prioritize the problem so that we can focus on the most important problems. At the top of list, people will ask some questions to help solve problems with high priority issues.

Step 4:- Write a Goal Statement for Each Solution: The next step in the process is setting S.M.A.R.T goals. Or goals that are:

S – Specific

M – Measurable

A – Achievable

R – Relevant

T – Timely

The team has to go through the problems that have been identified and evaluate them for each of these items. If all targets set are S.M.A.R.T goals, great we are ready to move forward on monitoring programs. Otherwise, the targets have to work with the team to make the necessary adjustments to create the S.M.A.R.T.

S – Specific: Specific goals are clear and focused, not broad, ambiguous, or general. Specific goals provide specific information on the behaviors that are associated with the goal. These goals indicate who will do what, when and how.

Example of a goal that is not specific- “ the advisory will improve pleasant view dairy’s profitability.”

Example of a specific goal- “ Employees of producing high-quality forages (RFV >125), having forage equipment in top working order by may 1, storing the first crop of hay silage by may 25, and continuing to harvest at 31- day intervals throughout the growing season.”

M – Measurable: Measurable goals provide a measurable indicator of success, so that it becomes easy to monitor progress and determine when success has been attained. Measurements of success may be quantified with numbers or a simple yes / no determination.

Example of a goal that is not measurable – “Employees of pleasant view Dairy improve feed quality.”

Example of a measurable goal – “ Employees of Pleasant view Dairy will increase the average relative feed value from 100 to greater than 140 for all hay silage stored this summer” or “ All ingredients in the electronic scales delivered to the feed by 10:00 am.”

A – Achievable: Achievable goals are realistic, and well within the abilities, responsibilities and resources of the management and staff. This does not mean that goals must be easy to achieve every effort should be made to reach a higher level of performance. Sometimes “stretch” goals can encourage someone to step out of their comfort zone and tackle tasks in a new, challenging, yet achievable for the operation and.

Example of an achievable goal – “ Farm employee x will mix feed ingredients accurately (wet feed less than 5 percent and dry feed less than 1 percent error) and deliver it to the cows by 10.100 a.m.”

Example of a goal that is not achievable – “Milk yields will exceed x amount.” Where x is beyond the limitations for the breed of cattle, facilities and management of the operation.

R – Relevant: A relevant goal is appropriate to a person who will be attempting to achieve it and to the overall goals and objectives of the farm.

Example of a goal that is not relevant – “All feed will be delivered to the cows by 10.00 a.m.” This goal is easy enough to measure and achieve, but doesn’t do anything to ensure the quality of the feed.

Example of a relevant goal – “Farm staff will improve milk production and lower feed waste by assuring that the computed ration is fed to the cows accurately, in the proper amounts and by 10.00 a.m. each morning.”

T – TIMELY: The attainment of a goal should not be open – ended, but set for a specific time. As much as possible, the exact date the goal is to be achieved should be determined. When a goal has a deadline, it provides a measurable point and speeds progress toward critical goals. Employees will generally put more emphasis on goals that have specific deadlines than on those for which no time for measurement has been established.

Example of a goal that is not timely – “we will increase milk sold per worker to 1.2 million pounds.”

Example of a timely goal – “we will increase milk sold per worker to 1.2 million pounds by July 1 of next year.”

Step 5:- Implement Solutions – the Action plan: Step five is to write an action plan that addresses the problems. An action plan is written so that any employee can do the task successfully and is followed much like a recipe. It converts the goal or plan into a people process. It has three essential parts:

- Based on the goal the action plan answers five questions – What? When? How? Where? Who?
- Lists of Resources
- Lists of Barriers

The example below applies these steps to our sample problem. Some of the steps in the action plan are obvious.

- What? – Feed the cows correctly twice a day.
- When? – By tomorrow night.
- How? – The written SOP.

Step 6:- Monitor and Evaluate: Our next step in the problem solving process is to design a method for monitoring the outcome. The method we select should assess whether the goal and action, a well- designed monitoring method will help the team to determine when the action plan needs to be improved.

A team of professionals should not spend much time going over numerous data sets. They should have simple spreadsheets or graphs that tell how well the action plan is working and move on to bigger problem. Most teams need a short list of key parameters related to goals that they follow each meeting. An extensive list of production items is provided in the Resource / Special Tool section for ideas. Many teams track, inventories of resources, or other items critical to monitoring action plan.

- Grab samples were taken and analyzed at each feeding for the next two weeks.
- The herdsman routinely observed the feed mixing process to see that the standard operating procedure was being followed.
- Bulk tank weights were monitored and plotted with cow numbers on a graph on a wall in the parlor office.

Step 7:- Restart with a new Problem, or Refine the Old

Problem: The problem solving steps are cyclical. If the first cycle is successful the process start over with a new problem. If the same problem persists, there must be refinement,so the process starts over with refinement of the original problem as more current data is analyzed.

The problem solving process can last minutes or extend to years depending on the difficulty and complexity of the problem being addressed. Some problems will be addressed “ on the fly “ by the farm owner. Others will require careful consideration by the farm advisory team.

Implementation of Action Research Steps

Step 1:- Selecting a focus: the action research steps with serious reflection directed towards identifying a topic or topics worthy of a busy researcher’s time. Considering the incredible demands. No activity is worth doing unless it promises to make the central part of a researcher work more successful and satisfying. Thus selecting a focus, the first step in the process, is vitally important. Selecting a focus being with the researcher or the team of action researchers asking.

Step 2:- Clarifying Theories: The second step involves identifying the values, belief, and theoretical perspectives the researchers hold relating to their focus. For example, if teachers are concerned about increasing responsible classroom behavior, it will be helpful for them to being by clarifying which approach- using punishments and rewards, allowed students to experience the natural consequences of their behaviors, or some other strategy – they feel will worl best in helping students acquire responsible classroom behavior habits.

Step 3:- Identifying Research Questions: Once a focus area has been selected and the researcher’s perspectives and beliefs about that focus have been clarified, the next step is to generate a set of personally meaningful research questions to guide the inquiry.

Step 4:- Collection Data: Professional educators always want their instructional decisions to be based on the best possible data. Action researchers can accomplish this by making sure that the data used to justify their actions are valid. To ensure responsible validity and reliability, action researchers should avoid relying on any single source of data. Most researchers use a process called triangulation to enhance the validity and reliability of their findings. Basically, triangulation means using multiple independent sources of data to answer one’s questions.

Triangulation is like studying an object located inside a box by viewing it through various windows cut into the side of the box. Obseving a phenomenon through multiple “windows” can help a single researcher compare and contrast what is being seen through a variety of lenses.

Step 5:- Analyzing Data: Although data analysis often brings to mind the use of complex statistical calculations, this is rarely the case for the action researcher. A number of relatively user- friendly procedures can help a practitioner identify the trends and patterns in action research data. During this portion of the seven- step process, researchers will methodically sort, sift, rank.

Step 6:- Reporting Results: It is often said that researcher is a lonely endeavor. It is doubly sad that so many researchers are left alone in their classrooms to reinvent the wheel on a daily basis. The loneliness of researcher is unfortunate not only because of its inefficiency, but also because when dealing with complex problems the wisdom of several minds is inevitably better than one.

The very act of reporting on their action research has proven so powerful for both the researchers and their colleagues. The reporting of action research most often occurs in informal setting that are far less intimidating than the venues where scholarly research has traditionally been shared. Faculty meetings, brown bag lunch seminars, and teacher conferences are among the most common venues for sharing action research with peers. However, each year more and more teacher researchers are writing up their work for publication pr to help fulfil requirements in graduate programs.

Step 7:- Taking Informed Action: Taking informed action, or “action planning” The last step in action research steps, is very familiar to most researcher. When researcher write lesson plans or developed academic progra,s, they are engaged in the action planning process. What makes action planning particularly satisfying for the researcher is that will each piece od data uncovered the educator will feel greater confidence in the wisdom of the next step. Although all teaching can be classified as trial and error, action researchers find that the research process their past mistakes. More important, with each refinement to practice, action researchers gain valid and reliable data on their developing virtuosity.

Process of Implementation of the Study

Implementation is the process that turns strategies and plans into actions in order to accomplish strategic objectives and goals. Implementing your strategic plan is as important, or even more important, than our strategy.

Getting our Strategy ready for Implementation: For those business that have a plan in place, wasting time and energy on planning process and then not implementing he plan is very discouraging. Although the topic of implementation may not be the most exciting thing to talk about it’s a fundamental business practice that’s critical for any strategy to take hold.

The strategic plan addresses that What and Why of activities, but implementation addresses the who, where, how. The fact is that both pieces and critical to success.

Avoiding the Implementation Pitfalls: Because we want our plan to succeed, heed the advice here and stay away from the pitfalls of implementing our strategic plan. Here are the most common reasons strategic plans fail:

Lack of ownership: The most common reason a plan falls is lack of ownership. If people don’t have a stake and responsibility in the plan, it’ll be business as usual for all but a frustrated few.

Lack of communication: The plan doesn’t get communicated to employees, and they don’t understand how they contribute.

Getting mired in the day- to- day: Owners and managers, consumed by daily operating problems, lose sight of long- term goals.

Out of the ordinary: The plan is treated as something are separate and removed from the management process.

An overwhelming plan: The goals and actions generated in the strategic planning session are too numerous because the team failed to make tough choices to eliminate non- critical actions. Employees don't know where to begin.

Annual strategy: Strategy is only discussed at yearly weekend retreats.

It's easier to avoid pitfalls when they're clearly identified. Now that you know what they are, we more likely to jump right over them.

Covering All our Bases: As a business owner, executive, or department manager, our job entails making sure our set up for a successful implementation. Before we start this process, evaluate our strategic plan and how we may implement it by answering a few questions to keep in check.

- How committed are we to implementing the plan to move our village forward?
- How do we plan to communicate the plan throughout the village?
- Are there sufficient people who have a buy-in to drive the plan forward?
- How are we going to motivate our people?
- Have we identified internal processes that are key to driving the plan forward?

Making sure we have the support: Often overlooked are they five key components necessary to support implementation: people, resources,structure,system and culture. All components must be in place in order to move from creating the plan to activating the plan.

People: The first stage of implementing our plan is to make sure to have the right people on village. The right people include those filks with required competencies and skills that are needed to support plan.

Resources: We need to have sufficient funds and enough time to support implementation. Often, true costs are underestimated or not identified. True costs can include a realistic time commitment from people to achive a goal, a clear identification of expenses associated with a tactic, or unexpected cost overruns by a vendor.

Structure: Set our structure of management and appropriate lines of authority, and have clear,open lines of communication with our village people. A plan ownerand regular strategy meeting are the two eassiest ways to put a structure in place.

System: Both management and technology systems help track the progress of the plan and make it faster to adapt to changes. As part of the system, build milestones into the plan that must be achieved within a specific time frame.

Culture: Create an environment that connects employees to the village mission and that makes them feel comfortable. To reinforce the importance of focusing on strategy and vision, reward success.

Determine our plan of Attack: Implementing our plan includes several different places and can sometimes feel like it needs another plan of its own.

But we don't need to go to that extent. Use the steps below as we based implementation plan.

- Finalize our strategic plan after abstaining input from all invested parties.
- Align our budget to annual goals based on our financial assessment.
- Produce the various versions of our plan for each group.
- Roll out our plan to the whole village.
- Set up annual strategic review dates, including new assessments and a large group meeting for an annual plan review.

Data Collection and Analysis

Data Collection:-

- ✓ Quantitative data collection methods
- ✓ Qualitative data collection methods

Quantitative data collection methods:

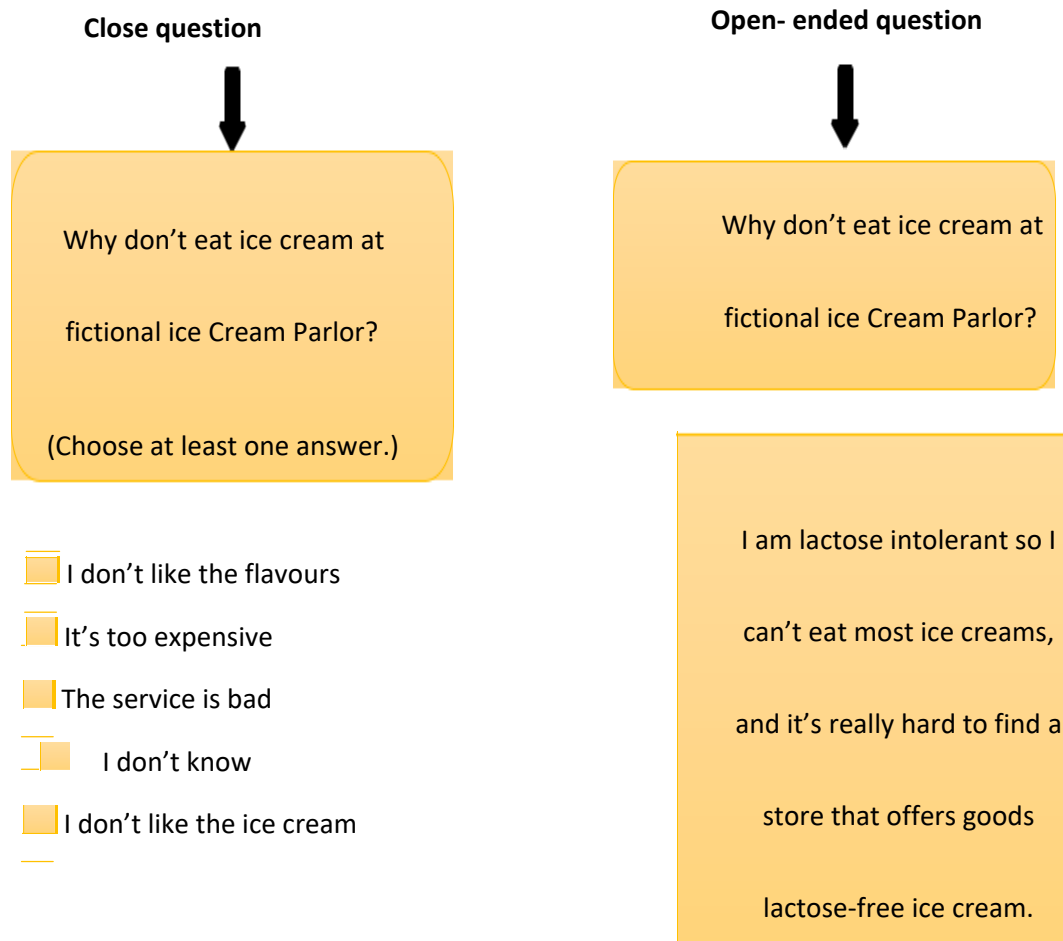
Closed – ended Surveys and Online Quizzes: Closed-ended surveys and online quizzes are based on questions that give respondents predefined answer options to opt for. There are two main type of closed-ended surveys- those based on **categorical** and those based on **interval / ratio questions** into dichotomous (**YES/NO**) multiple-choice questions, or checkbox questions and can be answered with a simple “yes” or “no” or a specific piece of predefined information.

Interval/ratio: Interval ratio questions, on the other hands, can consist of rating – scale, Likert-scale, or matrix questions and involve a set of predefined values to choose from on a fixed scale.

Qualitative data collection methods:

Open- Ended Surveys and Questionnaires: Opposite to closed-ended are open –ended surveys and questionnaires. The main difference between the two is the fact the closed –ended surveys offer predefined answer options the respondent must choose from, whereas open-ended surveys allow the respondents much more freedom and flexibility when providing their answers.

Here’s an example that best illustrates the difference:



Face-to Face Interviews: face-to-face interviews are one of the most common types of data collection methods in qualitative research. Here, the interviewee. Due to it being a very personal approach, this data collection technique is perfect when we need to gather highly-personalized data.

Focus groups: The focus groups data collection method is essentially an interview method, but instead of being done face-to-face here we have a group discussion. Whenever the resources for 1-on-1 interviews are limited or our need to recreate a particular social situation in order to gather data on people's attitudes and behaviors, focus group can come in very handy.

Direct observation: Direct observation is one of the most passive qualitative data collection methods. Here the data collection takes a participatory stance, observing the setting in which the subjects of their observation are while taking down notes, video/ audio recording, photos.

Data Analysis:-

Data Requirements: The data are necessary as input to the analysis, which is specified based upon the requirements of those directing the analysis. The general type of entity upon which the data will be collected is referred to as an experimental unit.

Data Collection: Data are collected from a variety of sources. The requirements may be communicated by analysts to custodians of the data. Such as information technology personnel within an organization.

Data Processing: Data initially obtained must be processed or organized for analysis. For instance, these may involve placing data into rows and columns in a table format for further analysis, such as within a spreadsheet or statistical software.

Data cleaning: Once processed and organized. The data may be incomplete, contain duplicates, or contain errors. The need for data cleaning will arise from problems in the way that data are entered and stored. Data cleaning is the process of preventing and correcting errors.

Exploratory data analysis: Once the data are cleaned. It can be analyzed. Analysts may apply a variety of techniques referred to as exploratory data analysis to better understand the messages contained in the data. The process of exploration often requests for data, so these activities may be iterative in nature.

Data Communication: Once the data are analyzed, it may be reported in many formats to the users of the analysis to support their requirements. The users may have feedback, which results in additional analysis. As such, much of the analytical cycle is interactive.

Findings

Income: In the village when we went for research, there has not been income increase. We made the assumption that income would be increased in that village, but our assumption did not go well.

Agriculture: The village we have gone to research, agriculture has not grown there. We made the assumption that agriculture would be increased in that village, but our assumption did not go well.

Transportation: Transportation facilities has not been increased in that village either. We made the assumption that transportation would be increased in that village, but our assumption did not go well.

Market Facility: Market facility has not been good. We made the assumption that market facility would be increased in that village, but our assumption did not go well. **TOILET FACILITY:** But the toilet facility of that village is very good. We made the assumption that toilet facility would be increased in that village, and our assumption did go well.

Electricity And Water Conection: Electricity and water connection is also good and as well as very increase. We made the assumption that electricity and water connection would be increased in that village, and our assumption did go well.

MIGRATON: Migration to jeoli village has not decreased. We made the assumption that migration would be decreased in that village, and our assumption did not go well.

Conclusion

To conclude, in my opinion, I have selected Rural opportunities and migration. We can start very good business in this jyoli village. Because agriculture and apiculture has a very good future. We can increase very good income from agriculture and apiculture and we also decrease migration in jyoli village.

We also can generate employment from agriculture and apiculture and increase the standard of living in that village. Jyoli village has a very good scope of agriculture and apiculture, with agriculture and apiculture we can make a very good business establish. Jyoli village is mostly depend on agriculture and apiculture, animals. That is why we do not have to face much problem in starting a business related to agriculture there. We just need a good market here, where we could sell our agriculture products and apiculture products, according to our own price. And we can sell our agriculture products in other cities and also other countries.

References

- Collection of primary data.
- Personally collected data by going there.
- Collection of data from the people living there.
- Collected data of the questioner's help from the people there.
- Collected the data by analyzing that village.

That's why this data is absolutely clear. And there is no error in this data. Because this is primary data. It has been collected by going personally. This is the first data collection. No secondary resources have been used in this research and it has been collected by us.

Annexures

Annexure 1

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Jyoli
2	Address of the Village	Village- Jyoli , P.O – Jeolikote
3	Name of Sarpanch / Contact person	Mr. Shekhar Chandra Bhatt
4	Date of visit	11 / 02 / 2020

Demographics of the Village		
1	Number of Men	193
2	Number of Women	210
3	Number of Children	20
4	Total Population	403
5	Number of Anganwadis	1
6	Number of Schools	1
7	Number of Primary Health Center	1

VILLAGESCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
2	Does anyone go out and defecate in the open in village?		No	If, Yes , Then what Action has been taken by the Village Authorities
3	Are these faeces from the toilet being disposed in the river?		No	If, Yes , Then what Action has been taken by the village authorities
4	Is there any OD spot / excreta in an open place?		No	If, Yes , Then what Action has been taken by the Village Authorities
5	Are there institutional toilets at Schools, Anganwadis and Public places?	Yes		If, No, Then what Action has been taken by the Village Authorities
6	Is waste from restaurants, public places dumped into the river?		No	If, Yes , Then what Action has been taken by the Village Authorities
7	Is there a prevalence Of visitor/tourist OD?		No	If, Yes , Then what Action has been taken by the Village Authorities
8	Is there an institutional mechanism to check OD by insiders/outsideers?	Yes		If, No, Then what Action has been taken by the Village Authorities
9	Are twin-pit toilets common in the Village?	Yes		If, No, Then what Action has been taken by the Village Authorities
10	Are septic tank toilets (non-porous) common In your village?	Yes		If, No, Then what Action has been taken by the Village Authorities

11	Is there a P-Trap in all toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
Household Schedule				
12	Is water available in /for the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
13	Are all toilets “fly-proof” – or Hygienic?	Yes		If, No, Then what Action has been taken by the Village Authorities
14	Is the human waste disposed of in the Drain, a) Nallahs, b) Openpit; c) Ponds or river or streams or any water bodyetc.		No	If, Yes , Then what Action has been taken by the Village Authorities
15	Is fecal sludge directly discharged to waterbodies ?		No	If, Yes , Then what Action has been taken by the Village Authorities
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
17	Is any visible feces found in the environment?		No	If, Yes , Then what Action has been taken by the Village Authorities
18	Is there any odour of urine or faeces in the location?		No	If, Yes , Then what Action has been taken by the Village Authorities

19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	If, Yes , Then what Action has been taken by the Village Authorities
20	Is child faeces disposed of in open area?		No	If, Yes , Then what Action has been taken by the Village Authorities
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	Yes		If, No, Then what Action has been taken by the Village Authorities
22	Is water available in /for the toilet?	Yes		If, No, Then what Action has been taken by the Village Authorities
23	Is toilet “fly-proof” – or Hygienic?	Yes		If, No, Then what Action has been taken by the Village Authorities
24	Is the human waste disposed of in the Drain, a) Nallahs, b) Openpit; c) Ponds or river or streams or any water body etc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	Yes		If, No, Then what Action has been taken by the Village Authorities
27	Is there water available for use in the school toilets?	Yes		If, No, Then what Action has been taken by the Village Authorities

28	Is the human waste disposed of in the Drain, d) Nallahs, e) Openpit; f) Ponds or river or streams or any water bodyetc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
29	Is public toilet accessible to all (including Divyangs/physically challenged)	Yes		If, No, Then what Action has been taken by the Village Authorities
Public Toilets Schedule				
30	Is there a Public Toilet in the village?	Yes		If, No, Then what Action has been taken by the Village Authorities
31	Are there separate sections for Men and Women?	Yes		If, No, Then what Action has been taken by the Village Authorities
32	Is the human waste disposed of in the Drain, g) Nallahs, h) Openpit; i) Ponds or river or streams or any water bodyetc.		No	If, Yes , Then what Action has been taken by the Village Authorities Have you taken GPS enabled photographs?
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?	Yes (The Jholi village people take water from sroat and gadhere and to clean this water, they add bleaching powder to it,		If ,Yes Describe the process or method If, No, Then what Action has been taken by the Village Authorities

		which kills the bacteria that are in water)		
34	Is any sustainable process/method adopted for fecal sludge management?	Yes (The people of Jeoli village cover any sludge or faecal urine by making a pit inside it. After 5 and 6 month they open it. And in the pit that the people there put mud and urine, it turns into manure and the people there put that manure in their fields. So that vegetable and fruits flower can be groan well)		If ,Yes Describe the process or method If, No, Then what Action has been taken by the Village Authorities

Annexure 2

Village Visit

(Survey on Sanitation Management and ODF)



Households in Jyoli village



Annexure 3

Village Visit (General)



Junior College



Toilets



Roadways in Jyoli village



**The Study of Rural Immersion
Programme in Pandey Gaon**

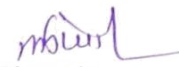
Mansi Karki
Kumaun University, Nainital

CERTIFICATE

This is to certify that --- Mansi Karki student of ---IPSDR, hermitage, Nainital has successfully completed the two month "Rural Internship programme" conducted by Mahatma Gandhi Council of Rural Education, Government of India Hyderabad.

Date: 20/02/2020

Place: Nainital



Signature

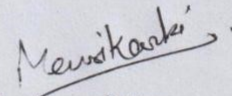
(Name of Principal)
Institute of Professional Studies
and Development
(College Seal / Stamp)
The Hermitage, Kinnaird College,
Nainital (Uttarakhand)

DECLARATION

I hereby declare that the project work entitled "The study of Rural immersion program on Pandey gaon" on Pandey gaon submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance of Mr. Vinod Joshi, faculty of management department hermitage . The results embodied in this village report have not been submitted to any other Organization or University.

Date: 20/02/2020

Place: Nainital



Signature of Intern

Mansi karki

ACKNOWLEDGEMENT

The success and final outcome of this MGNCRE internship programme required a lot of guidance and help from many people and I am extremely privileged to have got this all along the completion of MGNCRE report. All that I have done is only due to such supervision and guidance and I would not forget to thank them.

I respect and thank **DR.DEBENDRA NATH DASH-ASSISTANT DIRECTOR, MGNRCE, Hyderabad** providing me a golden opportunity to do internship under MGNRCE and giving us all support and guidance. I respect and thank **DR. VIJAYA KUMARI N-SENIOR FACULY, MGNRCE, Hyderabad** for providing me a golden opportunity.

I sincerely **thank to MR. VINOD JOSHI AND K. K. PANDEY** for their guidance and encouragement in carrying out this project work. I also wish to express my gratitude to the officials and other staff members of Pandey gaon village who rendered their help during the period of my project work.

I am heartily thankful to and fortunate enough to get constant encouragement, support and providing all information from District and local administration and Panchayat Development Officer and elected representatives of various Gram Panchayat and all staff including Anganwadi and ASHA workers who were with us during process of the study.

MANSI KARKI

Kumaoun University, Nainital

S. No	Contents
1	Introduction to the Village
2	Identification of Problem
3	Review of Literature
4	Objectives of the Study
5	Hypothesis of the Study
6	Actions Planned to Address the Problem
7	Implementation of Action research Steps
8	Process of implementation of the study
9	Data Collection and Analysis
10	Findings
11	Conclusion
12	References
13	Annexure (Survey questionnaire/photos/any other supporting document)

Introduction to the Village

Village: Pandey Gaon

District: Nainital

Tehsil: Nainital

Block: Bhimtal

Geographical: Latitude (29.38), Longitude (79.46)

Pin code: 263136

Elevation/ Altitude: 520 meters, above sea level

Assembly MLA: Sanjiv Arya

Parliament MP: Ajay Bhatt

Sarpanch Name: Guddu

Pandey Gaon is village in Bhimtal Block in Nainital District of Uttarakhand State, India. It is located 22km towards east from District head quarters Nainital and 200 km from State capital Dehradun. Pandey Gaon is surrounded by Nainital Block towards West, Dhari Block towards East, Haldwani Block towards South, Ramgarh Block towards North. Nainital, Haldwani, Almora, Nagla are the near by cities to Pandey Gaon. There is subtropical highland climate and the village climate is influenced by the elevation. The climate of Pandey Gaon is a bit dory in winter. Only this is the place in near by area of Bhimtal Block that actually experiences snowfall.

Paragliding is the currently going on very frequent adventure sports that is a making the village and the villagers to act as a source for raising life standards and identity as well collectively. Sky Bird Adventures is one the leading Paragliding and Adventure Sport Company based in Bhimtal, Pandey Gaon. It provides paragliding tandem flights that are suited to satisfy thrill seekers and even the adventure enthusiast who want to experience thrill. Pandey Gaon Pin code is 263136, and postal head office is Bhimtal.

Local language here is hindi. Its total population is 1423 and number of houses are 281. Female population is 47.4. % Village literacy rate is 74.4% and the Female Literacy rate is 33.0%.

BJP, UKKD, INC are the major political parties in this area. Kathgodam Railway Station is the nearby Railway Station to the village.

Karkotak Temple perched atop the highest mountain in the Bhimtal Block is an ancient temple devoted to Naga Devta. A fair is held there on auspicious occasion of Nag Panchmi is the source of devotees from local as well as from far away places. It also serves as mountain climb full of thrill and adventure attracting tourists from all over. The view from atop is incomparable and majestic as offers a 360 degree view of all the places around. Currently the concerned authorities have also passed onto a bill for its beautifying the path and putting on railing around the temple so as to get it protected

Location and Administration: Pandey Gaon village Gram Panchayat name is Pandey Gaon. It is 25km distance from District Headquarter Nainital. Nearest Statutory Town is Bhimtal in 1 km distance. The total area is 30.14 hectares and total irrigated area is 4.37 hectares.

Education: Government Primary and Government Middle School are available in this village However govt. has given opportunity of attaining basic education but teachers of primary and middle schools are more indulged in their election and BLO duties rather than teaching because of this children are not getting proper education and people are losing their faith in govt. run educational institutions. The lower middle section of population is in BPL category and can't afford sending their children to Private schools in the near by areas. As majority of population is BPL. They are left with no choice and they educate their children in government primary and middle stage.

Every year 58% children take admission in these and remaining 42% goes to private schools in near by areas like Bhimtal and Nakuchiyataal.

However if positive take village as a whole every other person(99%) is literate. People in Bhakar are generally daily wage worker and can not afford higher standards of education of private schools. There are 3 primary school in Pandey gaon Bilaspur and Bhakar in total and 1 middle school in Bhakar. They were constructed under govt. provision of 1 primary school within 1km in village and 1 inter college within 5km.

Primary school have total staff of 6 people 2 in each Pandey goan, Bilaspur and BHakar. IN Middle school at Bhakar we have 4 teachers.

Health: There is no Public Health Centre in village itself and no doctors also but still 1 nurse and 3 Asha Workers each in Pandey gaon, Bilaspur and Bhakar. Children and females are given time to time vaccination by these asha workers and nurse. They also provide people the knowledge regarding general health issues and first aid. At a distance of about 10km from the village 1 public Health Centre is there which is equipped with all the medicines and bedding system and various well educated doctors of almost every field. As agriculture is main source of earning health of animals is the prime concern for which there is a Veterinary Hospital at a distance of about 11.5km from the village where proper facilities for treatment of animals is there. People in the village lived in a peaceful manner over last 10-15 years the infant mortality rate or lets say female infant mortality rate has significantly decreased to almost 0.7% or even less.

Agriculture: Maize, Barley and Ginger are agriculture commodities grown in this village. 22 hours agricultural power supply in summers and 20 hours agricultural power supply in winter is available in this village. Total irrigated area in this village is 4.37 hectares from canals 4.37 hectares is the source of irrigation. The village is rich in agricultural activities with area of land for agricultural use only, but still leading to low agricultural productivity.

Agriculture here is still main profession and occupation for people to earn their livelihood. The main cause for low agricultural productivity is the overcrowding in agriculture. Here are many people who depend on agriculture with more than 60% being dependent on it, the pressure on land has increased ultimately causing a dip in agriculture productivity from Rs.5000/month to Rs6500/month over last 5 years.

The other reasons promoting to low agricultural productivity is because of animal menace wild pigs and rabbits are generally seen at nights. Adding on to this the unequal rainfall and also other uncontrollable natural factors caused downfall in productivity. With least proportion of this reason to cause the downfall the inadequacy of attention of government is also a factor. However with even low productivity rates. People here are able to grow Radish, wheat, Cabbage, Spinach and other all season vegetables. The people out here also practice Slash and Burn technique to retain productivity of their lands and fields.

Drinking Water and Sanitation: Untreated tap water is available all round the year. Hand Pump is other drinking water sources. Until last 8 years there was no development but presently there is some developing program was started. In the village, there is drinking water facilities were provided by Water Board and the whole of the village is electrified.

Communication: Sub Post Office is available in this village. Landline available. Mobile Coverage is available. Nearest Internet centre is in less than 5km. Nearest Private Courier Facility is in less than 5km.

Transportation: Public Bus Service is available in the village. Whole of village is interconnected with 6 roads under act of MANREGA. Pucca Road, Kuccha Road, Macadam Road and Foot Road are other Transportation within the village. Whole of village is interconnected with cc roads under act of MANREGA. Bhakar is only 40% connected to the main road on other hand we can reach Pandey gaon easily. Presently, 200km road is built by panchayat which is connected the village to main road. Where the the only 2 wheelar vehicle only run through this road. 4- wheelers cannot go to all parts of Bhakar and Bilaspur. For 2-wheelers too run these are are fine but not for heavy duty vehicles. Government has recently agreed to the plan of connecting whole of Pandey gaon with Bhakar and Bilaspur by coal tar road to main Nakuchiytal road within next 2-3 years.

Other Amenities: The village has a power supply of 22 hours in summers and 20 hours in winters. Birth and Death Registration Office, Gas Godam, Polling Station and ASHA are other amenities of the village. People who were earlier not having their own pucca houses got under MANREGA, Indra Awas and Pradhan Mantri Awas Yojna. After 6 month there will increases 18 more pucca houses under different-different Yojna. There are also 22 more houses with toilets increases.

As a result in today's date more than 80% of houses are pucca houses and almost 100% of the houses are having washroom and there is 100% availability of drinking water and electricity



Agricultural fields of pandey gaon



Another road of pandey gaon

SWOT Analysis of Pandey gaon

Strength	Weakness
<ul style="list-style-type: none"> • In pandey gaon, has a Gas godam which is under Kumaun mandal vikas nigam • In the season of july-august, the crop of kafal, lemon, orange, malta, pears, aprical, guava are good. So the villagers sell them in the haldwani market in good price for their livelihood • Afforestation is also the strength of village 	<ul style="list-style-type: none"> • Caste discrimination • Sanitation • Transportation • Communication • Education • Basic amenities
Opportunity	Threat
<ul style="list-style-type: none"> • In order to increase the tourist arrivals in pandey gaon, the government will make way from Bhimtal to karkotak, which will be functional under MANREGA scheme for which the government will spend upto rs25 lakh • In this village also have the some herbal medicinal plants like salam panja which is basically used for gain energy, Laxmana medicinal plant which is used for the constipations and gynaecological disorder also, Jeevak plant which is used for the haematemesis and fever, musli plant is use for the Jaundice, Pashed bhed is use for the stone. • Basically in this village has the maximum opportunity to grow their livelihood. 	<ul style="list-style-type: none"> • Reducing children in school • Increase in number of people involved in achohol and gambling • Increase urban migration • Loss of interest in agriculture and allied activities by the villagers

Identification of the Problem

Generally the villages suffer from various problem like sanitation, transportation, communication, education, basic amenities and various other related to social evils prevailing as our Indian caste system is classic example of closed stratification model and thereby is the main cause of disparities in the villages. Advancement of time modernization and by increased literacy rate has somewhat heeled to overcome these evils up to significant extend but the rate of unemployment specially in villages is the other biggest issue that has to be taken care of.

Our country is the country of villages and mostly people of the villages are involved in agricultural activities but still they are below poverty line. Then now we have 2 approach to this problem. Firstly, we can provide people involved in agriculture with other options to earn their livelihood as agriculture is main source of livelihood. Secondly, if people want to practice agriculture only then there has to be a systematic and direct approach for carrying on agriculture practices so as to increase their productivity and to improve their efficiency.

So basically here we want to have not laid our emphasis on the problem but to lay attention on the solutions of the problems so as to eradicate these problems from roots only. The village is rich in plantations and has a huge scope and growth rates of medicinal plants that could be exploited for the benefit of the mankind and can be used for the purpose of commercialization.

Review of the Literature

Medicinal plants have been the subject of man's curiosity since time immemorial, almost every civilization has a history of medicinal plant use. About 400 plants are used in regular production of ayurvedic, unani, siddha, and tribal medicine about 75% are from tropical and 25% from temperate forests in India. India is also rich in medicinal plant diversity with all three levels of biodiversity such as species, genetic and habitat diversity. Due to its unique geographical location and different climatic condition, Uttarakhand Himalya has rich biodiversity and variety of plant species and also has tremendous potential for domestication of medicinal plants that can be an appropriate option for sustainable livelihood of the hilly people in coming future.

Uttarakhand Government since its inception has projected itself as a herbal state in recognized for its inherited rich biodiversity and ethnic herbal traditions. In view of increasing global popularity of herbal medicinal, cultivation of herbal plants to ensure constant supply can be an important alternate source of economy in the state.

Recently the Sate Government has introduced several incentives for the popularization of cultivation of herbs. However, the various efforts may go fruitless unless a scientific and systematic study is undertaken to support the government efforts. The choice of right plant for cultivation would be a crucial step. The flora of Garhwal has been already extensively explored by several botanists.

The state of Uttarakhand has high degree of agro-climatic diversity and economic backwardness. Medicinal plant products can become a parallel market which, if captured in a strategic manner, can lead to rapid development of the hill districts of the state. This gives rise to the importance and need of the Botanical Garden and necessitated its existence and installation in the state.

A Botanical Garden is a garden dedicated to the collection, cultivation, preservation and display of a wide range of plants labeled with their botanical names. It may contain specialist plant collections such as Cacti and other Succulent Plants, Herb Gardens, plants from particular parts of the world, and so on.

Over the years, botanical gardens, as cultural and scientific organizations, have responded to the interests of botany and horticulture. Nowadays most of the botanical gardens display a mix of the themes mentioned and more; having a strong connection with the general public, there is an opportunity to provide visitors with information relating to the environmental issues being faced at the start of the 21st century, especially those relating to plant conservation and sustainability.

Traditional medicinal knowledge- The indigenous knowledge is an important tool for the study of natural resources that has enormous potential to facilitate development process in cost effective and sustainable ways. The 30% of preparations are derived from roots, 16% whole plants, 15% bark, 10% fruits, 7% seeds, 6% both stems and leaves, 5% flowers, 3% wood and only less than 20% of the species used are cultivated. The plants such as Jeevak, Salam Panja, Laxmana, Peeli Musli, Shatavari, etc. appear high in demand in drug industry as they are being used in largest number of preparation but here in the village it all lies abundantly just as like bushes and its medicinal value is recognized by some only.

Demand and Marketing- Medicinal plants provide the natural raw material for most oral and non-oral traditional medications. Cultivation and sustainable harvesting of medicinal plants with scientific knowledge and proper marketing system might be a big source of additional income for improvement of livelihood of the people of the village. The village can take advantage of increasing demand and low availability of medicinal and aromatic plant resources in the other parts of the country and start to grow these valuable plants for commercialization.

Conservation Value- The conservation and cultivation of natural resources especially of medicinal plants is required. The cultivation of medicinal plants is considered to be of great importance for the safeguarding of biodiversity and contribution to the rural livelihood. Apart from human use, many plant species could also be used in animal husbandry as the primary source of healthcare for those involved in animal husbandry it can help to reduce the cost up to some extent.



Objectives of the Study

1. To study the reasons for decrement in productivity of the land.
2. To determine the field that can be utilized for commercialization purpose so as to raise the standard of the village.
3. To observe the significant amount of changes that took place within a span of 6 months
4. To find the subsequent problems and to look for solution for those.
5. To look onto scope of entrepreneurial venture if any within the village.

Hypothesis of the Study

Medicinal plant, they have a many more opportunities in the modern society.

One of the natural product.

Natural product has played an important role in drug discover. for thousands of year natural products have been closely linked through the use of traditional medicines.

The herbal medicines have been recognized by physicians and patients all over the world for their for their better therapeutic value as they have fewer adverse effects as compared with modern medicines. This herbal treatment helps to increase the therapeutic value by reduce the toxicity and side effect of drugs as well as increase the bio-availabilty.

Actions Planned To Address The Problem

The growth potential for a Medicinal plant depends on the existing options in the area. Many cities already have a medicinal plant space, so owners will need to find a new angle if they're hoping to stand out. This is suitable when one single person form or outside the village starts this business if not then it could have been undertaken in another different way.

Development of herbal medicine plants- Now a day herbal medicine is a important one for human being for his health and in presently a huge demand of herbal medicine in a state and country. The herbal medicine have been recognized by physicians and patients all over the world for their better therapeutic value as they have fewer adverse effects as compared with modern medicines. This herbal treatment helps to increases the therapeutic value by reduce the toxicity and side effects of drugs as well as increase the therapeutic value by reduce the toxicity and side effects of drugs as well as increase the bio-availability. some the herbal medicine plants are Dioscorea bulbifera(Ratalu), Malaxis muscifera (Jeevak), Cholorophytum borivilianum(Musli).

For the village people one starting with medicinal plant has to undertake high risks as well as expenses for in other interested villagers of the concerned groups could contribute all together to make a respective

cooperative for the purpose. Head of the cooperative that is supposed to be the member of the group only should consider the small land holdings to be under the supervision of their cooperatives and all together their land should contribute to the land on which garden will be made. The type of expertise required is to be checked in accordance with the plants that is being dealt with and if possible looking onto for ties with nearby colleges.

The associated subsidies are to be marked and are to be embraced by the head of the cooperative society reach out to the community, including nearby universities, various concerned departments for helping to provide assistance in terms of team as well as funding. Defining the purpose of the garden is the most important step so as to make sure that garden is for research or for visitors or an amalgamation of all the purposes. Selecting the land and the other pre-requisites such as source of manure and fertilizer as people here are indulged in dairy therefore manure is all organic and free from chemicals and thereby very much efficient for growth of the plants.

As Pandey Gaon is rich in plantations deciding what plants are to be harvested and for what purpose is of utmost importance because there is a huge variety of plantations but not all are fit for the purpose of exploitation so just to make sure that what are the available resources and aids plants has to be selected. The target market is to be selected depending upon the purpose of the botanical garden whether it is for tourists so as to them enjoy the blooms and learn about conservation or it might have a contract with a university or a company to reproduce research on plant species. Botanical gardens may also offer guests the chance to become members or rent out garden for events like weddings, etc. As we are starting the entity as a cooperative then it has to be registered under Cooperatives Act legally so as to avoid any complications.

Implementation of Action Research Steps

- Huge boulders had to be cleared by the tractors.
- Then small stones were taken out with the help of labor.
- Couple of pick-ups of mud were brought in.
- Then compost was mixed with the soil.
- A drain had to be prepared to channelize water coming from above.
- A list of around 13 aromatic and medicinal plants locally available.
- Then beds were to be prepared for the plants.

Visit made to Medical Research Development Centre, Pant Nagar Agricultural University and Ms. Adhikari and Ms. Koranga who guided how to go about whole thing.

Process of Implementation of the Study

Step1. Envisioning the Botanical Garden: Botanical garden development projects of any scale begins with someone having a vision of botanical garden. The project owner be it an individual or like here even if it is a group

has to be completely engaged in entire development process. The group or interested people came together and talked to the Pradhan regarding the idea of getting ensured regarding the legal compliances so as to pursue with what the real aim is besides development of the garden.

Step2. Establishment of a Design Program: It is helpful to establish a comprehensive list of programme elements that form the foundation of the physical design of the botanical garden development. The community decided what is to be given the name for legalization and completing all the legalities and getting it registered keeping in mind the variety that is to be cultivated and associated target market.

Step3. Site selection and Feasibility Study: the idea of the new botanical garden development is often linked with a site already in mind, or with several potential sites from which the most appropriate location is selected. Feasibility study was done by taking a demo of the growth of plants associated before the actual patenting of the co-operative so as to have an idea about fertility of various soils and the compatibility of seeds with these soils.

Step4. The design process: From creative ideas to technical solutions- The design process marks the beginning of an inherently creative and exciting stage of the project , transforming the vision, mission and business case of a project to physical form.

Data Collection and Analysis

A survey was undertaken of different drug selling stores in the Bhimtal Block and comprehensive list of the herbal component of variour Ayurvedic drug was prepared.

List of medicinal plants

Botanical Name Local Name	Parts used	Habit	Ayurvedic Formulation
Asparagus racemosus Willd Satawari	Roots	Shrub	Neo, Femiplex, Lukol.
Bombax malabaricum DC Semal	Bark, Fruits and Seeds	Tree	Femiplex, M-2 tone.
Dioscorea bulbifera L.	Roots	Herb	Chyavanprasha,

Genthi			Mahamash tel.
Dactylorhiza hatagirea Salam Panja	Flowers	Herb	Hatta Haddi.
Malaxis muscifera Jeevak	Bulb	Herb	Sudarshana Churna, Chyavan prasha.
Chlorophytum borivilianum L Musli	Roots	Herb	Churna.
Bergenia ligulata Pashanbhed	Roots	Herb	Cureveda.
Ricinus communis L Arandi	Roots, Brk Leaves and Seeds	Shrub	Erand pak, Erand tel, Cibolic capsules.
Rubia cordifolia L Majethi	Roots	Climber herb	Ashwagandharista, Manjithadi tel.
Tinspora cardifolia Giloy	Stem	Climber	Chandra, Prabha vati, Livonyn.

Evolvulus alsinoides Sankhpuspi	Whole plant	Herb	Sumento.
Myrica esculenta Ham Kaphal	Barks and Fruits	Tree	Katphaladi churn, Strenex.
Veronia cinerea L Kalijiri	 Leaf, Flower and Seed	 Herb	 Cystone, Nefrotec.

These plants have utility in treating ailments ranging from fever, dysentery, asthma, epilepsy, hepatitis, piles, jaundice, kidney stone, constipation, urinary problems, cancer, diabetes, piles. Ulcers, carminative, bronchial, eczema, diarrhea, aphrodisiac and rheumatic pain.

Pandey Gaon has unique position, as it is a natural habitat for all high altitude plant resources. It could be capitalized for economic benefit of the village. The village has recently had an experience of afforestation of 300000 plants so has to make village more and more green.

Tie-up could have been made with near by Birla institute and Graphic Era Hill University where the concerned courses are being run in the associated field. Therefore, present study is aimed to manuscript and underlines the importance of traditional knowledge used for the treatments of different diseases in whole country. *Bombax malabaricum DC* This Asian tropical tree has a straight tall trunk and its leaves are deciduous in winter. The dry cores of the *Bombax ceiba* flower are an essential ingredient of the Thao Cuisines. Action Young roots are used for stimulant, demulcent. It is used for diarrhoea, dysentery, haemoptysis, bleeding piles, haemorrhagia, spermatorrhoea.

Malaxi muscifera This is a terrestrial and glabrous orchid less than 30 cm tall with small oval bulbs, underground stem and fibrous root. Plant is distributed throughout hilly areas in India, up to 4000 m above mean sea level. It is found in forests, shrubberies and grassy slopes. This is one of the herb of the Asthavarga group. Its preparation are considered as tonic and rejuvenating drug. The bulb is sweet, refrigerant, styptic, febrifuge and tonic. It is used in sterility, vitiated conditions of pitta and vata, seminal weakness, internal and external haemorrhage, dysentery, fever, emaciation, burning sensation and general debility.

Dactylorhiza hatagirea It is a species of orchid generally found growing in the Himalayas, at altitudes of 2800-4000 metres. It is called 'Panchaule'. It is an erect perennial herb with long flowering stems. The plant is well known for its medicinal value. The root has sweet taste. It is strictly prohibited for collection and sale, but can be found easily in villages of Nepal and Uttarakhand. The juice extracted from tuber is used as a tonic and also used for the treatment of pyorrhea. Root paste is externally applied as a poultice on cuts and wounds and extract is given in intestinal disorders. The term Hatta Haddi is probably coined because it is used for treating bone fracture.

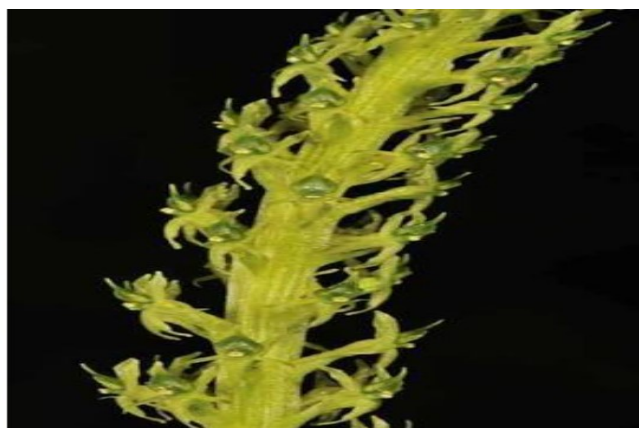
Dioscorea bulbifera L It is a species of true yam in the yam family, Dioscoreaceae. It is used in the treatment of Piles, dysentery, syphilis, ulcers, cough, leprosy, diabetes, asthma, and cancer. It is a raw material for contraceptives, and it is one of the most consumed yam species especially in West Africa. Unfortunately, this plant is at the verge of extinction because of increased harvest for medicinal purpose.

Tinospora cordifolia Tinospora cordifolia contains many different chemicals that might affect the body. Some of these chemicals have antioxidant effects. Others might increase the activity of the body's immune system. Some chemicals might have activity against cancer cells in test animals. A particular extract from this plant seems significantly decrease sneezing and nasal itching, discharge, and stuffy nose after about 2 months of treatment.

Myrica esculenta Ham It is a tree or large shrub native to the hills of northern India, southern Bhutan and Nepal. It has tree of medium height, about 6 to 8m. Bark is soft and brittle. Leaves are conjoint, 30-60 cm feet long that has leaflets in pairs of 6 to 9 and has a width of 19 mm. It is used in folk medicine to treat several ailments such as asthma, cough, chronic bronchitis, ulcers, inflammation, anemia, fever, diarrhea and ear, nose and throat disorders. Due to its multidimensional pharmacological and therapeutic effects, it is well recognized in the ayurvedic pharmacopeia.



Dioscorea bulbifera (Ratalu)



Malaxis muscifera (Jeevak)



Chlorophytum borivillianum (Musli)

Findings

Pandey gaon has lot of land fill which we can use for developing herbal medicine plants. So this give a better environment which help reduced the pollution and give better opportunity for creating employment for the villagers of pandey gaon and also play an important role for increase the economy of the villagers.

There are many research institute like- ministry of environment and climate change, Government of India and DRDO etc, are interested in farming of herbal medicine in Himalayan region and also a grants for the same. This is another way to increase the income of the villager.

Herbal medicinal plant are capable of functioning as broadly based botanic resources centre find them invaluable institution capable of playing an important part in the scientific, environmental and cultural life of the country.

Herbal Medicinal plants are widely uses in non-industrialized society, mainly because they are readily available and cheaper than modern medicines. The herbal medicinal plant is also play a role for increase the economy of village.

Conclusion

Without plant conservation, the balance in nature may be irreparably damaged. Botanists now recognize unequivocally the temporal/spatial ecological connections operating with in plant communities. We no longer simply focus on collections of rare and unusual species nut also include in insitu and ex situ conservation of their ecological associates. Thanks to pioneering efforts during the lasts 25 years in many remote regions, especially the canopies of tropical rainforests, we now realize how little is known about the diversity and ecological richness of the world's plants and how much effort is needed to conserve them. The conservation of medicinal plants of Pandey gaon play an important role for their villagers for village development because all plants has their own use and importance in medical terms.

References

- a) Mrs. Prema Paladiya
- b) Myrica esculenta buch- Ham: A natural source for Health Promotion and Disease Prevention.
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- d) Researchgate.net.
- e) State Medical Plant Board.
- f) Ethno-Medicinal Plants in Uttarakhand.

Annexures

Annexure 1

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Pandey gaon
2	Address of the Village	PO- Bhimtal, Dist- Nainital
3	Name of Sarpanch / Contact Person	Guddu

Demographics of the Village

1	Number of Men	648
2	Number of Women	675
3	Number of Children	100
4	Total Population	1423
5	Number of Anganwadis	01
6	Number of Schools	04
7	Number of Primary Health Centres	-

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VILLAGE SCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	Yes		
2	Does anyone go out and defecate in the open in village?		No	
3	Are these faeces from the toilet being disposed in the river?		No	
4	Is there any OD spot / excreta in an open place?		No	
5	Are there institutional toilets at Schools, KO Anganwadis and Public places?	Yes		
6	Is waste from restaurants, public places dumped into the river?		No	
7	Is there a prevalence Of visitor/tourist OD?	Yes		
8	Is there an institutional mechanism to check OD by insiders/outsideers?		No	
9	Are twin-pit toilets common in the village?		No	
10	Are septic tank toilets (non-porous) common in your village?		No	
11	Is there a P-Trap in all toilets?		No	
Household Schedule				
12	Is water available in /for the toilet?	Yes		

13	Are all toilets "fly-proof" — or Hygienic?		No	
14	Is the human waste disposed of in the Drain, d)Nallahs, e)Open pit; f) Ponds or river or streams or any water body etc		No	
15	Is fecal sludge directly discharged to waterbodies ?		No	
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed		No	
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		
17	Is any visible feces found in the environment?		No	
18	Is there any odour of urine or faeces in the location?		No	
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	
20	Is child faeces disposed of in open area?		No	
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	Yes		
22	Is water available in /for the toilet?	Yes		
23	Is toilet "fly-proof" — or Hygienic?		No	
24	Is the human waste disposed of in the Drain, d) Nallahs,		No	

	e) Open pit; f) Ponds or river or streams or any water body etc.			
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	Yes		
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	Yes		
27	Is there water available for use in the school toilets?	Yes		
28	Is the human waste disposed of in the Drain, g) Nallahs, h) Open pit; i) Ponds or river or streams or any water body etc.		No	
29	Is public toilet accessible to all (including Divyangs/physically challenged)		No	

Annexure 2

Village Visit (General)



Anganwadi centre



Primary school of Bilaspur

**The Study of Rural Immersion and
Engagement in Nalni Village**

**Monika Khanayat
Kumaun University, Nainital**

DECLARATION

I hereby declare that the project work entitled **"The study of Rural Immersion And Engagement On Naini Village"** submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance of Prof. Chaman Kumar. The results embodied in this village report have not been submitted to any other Organization or University.

Date: 25/02/2020

Place: Nainital

Monika

Signature of Intern

(Name of Intern)

Monika Khanayat

ACKNOWLEDEMENT

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I would also like to extend my gratitude to the Head of the Department “Dr. Atul Joshi “ for providing me with all the facility that was required .

I respect and **thank DR. WG PRASANNA KUMAR, Chairman, MGNCRE, Hyderabad** for providing me a golden opportunity to do internship under MGNCRE and giving us all support and guidance. I respect and thank **DR. DEBENDRA NATH DASH-ASSISTANT DIRECTOR, MGNRCE, Hyderabad** providing me a golden opportunity to do internship under MGNRCE and giving us all support and guidance. I respect and thank **DR. VIJAYA KUMARI N- SENIOR FACULTY, MGNRCE, Hyderabad** for providing me a golden opportunity.

I am heartily thankful to and fortunate enough to get constant encouragement, support and providing all information from District and local administration and Panchayat Development Officer and elected representatives of various Gram Panchayat and all staff including Anganwadi and ASHA workers who were with us during process of the study.

MONIKA KHANAYAT

IPSDR, KUMAUN UNIVERSITY, NAINITAL

S No	Contents
1	Introduction to the Village
2	Identification of Problem
3	Review of literature
4	Objectives of the Study
5	Hypothesis of the Study
6	Actions Planned to address the problem
7	Implementation of Action research Steps
8	Process of implementation of the study
9	Data Collection and Analysis
10	Findings
11	Conclusion
12	References

ABSTRACT

The present study is focused on the problems of the village and the challenges faced by the villages with respect to agriculture, youth, school and anganawadi, SHG and the main problem is unemployment . In the present study tried to find out the opportunities available in the village so that the problem faced by the village people could be minimized and people are able to earn their living without migrating to the other places in search of jobs. I have suggested the method to solve this problem that is CAMPING. The detailed study was conducted to know the facility of school and anganawadi. The primary data was collected from villages through observatory method and schedules and the collected data was analyzed through descriptive statistics. The findings of the study showed that the major problems were with respect to agriculture, youth, school, anganawadi and SHG and along with these the next major problem faced by the villages was sanitation. From the outcomes of the study it is recommended that villages need to be made aware of the importance of sanitation and health issues. The attention of the villagers can be oriented towards solving the problems. There is a need to adopt or initiate the entrepreneurial skills in the people so that they can become self dependant.

Keywords – Unemployment, Camping, , School, Anganawadi, Youth, , Sanitation, Agricultural, PHC

Introduction to the Village

Village Demographics



Nalni village

Village - Nalni

District - Nainital

Tehsil- Tallital (Nainital)

Block - Bhimtal

Geographical Description

NALNI village is located in Nainital district of Uttarakhand. It is situated 21km away from Nainital, which is both district and sub–district headquarter of Nalini village. The total geographical area of village is 73.64 hectare. Village in Nalni Gram Panchayat, Ghatghar, Kanal and MotiBagh and Nalni.

Climate Description -

Nalni enjoys a cool and pleasant climate all through the year. Nalini experiences moderate to heavy rains during monsoon. The maximum temperature during monsoon months is 18°Celsius and the minimum is 10°Celsius. Winter in Nalini begins from November and it stays till mid March.

Village Functionaries

Block Pramukh- Mrs. Geeta Bisht

Gram Pradhan- Mrs. Bachi Singh Adhikari

Block Development officer - Mr. Santosh Kumar Bisht

Village Development Officer - Mrs. Kiran Mehra

Schools Teacher - One primary and one Inter college. Fifteen teachers in inter college and three in primary school.

Primary health center staff - One ANM, one assistant and three asha worker.

Demographic Profile

Population

Nalni village panchayat has a total population of 600 people about 85 families lives in above poverty line whereas 30 families lives in below poverty line. Hinduism is prevailing in Nalni village. People of Nalni are mainly engaged in agriculture activity along with cattle farming and dairy farming. There is no market in Nalni. The nearest market is Kaladhungi about (15km) and Nainital (21km). Nalini village is converting into a Ghost village. People are migrating from here in search of employment. The people here are not influenced by the modern life style of city life. The major language spoken here is KUMAUNI dialect.

Gender Ratio - Male Percentage -45.833% and Female Percentage - 41.67%

Age Structure

- Age between 0 to 20 years- 50
- Age between 20 to 40 years- 275
- Age between 40 to 60 years- 170

Households in APL and BPL Categories

APL- 85 families

BPL- 30 families

Age above 60 years-105

Religion - Hinduism

Caste-General, SC

Economic Profile



Occupation and Professions - Farming, cattle farming and dairy farming.

Size of land holdings- Total Geographical area is 73.64 hectare and 11 hectare is used by the people for their **Residence and agriculture purpose.**

Village Market

The nearest market is Kaladhungi (15 km) and Nainital (21 km).

Manufacturing Activity

No such activities are taking place in Nalni.

Entrepreneurial Initiative- zero

Role of NGOs and SHGs-VimarshSanstha is an NGOs which come for a visit every year in Nalni. The NGOs keeps on checking the development programme in Nalni.

Instances of Reverse Migration- No

Literacy and Education profile



Household



Junior College

Literacy Rate- 60%

School Enrolment- 15 in primary level

School Dropouts- zero

Avenues for higher education- for higher education people of Nalni go to Nainital or Haldwani.

Avenues for Technical and vocational education-Government Polytechnic Nainital and Kaladhungi is a technical educational institute which are at the nearest distance of Nalni.

Opportunities for skill enhancement-No opportunities are available in Nalni.

Specific/Distinct Features



Roadway to Nalni village

Culture - They follow Kumaoni culture.

Traditions-The Jagar rituals is performed by the natives of Nalni to evoke their local deities as well as the spirits.

Fairs and Festival- There is no special fair is organised in the village Nalni.

Phase 1

Indicators of Rural Development by Group 1 - Agricultural Productive Efficiency

- **Productivity per hectare** - Productivity per Nali is approx Rs1000 in Nalni village.
- **Productivity per worker** - The people get 300-400Rs per day only if they work as a labourin their field.

Workforce Diversification

Major proportion of the population is engaged in agricultural activity. 80% of the population also engaged in cattle farming and dairy farming.

Rural Educational Infrastructure

There are two primary school in Nalni gram panchayat. There are 15 students in the Nalni primary school and two teachers in primary school. Inter college (Mangoli) are the one and only college for 2-3 gram panchayats. Children of Nalni village retain their classes as there is a 100% retention rate and 0 dropouts.

Rural Health Infrastructure

There is only 1 primary health centre which is situated in Mangoli. There is one health officer one assistant and 3 asha workers. They visit Nalni village in second Saturday in every month. There is also an Ayurvedic Hospital in Mangoli in which there is one doctor one pharmacist and one ward boy.

Rural Amenities

Supply of drinking water-

100% **Water connection -**

70%

Electricity connection - 80%

Toilet facility 90%

Pucca Houses -80%

Kutcha houses-20%.

Transport Infrastructure

The village is having 10% surface road while 90% of the road is not surfaced.

Human Capital Content of Workforce

70% of the population is literate. 20% are educated up to primary level while 50% of the population have studied up to middle level.

Rural Financial Infrastructure

There is no commercial and co-operative bank in Nalni.

Rural standard of Living

a - Per family rural consumption expenditure is Rs. 8000 approx. per month.

b - Per family rural food consumption expenditure is Rs. 3000 approx. per month.

Composite Index of Rural Development

Group A	Group Name	Rating
1	Agricultural Productive Efficiency	3
2	Workforce Diversification	3
3	Rural Educational Infrastructure	7
4	Rural Health Infrastructure	7
5	Rural Amenities	8
6	Transport Infrastructure	4
7	Human Capital Content Of Workforce	6
8	Rural Financial Infrastructure	5
9	Rural Standard Of Living	5
	TOTAL	48
	SCORE	53.33%

Phase-2

Segment-1

In our 1st phase of survey we met with the Gram Pradhan of the village Mr. BachiSinghAdhikari. He gave us all the necessary details about the village and the village functionaries. He also told us about the tradition of the Nalni village. The jagar which is performed by the natives of Nalni to invoke the local deities as well as the spirits. Fairs and festivals-there is no special fair organized in the village Nalni. But in Nainital some fairs are organized such as Nanda Devi fair, Sharadotsav ETC. Festivals of Nalni are – Phoordheli, Harela, Ghee Sanskriti, and Khatarua.

Indicators of Rural Development by Group (after 6 month)

Agricultural Productive Efficiency

- ✓ **Productivity Per Hectare**-Productivity per Nali is approx Rs 800.

- ✓ **Productivity per Worker**-The people get Rs200-300 per day only if they work as a labourer in the field.

Workforce Diversification

- ✓ Cattle Farming - 80%
- ✓ Business - 2%

Rural Educational Infrastructure

- ✓ Primary School - 2
- ✓ Inter collage - 1(Mangoli)
- ✓ Retention Rate - 100%
- ✓ No. of school dropouts - 0

Rural Health Infrastructure

- ✓ No. of Primary Health Centre-1
- ✓ No. of Ashaworkers-3
- ✓ Rural Infant Mortality Rate-0
- ✓ Rural Female Mortality Rate-0

Rural Amenities

- ✓ Percent of rural households with drinking water -70%
- ✓ Percent of rural households with electricity connection-80%
- ✓ Percent of rural households with toilets-94%

Transport Infrastructure

Percent of village having surfaced road-30%

Human Capital Content of Workforce

Percent of educational (primary & middle level) rural workforce

a - 20% are educated upto primary level.

b - 50% of the population have studied up to middle level.

Rural Financial Infrastructure

There is no commercial and co-operative bank in Nalni.

Rural Standard of Living

- ✓ Per family consumption expenditure is Rs. 9-8000(approx) per month.
- ✓ Per family food expenditure is Rs. 3000 (approx) per month.

Composite Index of Rural Development

Group No.	Group Name	Rating
1	Agricultural productive efficiency	2
2	Workforce Diversification	3
3	Rural Educational Infrastructure	7
4	Rural Health Infrastructure	7
5	Rural Amenities	8.5
6	Transport Infrastructure	5
7	Human Capital Content of Workforce	6
8	Rural Financial Infrastructure	5
9	Rural Standard Of Living	5
	Total	48.5
	Score	53.88%

Comparing the Indicators of Rural Development by Group

1. Agricultural Productive Efficiency

Earlier productivity per Nali was Rs1000 which is decreased to Rs. 800 and the Productivity per worker also decreased from Rs. 300-400 to Rs. 200-300 per day.

Reason - Agriculture productivity of this area is very much affected by the wild animals and insufficient irrigation facility.

Solution - Put an electric fence around planting place. In Nalni wooden channels can be made by making notches at the natural water resources.

2. Workforce Diversification

There is no change in this factor .As the major portion of the population is engaged in agricultural activity, dairy farming & cattle farming.

Reason - Lack of employment opportunities & non-agricultural activities.

Solution - Encouraging entrepreneurship. The people of this village can open shops and restaurant for attracting tourists.

3. Rural Educational Infrastructure

There is no change in this factor. There are only 2 primary schools in Nalni in which there is 15 students & 2 teachers. For secondary education the children of Nalni go to Mangoli.

Solution - Our main focus is to improve the quality of education in Nalni village by involving volunteers who have the time & abilities to contribute to schools.

4. Rural Health Infrastructure

There is no change in the rural health infrastructure. The primary health centre is situated in Mangoli which is far away from Nalni village. People face many problems as there is no proper transportation facility.

Solution -There is a need to develop and distribute materials to citizens through rural communication network.

5. Rural Amenities

There is only one change has come in rural amenities. As earlier 90% of the rural households have toilets but now it increased to 94% . In Nalni village 4% of the toilets are built under **Swach Bharat Abhiyan**.

6. Transport Infrastructure

Earlier the village is having 10% surface road but now it has increased to 30% . The people of Nalni village still face many problems in travelling & transporting their goods to cities.

Solution - So there is a need to improve transport infrastructure in Nalni village. So that they can easily connect to the market and sell their goods to the market.

7. Human Capital Content of Workforce

There is no change in this factor. 70% of the population is literate and most of the members of the family have migrated from this village to the cities for employment & further studies.

8. Rural Financial Infrastructure

There is also no change in rural financial infrastructure. The Nalni village has no commercial and co-operative bank.

The nearest bank is at Khurpatal (Sadhan Sehkari Samiti) . The bank has 575 account holder of Nalni village. Amount deposited is Rs78 lakh& the loan provided is (approx Rs66 lakh).

Solution -To encourage our farmers, banks should offer loans to help them in cultivating theirland.

9. Rural Standard of Living

There is also no change in the standard of living of the people. Their saving is generally less than their expenditure.

Solution -To improve the standard of living of the Nalni people there is a need to design and operate small – scale infrastructure & services.

Comparison of Composite Index of Rural Development

GROUP NAME	Before 6 Month	After 6 Month	DIFFERENC E	EFFECT
Agricultural Productive Efficiency	3	2	1	Decreased
Workforce Diversification	3	3	0	No Change

Rural Educational infrastructure	7	7	0	No Change
Rural Health Infrastructure	7	7	0	No Change
Rural Amenities	8	8.5	.5	Increased
Transport Infrastructure	4	5	1	Increased
Human Capital Content Of Workforce	6	6	0	No Change
Rural Financial Infrastructure	5	5	0	No Change
Standard Of Living	5	5	0	No Change

Interpretation of the Comparison Table

In Nalni village there is no such development can be seen in terms of various indicators. Only 3 factor have witnessed change-

Agricultural Productive efficiency

In this factor there is a negative change as agriculture productivity of this area decreases due to wild animals and weather.

Rural Amenities

There is an increase in the no. of toilets in the village. But still there are some houses which do not have proper toilets.

Transport Infrastructure

This indicator have also shown a positive change as the percentage of surface road increased to 30%.Nalni village have no proper transport facility due to which the people are not able to still their products in the market. They have to carry the food grains seeds, fertilizer on their back as 70% road in Nalni village is not surfaced.

There is no change in the rest of the indicators whether it is health infrastructure or educational infrastructure. The people are migrating from this village to cities or towns in search of job or for further

studies. The people who live here have a ray of hope in their eyes. They believe that there will be substantial development in their village.

The table above represents that there is no such changes can be seen after 6 months in various indicators. There is a need to develop and create employment opportunities in Nalni village .The education and health infrastructure should also be developed so that the people of Nalni get more facility in their village and they don't have to go anywhere in an emergency. By giving them employment opportunities the life of people of Nalni village will change and their way of living will also increase.

Segment 2

In Nalni village there is no industry/ entrepreneurial enterprise and SHG. But there is one NGO called Vimarsh Sanstha which come for a visit every year in Nalni. Vimarsh covers several areas in Nainital. It deals with the issues like health and education, rights of girls, violence and discrimination. It has formed various women groups in other villages but not in Nalni. Vimarsh is also working for conserving traditional water sources. Various activities such as monthly meetings, seminars and trainings are regularly conducted with the groups by the NGO in other villages.

People of Nalni said that the NGO (Vimarsh Sanstha) plays no significant role in their village. They visit there only once in a year. Nalni is a village in which it is difficult to set industries and create job opportunities due to its difficult geography. Every culture has its own identity which defines it. Same in the case of Nalni which is mostly surrounded by the forest and has agricultural based economy.

Rural Entrepreneurship is not a new idea, the only problem is this, the idea needs to be implemented and the people of this village should be encouraged to start up their small scale business, cottage industries and co-operative societies and enter the global market. There are no such entrepreneurial opportunities available in the village Nalni but the people can start up from the restaurant, dhabas, tea stall or Maggie stalls. Such type of small- scale business can run efficiently in this area because Nalni village comes in the way to Nainital, so it can possibly attract tourist at the time of vacations and weekends.



Panchayat Bhavan

SWOT Analysis

Strengths

- ✓ The strength of restaurant lie in what you do best, whether it is serving tasty food or offering quality services
- ✓ Other strength may consist of pricing structure, such as offering a lower – priced menu.
- ✓ This type of business requires less investment.

Weaknesses

- ✓ There is only one weakness of such type of business in Nalni area is the lack of transportation facility.

Opportunities

- ✓ There are various opportunities available such as expanding or providing different types of food.
- ✓ They can also offer rooms for night stay to the tourists as there is a huge rush in summers.

Challenges

The main challenge is competing with the existing restaurant which also deals in fast foods. The other challenge could be arranging resources.

Identification of the Problem

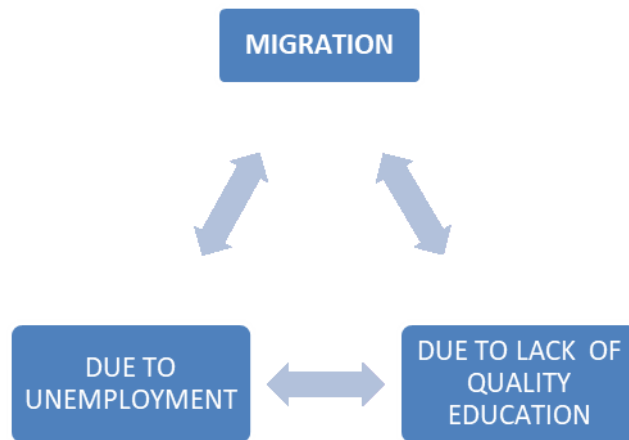


In the village Nalni there are various number of problems identified by me. For e.g-unemployment, poverty, lack of transportation facility, lack of quality education, health problem etc. Out of these problems unemployment as the main problem which is responsible for all the other problems. One way is to the tackle the problem and to engage people in some entrepreneurial activities.

Nalni is a village which is situated on the way to Nainital. In summers lots of people come Nanital to spend their holidays.So, there are various entrepreneurial opportunities identified by me in the Nalni village. One of them is Camping.

A Campsite or camping pitch is a place used for overnight stay in an outdoor area. Nalni is a village which is surrounded by mountains and forest. It is the best place for campsite. The hill stations are nature beauty and surely it will be a tourist most preferred place to spend their vacation.

Camping is becoming popular now days. It is a recreational activity in which the the participants leave developed areas to spend time outdoors in more natural ones in pursuit of activities providing them enjoyment, Camping can be enjoyed through all four seasons. Nalni village enjoy a cool and pleasant climate all through the year and thus it is perfect for the campsite.



Problems of Village Nalni

Review of the Literature



Camping

Camping is possibly the finest way to spend time in the lap of nature and forget the mundane affairs of an otherwise hectic life. It also provides an opportunity to spend quality time with the love ones and understand them better. The Uttarakhand Himalayan region in India is one such place that offers fantastic range of camping. Whether it is wildlife camping or normal camping, Indian topography offers everything for the adventure enthusiasts. It can prove to be very beneficial for the growing and budding mind of the children. Camping is a recreational activity and there is no age limit. Anyone who likes to explore nature can take up this camping expedition.

In Uttarakhand there are various campsites available-

Tons valley, Garhwal Uttarakhand

Uttarakhand Adventures Tours Tons valley base is an excellent camping site located at a pleasant 3600 feet above sea level. The ideal gateway for everyone including families and children, it makes for a great escape for the quiet holiday – maker as well as the die hard adventure seeker.

Uttarakhand Adventures Tour Jharipani

It is on the top of the hill and easily approachable by motor – able road in Jharipani far from madding crowd, exclusively for natures lovers with clean and comfortable waterproof SWISS TENTS, with attached western toilets having hot and cold water, landscaped gardens and terraces, with sit outs in nooks and corners.

Camping in Nainital

With a great number of options for camping in Nainital, here one can enjoy this activity to the fullest. Camping sites like Pangot, Ayar Jungle Camp, Aspen Adventure camps, Camp purple, Camp Kyari, and various others, one can make a selection, as per their preferences. If you wish to stay close to nature and gaze at the natural and gaze at the natural wonders, then camping is excellent pick. Also, when the sun sets down you can enjoy the starlit sky at its best.

Objectives of the Study

- The main objective of this study is to explore the available resources of the village Nalni.
- Generating employment opportunities in the village .
- Another important objective is to promote the culture and lifestyle of the rural people.
- Most people go on camping trips because they're tired of the city or ready for an adventure.
- To create environmental awareness.

Hypothesis of the Study

Locations and attractions are the keys to a successful campsite business. The location in Nalni village is perfect for camping. This type of business will work in Nalnvillage . As this business requires less investment and involvement of village people. There are many campsites which have opened in the nearby villages. So there is a great scope of this activity in Nalni village.

The project undertaken is not of an empirical nature .It is descriptive and the broad analysis have been drawn from surveys related to the village and the opinions of the residents .It is because of these factors that no testing tool has been used to establish and validate the hypothesis . Therefore the hypothesis are framed in a general format considering the possibilities and the feasibility of entrepreneurial possibilities.

HYPOTHESIS 1-

Null Hypothesis –Entrepreneurial opportunities involving high technology are possible in the village.

Alternate Hypothesis-Entrepreneurial opportunities involving high technology are not possible in the village.

HYPOTHESIS 2-

Null Hypothesis-Specialized utilities are available in the village.

Alternate Hypothesis-Specialized utilities are not available in the village.

HYPOTHESIS 3-

Null Hypothesis-There is possibilities of big incidents in entrepreneurial venture.

Alternate Hypothesis-There is no possibilities of big incidents in entrepreneurial venture.

HYPOTHESIS 4-

Null Hypothesis-Good marketing channels and communication are available in rural areas.

Alternate Hypothesis--Good marketing channels and communication are not available in rural areas.

Analyzing the possibilities and feasibilities in terms of these hypotheses established our research that these hypotheses cannot be established, and therefore the alternate hypothesis need to be considered.

Since the village has facilities only for basic formal education of a non technical in nature, establishment of ventures requiring high levels of technology would inappropriate.

It is mentioned earlier that due to lack of educational system prevalent in the villages the villagers do not possess a satisfactory level of technical skills.

The residents belong nearly to middle income groups with a significant properties at the BPL level, large investments would not be possible.

Actions Planned to address the problem

For starting this type of business in Nalni village we need to formulate a action plan which include-

1-The selection of location for Camping .

2-Availability of resources like men, power, fuel, water etc.

3-Arranging the finance which include Government schemes and loan from bank.

4-There should be proper transportation facility available in the village so that people can reach effortlessly to the Campsite.

Implementation of Action Research Steps

1-The first step is to deciding the type of campsite .In Nalni seasonal campsite is most suitable.As tourist came here mostly in summers and winters.

2-There is abundant resource available whether it is men,power,fuel and water.

3-The finance for starting this business will be arranged from the local banks situated in Khurpatal .The campsite business do not require much capital . With a seed capital of approx Rs.20 lakh,most of which went into buying equipment like tents , chairs and tables etc . The bigger challenge is sourcing the land because land would always remain an issue as the owners sometime were not clear about what they would get out of it .

4-For this business we need the staff of 15-20 people who can manage the worth.

5-Hiring maintenance and service personnel .

6-For the promotion we can build a website which include information about your campground and the area with photos and suggestions for activities . Also offer an online reservation where guest can book the dates they want to visit.

Business startup estimated cost

Equipment	70,000-125000
Incorporation fees	100000-200000
Office space	6000-40000 per employee per month
Inventory	17-25% of total budget
Marketing	0-10% of total budget
Website	About 2000-3000 per month
Office furniture and supplier	10% of total budget

Process of Implementation of the Study

Planning Permission – For permanent and larger seasonal sites, full planning permission will be needed. Key consideration will be the highways and access implications, as well as the size of the site.

Licenses- Many campsites need to be licensed by the local authority, which can set conditions about how the site should be laid out, what type of caravans are allowed and what toilets and washing facilities should be provided.

Tax- Tax consideration will be both short and long term. It is important to consider ownership of the business and whether it should be run as one with the farming or separately.

Market Research

Visit the competition and campsites in other areas to absorb ideas and trips where possible, say advisers.

What attracts campers to your area- what else is there for them to do and how could your site offer something extras' or different?

Avoid providing too many services or facilities which could involve unnecessary investment.

Data Collection and Analysis

Data is the need of the hour, and its collection and analysis is the base of any business and research success now. Napoleon Bonaparte more than 200 years ago said about the importance of data or information with his famous quote "War is 90% information ". Hence data collection and data analytics is going to be the keys to success in many fields.

The data in this research project have been collected through two sources:

Primary source

Secondary source

Most of the data has been collected through primary methods such as –

Direct personal interview

Indirect oral interview (through phone)

The data in this project has been collected by me through the personal interaction with the village people. I have asked them all the questions about their income, education, employment, cleanliness and sanitation.

I have also collected information from the Ashaworkers, School teachers and Sarpanch.

I have also taken the help of Internet in completing my project.

Findings

The business of eco-tourism has a great potential in the Nalni village because the village have natural beauty and surely it will be a tourist preferred place to spend their vacation.

Conclusion

There is a need to setup some entrepreneurial venture in Nalni so that the people of Nalni village do not migrate from here. Campsite is the best option to explore the resources of Nalni.

Dedicated to the spirit if adventure and eco-tourism, it promises you an amazing combination of soul soothing peace and high adrenaline adventure. Camps are known for their utmost emphasis on safety, high level of service, efficient staff and excellent cuisine.

For those who think beyond Air Conditioned Hotel rooms and 29" TV with 99 channels on a holiday, we offer the pure outdoors experience on a platter , while ensuring comfort and satisfaction are top priorities. We welcome you to a place so much off the beaten track, so much off the crowded hill stations, so much...well, Exotic come and experience nature and the Himalayan charm at captivating and unadulterated best.

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- 5-" The Minister Who Invented Camping in America Read more... Smithsonian.

Annexures

Annexure 1

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Nalni
2	Address of the Village	Village-Nalni,BhimtalBlock,Dist-Nainital
3	Name of Sarpanch / Contact Person	MrBachi Singh Adhikari
4	Date of Visit	16 January 2020

Demographics of the Village		
1	Number of Men	275
2	Number of Women	250
3	Number of Children	75
4	Total Population	600
5	Number of Anganwadis	2
6	Number of Schools	2
7	Number of Primary Health Centres	2

VILLAGESCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	Yes		

2	Does anyone go out and defecate in the open in village?		No	
3	Are these faeces from the toilet being disposed in the river?		No	
4	Is there any OD spot / excreta in an open place?		No	
5	Are there institutional toilets at Schools, Anganwadis and Public places?	Yes		
6	Is waste from restaurants, public places dumped into the river?		No	
7	Is there a prevalence Of visitor/tourist OD?		No	
8	Is there an institutional mechanism to check OD by insiders/outsideers?	YES		
9	Are twin-pit toilets common in the Village?	YES		
10	Are septic tank toilets (non-porous) common In your village?	Yes		
11	Is there a P-Trap in all toilets?	Yes		
Household Schedule				
12	Is water available in	Yes		

	/for the toilet?			
13	Are all toilets “fly-proof” – or Hygienic?	Yes		
14	Is the human waste disposed of in the Drain, a) Nallahs, b) Openpit; c) Ponds or river or streams or any water bodyetc.		No	
15	Is fecal sludge directly discharged to waterbodies ?		No	
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed		No	
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		
17	Is any visible feces found in the environment?		No	
18	Is there any odour of urine or faeces in the location?		No	
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	
20	Is child faeces disposed of in		No	

	open area?			
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	Yes		
22	Is water available in /for the toilet?	Yes		
23	Is toilet “fly-proof” – or Hygienic?	Yes		
24	Is the human waste disposed of in the Drain, 1- Nallahs, 2- Openpit; 3- Ponds or river or streams or any water bodyetc.		No	
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	Yes		
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	Yes		
27	Is there water available for use in the school toilets?	Yes		
28	Is the human waste disposed of in the Drain, 4- Nallahs, 5- Openpit; 6- Ponds or river or streams or any		No	

	water bodyetc.			
29	Is public toilet accessible to all (including Divyangs/physically challenged)	Yes		
Public Toilets Schedule				
30	Is there a Public Toilet in the village?		No	
31	Are there separate sections for Men and Women?		No	
32	Is the human waste disposed of in the Drain, 7- Nallahs, 8- Openpit; 9- Ponds or river or streams or any water bodyetc.		No	
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?		No	
34	Is any sustainable process/method adopted for fecal sludge management?		No	

Annexure 3
Village Visit (General)



Aganwadi of the village



Ayurvedic Hospital



Natural water resource



View of Nalni village

**The Study of Rural Immersion and
Engagement in Mangoli Village**

**Shreyas Jaiswal
Kumaun University, Nainital**

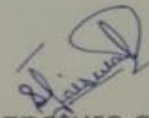
DECLARATION

DECLARATION

I hereby declare that the project work entitled "Rural immersion" submitted to Mahatma Gandhi National Council of Rural Education, Hyderabad is a record of the original work done by me under the guidance of Sarika Joshi. The results embodied in this village report have not been submitted to any other Organization or University.

Date: 26/02/2020

Place: Nainital



Signature of Intern

SHREHA JAISWAL

S No	Contents
1.	Introduction to the Village
2.	Identification of Problem
3.	Review of literature
4.	Objectives of the Study
5.	Hypothesis of the Study
6.	Actions Planned to address the problem
7.	Implementation of Action research Steps
8.	Process of implementation of the study
9.	Data Collection and Analysis
10.	Findings
11.	Conclusion
12.	References



Retail stores 1



Retail stores 2



A Household



Supermarket

Introduction to the Village

Instances of Reverse Migration- No

Literacy And Education profile



A Household



Junior college

Literacy Rate- 60%

School Enrolment- 15 in primary level

School Dropouts- zero

Avenues for higher education- for higher education people of Mangolii go to Nainital or Haldwani.

Avenues for Technical and vocational education-Government Polytechnic Nainital and Kaladhungi is a technical educational institute which are at the nearest distance of Mangoli.

Opportunities for skill enhancement-No opportunities are available in Nalni



National highway

Rural Educational Infrastructure

There are two primary school in Mangolii gram panchayat. There are 15 students in the Nalni primary school and two teachers in primary school. Inter college (Mangoli) are the one and only college for 2-3 gram panchayats. Children of Nalni village retain their classes as there is a 100% retention rate and 0 dropouts.

Rural Health Infrastructure

There is only 1 primary health centre which is situated in Mangoli. There is one health officer one assistant and 3 ashaworkers. They visit Nalni village in second Saturday in every month. There is also an Ayurvedic Hospital in Mangoli in which there is one doctor one pharmacist and one ward boy.

Rural Amenities

Supply of drinking water- 100%

Water connection - 70%

Electricity connection - 80%

Toilet facility -90%

Pucca Houses -80%

Kutcha houses-20%.

Transport Infrastructure

The village is having 10% surface road while 90% of the road is un-surfaced.

Literacy rate

70% of the population is literate. 20% are educated up to primary level while 50% of the population have studied up to middle level.

Rural Financial Infrastructure

There is no commercial and co-operative bank Mangolli.

Rural standard of Living

a - Per family rural consumption expenditure is Rs. 8000 approx. per month.

b - Per family rural food consumption expenditure is Rs. 3000 approx. per month.

Composite Index of Rural Development

Group A	Group Name	Rating
1	Agricultural Productive Efficiency	3
2	Workforce Diversification	3
3	Rural Educational Infrastructure	7
4	Rural Health Infrastructure	7
5	Rural Amenities	8
6	Transport Infrastructure	4
7	Human Capital Content Of Workforce	6
8	Rural Financial Infrastructure	5
9	Rural Standard Of Living	5
	TOTAL	48
	SCORE	53.33%

Phase-2

Segment-1

In our 1st phase of survey we met with the Gram Pradhan of the village Mrs.GeetaBisht. He gave us all the necessary details about the village and the village functionaries.He also told us about the tradition of the Mangoli village. The jagar which is performed by the natives of Mangoli to evoke there local deities as well as the spirits.Fairs and festivals-there is no special fair organized in the village Mangoli. But in Nainital some fairs are organized such as Nanda Devi fair, Sharadotsav ETC. Festivals of Nalni are ÐPhooldheli, Harela, Ghee Sanskriti, And Khatarua. After 6 months we again went to the village for observing development in the village in terms of the composite index of the Rural development.

Indicators of Rural Development by Group (after 6 month)

Agricultural Productive Efficiency

- **Productivity Per Hectare**-Productivity per Nali is approx Rs800.
- **Productivity per Worker**-The people get Rs200-300 per day only if they work as a labour in their field.

Workforce Diversification

- Cattle Farming - 80%
- Business - 2%

Rural Educational Infrastructure

- Primary School - 2
- Inter collage - 1(Mngoli)
- Retention Rate - 100%
- No. of school dropouts - 0

Rural Health Infrastructure

- No. of Primary Health Centre-1
- No. of Ashaworkers-3
- Rural Infant Mortality Rate-0
- Rural Female Mortality Rate-0

Rural Amenities

- Percent of rural households with drinking water -70%
- Percent of rural households with electricity connection-80%
- Percent of rural households with toilets-94%

Transport Infrastructure

Percent of village having surfaced road-30%

Human Capital Content of Workforce

Percent of educational (primary & middle level) rural workforce **a** - 20% are educated upto primary level.

b - 50% of the population have studied up to middle level.

Rural Financial Infrastructure

There is no commercial and co-operative bank in Nalni.

Rural Standard of Living

- Per family consumption expenditure is Rs. 9-8000(approx) per month.
- Per family food expenditure is Rs. 3000 (approx) per month.

Composite Index of Rural Development

Group No.	Group Name	Rating
1	Agricultural productive efficiency	2
2	Workforce Diversification	3
3	Rural Educational Infrastructure	7
4	Rural Health Infrastructure	7
5	Rural Amenities	8.5
6	Transport Infrastructure	5
7	Human Capital Content of Workforce	6

8	Rural Financial Infrastructure	5
9	Rural Standard Of Living	5
	Total	48.5
	Score	53.88%

Comparing the Indicators of Rural Development by Group

Agricultural Productive Efficiency

Earlier productivity per Nali was Rs1000 which is decreased to Rs. 800 and the Productivity per worker also decreased from Rs. 300-400 to Rs. 200-300 per day.

Reason - Agriculture productivity of this area is very much affected by the wild animals and insufficient irrigation facility.

Solution - Put an electric fence around planting place. In Nalni wooden channels can be made by making notches at the natural water resources.

Workforce Diversification

There is no change in this factor . As the major portion of the population is engaged in agricultural activity, dairy farming & cattle farming.

Reason - Lack of employment opportunities & non-agricultural activities.

Solution - Encouraging entrepreneurship. The people of this village can open shops & restaurant for attracting tourists.

Rural Educational Infrastructure

Reason - There is no change in this factor. There are only 2 primary schools in Mangoli. There are 15 students & 2 teachers. For secondary education the children of Nalni go to Mangoli.

Solution - Our main focus is to improve the quality of education of Mangoli village by involving volunteers.

Rural Health Infrastructure

There is no change in the rural health infrastructure. The primary health centre is situated in Mangoli which f r o m r m a n g o l i v i l l a g e . People face many problems as there is no proper transportation facility.

Solution -There is a need to develop & distribute materials to citizens through rural communication network.

Rural Amenities

There is only one change has come in rural amenities. As earlier 90% of the rural households have toilets but now it increased to 94% . In Nalni village 4% of the toilets are built under **Swachh Bharat Abhiyan**.

Transport Infrastructure

Earlier the village is having 10% surface road but now it has increased to 30% . The people of Mangolii village still face many problems in travelling & transporting their goods to cities.Ragi byproduct

regi

byproducts 15

Types Of Ragi

22

15

Types Of Ragi

22

Solution - So there is a need to improve transport infrastructure in Mangolilageage. So that they can easily connect to the market and sell their goods to the market.

Human Capital Content of Workforce

There is no change in this factor. 70% of the population is literate and most of the members of the family have migrated from this village to the cities for employment & further studies.

Rural Financial Infrastructure

There is also no change in rural financial infrastructure. The Mangoli village has no commercial & co-operative bank. The nearest bank is at Khurpatal (Sadhan SehkariSamiti. The bank has 325 account holder of Mangolii village. Amount deposited is Rs55lakh & the loan provided is (approx Rs66 lakh).

Solution -To encourage our farmers, banks should offer loans to help them in cultivating their land.

Rural Standard of Living

There is also no change in the standard of living of the people. Their saving is generally less than their expenditure.

Solution -To improve the standard of living of the Nalni people there is a need to design and operate small scale infrastructure & services.

Comparison of Composite Index of Rural Development

GROUP NAME	Before Month	After Month	DIFFERENC E	EFFECT
Agricultural Productive Efficiency	3	2	1	Decreased
Workforce Diversification	3	3	0	No Change
Rural Educational infrastructure	7	7	0	No Change
Rural Health Infrastructure	7	7	0	No Change
Rural Amenities	8	8.5	.5	Increased
Transport Infrastructure	4	5	1	Increased
Human Capital Content of Workforce	6	6	0	No Change
Human Capital Content of Workforce	5	5	0	No Change
Standard Of Living	5	5	0	No Change

Interpretation of the Comparison Table

In Mangoli village there is no such development can be seen in terms of various indicators. Only 3 factor have witnessed change-

Agricultural Productive efficiency

In this factor there is a negative change as agriculture productivity of this area decreases due to wild animals and weather.

Rural Amenities

There is an increase in the no. of toilets in the village. But still there are some houses which do not have proper toilets.

Transport Infrastructure

This indicator have also shown a positive change as the percentage of surface road increased to 30%.Mangoli village have no proper transport facility due to which the people are not able to still their products in the market. They have to carry the food grains seeds, fertilizer on their back as 70% road in Nalni village is unsurfaced.

There is no change in the rest of the indicators whether it is health infrastructure or educational infrastructure. The people are migrating from this village to cities or towns in search of job or for further studies. The people who live here have a ray of hope in their eyes. They believe that there will be substantial development in their village.

The table above represent that there is no such changes can be seen after 6 months in various indicators. There is a need to develop and create employment opportunities in

M a n g o l i v i l l a g e .The education and health infrastructure should also be developed so that the people of Mangoli get more facility in their village and they don't have to go anywhere in anemergency.By giving them employment opportunities the life of people of Mangolivillage will change and their way of living will also increase.

Segment 2 (Part 1)

In Mangoli village there is no industry/ entrepreneurial enterprise and SHG. But there is one NGO called VimarshSanstha which come for a visit every year in Mangoli. Vimarsh covers several areas in Nainital. It deals with the issues like health and education, rights of girls, violence and discrimination. It has formed various women groups in other villages but not in Mangoli. Vimarsh is also working for conserving traditional water sources. Various activities such as monthly meetings, seminars and trainings are regularly conducted with the groups by the NGO in other villages.

People of Mangoli said that the NGO (VimarshSanstha) plays no significant role in their village. They visit there only once in a year. M a n g o l i i s a village in which it is difficult to set up industries and create job opportunities due to its difficult geography. Every culture has its own identity which defines it. Same in the case of Nalni which is mostly surrounded by the forest and has agricultural based economy.

Rural Entrepreneurship is not a new idea, the only problem is this, the idea needs to be implemented and the people of this village should be encouraged to start up their small scale business, cottage industries and co-operative societies and enter the global market.

There are no such entrepreneurial opportunities available in the village Mangoli but the people can start up from the restaurant, dhabas, tea stall or Maggie stalls. Such type of small- scale business can run efficiently in this area because mangolii village comes in the way to Nainital, so it can possibly attract tourist at the time of vacations and weekends.



Mangoli Village

SWOT Analysis

Strengths

- The strength of restaurant lie in what you do best, whether it is serving tasty food or offering quality services
- Other strength may consist of pricing structure, such as offering a lower ₱ priced menu.
- This type of business requires less investment.

Weaknesses

- There is only one weakness of such type of business in Manholi area is the lack of transportation facility

Opportunities

- There are various opportunities available such as expanding or providing different types of food.
- They can also offer rooms for night stay to the tourists as there is a huge rush in summers.

Challenges

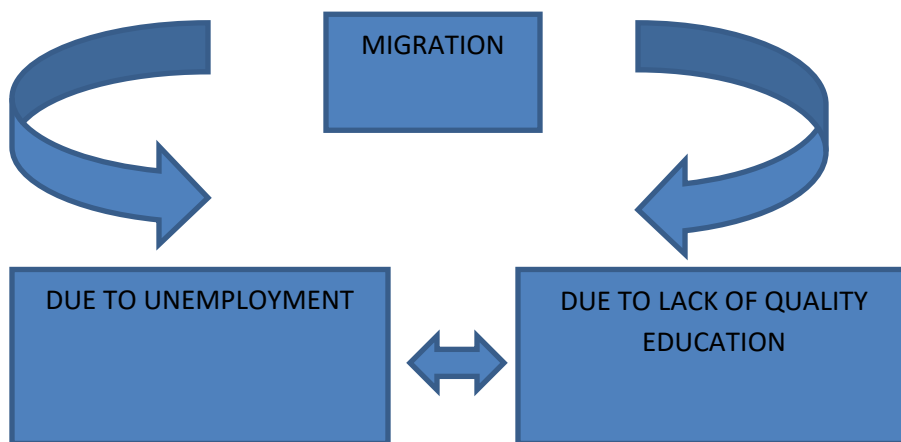
- The main challenge is competing with the existing restaurant which also deals in fast foods. The other challenge could be arranging resources.

Identification of the Problem



In the village Mangoli there is various number of problem identified by me. For e.g. unemployment, poverty, lack of transportation facility, lack of quality education, health problem etc. Out of these problem I took unemployment as the main problem which is responsible for all the other problems. My opinion to tackle this problem is to engage people in some entrepreneurial activities. Mangoli is a village which is situated on the way to Nainital. In summers lots of people come Nanital to spend their holidays.

A Campsite or camping pitch is a place used for overnight stay in an outdoor area. Mangoli is a village which is surrounded by mountains and forest. It is the best place for campsite. The hill stations are nature beauty and surely it will be a tourist most preferred place to spend their vacation. Camping is becoming popular now days. It is a recreational activity in which the participants leave developed areas to spend time outdoors in more natural ones in pursuit of activities providing them enjoyment, Camping can be enjoyed through all four seasons. Nalni village enjoy a cool and pleasant climate all through the year and thus it is perfect for the campsite.



Problems of Village Nalni

Review of the Literature



Retail Stores

Camping is possibly the finest way to spend time in the lap of nature and forget the mundane affairs of an otherwise hectic life. It also provides an opportunity to spend quality time with the love ones and understand

them better. The Uttarakhand Himalayan region in India is one such place that offers fantastic range of camping. Whether it is wildlife camping or normal camping, Indian topography offers everything for the adventure enthusiasts. It can prove to be very beneficial for the growing and budding mind of the children. Camping is a recreational activity and there is no age limit . Anyone who likes to explore nature can take up this camping expedition. In Uttarakhand there are various campsites available-

Tons valley , Garhwal Uttarakhand

Uttarakhand Adventures Tours Tons valley base is an excellent camping site located at a pleasant 3600 feet above sea level. The ideal gateway for everyone including families and children, it makes for a great escape for the quiet holiday maker as well as the die hard adventure seeker.

Uttarakhand Adventures Tour Jharipani

It is on the top of the hill and easily approachable by motor able road in Jharipani far from madding crowd, exclusively for natures lovers with clean and comfortable waterproof SWISS TENTS, with attached western toilets having hot and cold water, landscaped gardens and terraces, with sit outs in nooks and corners.

Camping in Nainital

With a great number of options for camping in Nainital, here one can enjoy this activity to the fullest. Camping sites like Pangot, Ayar Jungle Camp, Aspen Adventure camps, Camp purple, Camp Kyari, and various others, one can make a selection, as per their preferences. If you wish to stay close to nature and gaze at the natural and gaze at the natural wonders, then camping is excellent pick. Also, when the sun sets down you can enjoy the starlit sky at its best.

Objectives of the Study

- 1-The main objective of this study is to explore the available resources of the village Mangoli
- 1- Generating employment opportunities in the village.
- 2- Another important objective is to promote the culture and lifestyle of the rural people.
- 3- Most people go to the city markets we want to provide them a super market where they can sell and buy the products.
- 4- Create environmental awareness

Hypothesis of the Study

Null Hypothesis-Specialized utilities are available in the village. Alternate Hypothesis- Specialized utilities are not available in the village.

HYPOTHESIS 3- Locations and attractions are the keys to a successful super market business. The location in Mangolii village is perfect for marketing. This type of business will work in Mangolii village . As this business requires medium investment and high involvement of village people. There are few marketes which have opened in the nearby villages. So there is a great scope of this activity in Mangoli village.

The project undertaken is not of an empirical nature .It is descriptive and the broad analysis have been drawn from surveys related to the village and the opinions of the residents .It is because of these factors that no

testing tool has been used to establish and validate the hypothesis . Therefore the hypothesis are framed in a general format considering the possibilities and the feasibility of entrepreneurial possibilities.

HYPOTHESIS 1-

Null Hypothesis ∅Entrepreneurial opportunities involving high technology are possible in the village. Alternate Hypothesis- Entrepreneurial opportunities involving high technology are not possible in the village.

HYPOTHESIS 2-

Null Hypothesis-There are possibilities of big incidents in entrepreneurial venture.

Alternate Hypothesis- There are no possibilities of big incidents in entrepreneurial venture.

HYPOTHESIS 4-

Null Hypothesis-Good marketing channels and communication are available in rural areas.

Alternate Hypothesis--Good marketing channels and communication are not available in rural areas.

Analyzing the possibilities and feasibilities in terms of these hypotheses established our research that these hypotheses cannot be established, and therefore the alternate hypothesis need to be considered.

Since the village has facilities only for basic formal education of a non technical in nature, establishment of ventures requiring high levels of technology would inappropriate.

Its mentioned earlier due to the lack of educational system prevalent in the villages the villagers do not possess a satisfactory level of technical skills.

The residents belong nearly to middle income groups with a significant properties at the BPL level, large investments would not be possible.

Actions Planned to Address the Problem

For starting this type of business in Nalni village we need to formulate a action plan which include-

- 1-The selection of location for Camping.
- 2-Arranging the finance which include Government schemes and loan from bank.
- 3-There should be proper transportation facility available in the village so that people can reach effortlessly to the Campsite.

Implementation of Action Research Steps

- 1- The first step is to deciding the type of campsite .In Mangoli super markete is most suitable. Asthe local people need it for all the seasons.
- 2- There is abundant resource available whether it is men,power,fuel and water.
- 3- The finance for starting this business will be arranged from the local banks situated in Nainital . The

campsite business do not require much capital . With a seed capital of approx Rs.40lakh,most of which went into buying things like goods and products etc . The bigger challenge is sourcing the land because land would always remain an issue as the owners sometime were not clear about what they would get out of it .

4- For this business we need the staff of 15-20 people who can manage the worth.]

5- Hiring maintenance and service personnel .

6- For the promotion we can build a website which include information about your campground and the area with photos and suggestions for activities. Also offer an online reservation where guest can book the dates they want to visit.

Business startup estimated cost

Equipment	70,000-125000
Incorporation fees	100000-200000
Office space	6000-40000 per employee per month
Inventory	17-25% of total budget
Marketing	0-10% of total budget
Website	About 2000-3000 per month
Office furniture and supplier	10% of total budget

Process of Implementation of the Study

Planning Permission For permanent and larger seasonal sites, full planning permission will be needed. Key consideration will be the highways and access implications, as well as the size of the site.

Licenses- Many campsite needs to be licensed by the local authority, which can set conditions about how the site should be laid out, what type of caravans are allowed and what toilets and washing facilities should be provided.

Tax- Tax consideration will be both short and long term. It is important to consider ownership of the business and whether it should be run as one with the farming or separately.

Market Research

Visit the competition and campsites in other areas to absorb ideas and trips where possible, say advisers.

What attracts campers to your area- what else is there for them to do and how could your site offer something extras or different?

Avoid providing too many services or facilities which could involve unnecessary investment.

Data Collection and Analysis

Data is the need of the hour, and its collection and analysis is the base of any business and research success now. Napoleon Bonaparte more than 200 years ago said about the importance of data or information with his famous quote "War is 90% information". Hence data collection and data analytics is going to be the keys to success in many fields.

The data in this research project have been collected through two sources: Primary source

Secondary source

Most of the data has been collected through primary methods such as Direct personal interview

Indirect oral interview (through phone)

The data in this project has been collected by me through the personal interaction with the village people. I have asked them all the questions about their income, education, employment, cleanliness and sanitation.

I have also collected information from the Asha workers, School teachers and Sarpanch. I have also taken the help of Internet in completing my project.

Findings

It has been found out by me that this business has a great possibility in the Mangoli village because the village has natural beauty and surely it will be a tourist most preferred place to spend their vacation.

Conclusion

There is a need to setup some entrepreneurial venture in Mangoli so that the people of Mangoli village do not migrate from here. Campsite is the best option to explore the resources of Mangoli.

Annexures

Annexure 1

Survey on Sanitation Management and ODF

Village Visit Report

1	Name of Village	Mangoli
2	Address of the Village	Village-Mangoli, Bhimtal Block, Dist-Nainital

3	Name of Sarpanch / Contact Person	MrBachi Singh Adhikari
4	Date of Visit	16 January 2020

Demographics of the Village		
1	Number of Men	280
2	Number of Women	250
3	Number of Children	75
4	Total Population	600
5	Number of Anganwadis	2
6	Number of Schools	2
7	Number of Primary Health Centres	2

VILLAGESCHEDULE				
S. No	Observations	Yes	No	Action By Village Authorities
1	Do all households have a toilet?	Yes		
2	Does anyone go out and defecate in the open in village?		No	
3	Are these faeces from the toilet being disposed in the river?		No	
4	Is there any OD spot / excreta in an open place?		No	
5	Are there institutional toilets at Schools,	Yes		

	Anganwadis and Public places?			
6	Is waste from restaurants, public places dumped into the river?		No	
7	Is there a prevalence Of visitor/tourist OD?		No	
8	Is there an institutional mechanism to check OD by insiders/outsideers?	Yes		
9	Are twin-pit toilets common in the Village?	Yes		
10	Are septic tank toilets (non-porous) common In your village?	Yes		
11	Is there a P-Trap in all toilets?	Yes		
Household Schedule				
12	Is water available in /for the toilet?	Yes		
13	Are all toilets "fly-proof" – or Hygienic?	Yes		
14	Is the human waste disposed of in the Drain, <ul style="list-style-type: none"> d) Nallahs, e) Openpit; f) Ponds or river or streams or any water bodyetc. 		No	
15	Is fecal sludge directly		No	

	discharged to waterbodies ?			
	Is there any garbage or litter piled up or dumped within 10 feet perimeter of the house, outside the premises of the household being canvassed		No	
16	Is there a practice to wash the hands with soap after using the toilet?	Yes		
17	Is any visible feces found in the environment?		No	
18	Is there any odour of urine or faeces in the location?		No	
19	Did any member of the household defecate in the open in the last three months or after gaining access to toilet?		No	
20	Is child faeces disposed of in open area?		No	
Anganwadi Schedule				
21	Have Anganwadi have toilet in own premises ?	Yes		
22	Is water available in /for the toilet?	Yes		
23	Is toilet “fly-proof” – or Hygienic?	Yes		
24	Is the human waste disposed of in the Drain, Nallahs,		No	

	Openpit; Ponds or river or streams or any water bodyetc.			
25	Are Anganwadi cleaners maintaining and cleaning public toilets?	Yes		
School Schedule				
26	Are there separate functional toilets for boys and girls in the school?	Yes		
27	Is there water available for use in the school toilets?	Yes		
28	Is the human waste disposed of in the Drain, 10- Nallahs, 11- Openpit; 12- Ponds or river or streams or any water bodyetc.		No	
29	Is public toilet accessible to all (including Divyangs/physically challenged)	Yes		
Public Toilets Schedule				
30	Is there a Public Toilet in the village?		No	
31	Are there separate sections for Men and Women?		No	

32	Is the human waste disposed of in the Drain, 13- Nallahs, 14- Openpit; 15- Ponds or river or streams or any water bodyetc.		No	
TECHNOLOGY/METHODOLOGY FOR ENSURING SUSTAINABILITY OF ODF				
33	Is any sustainable water supply process/ method adopted for sustainability of ODF?		No	
34	Is any sustainable process/method adopted for fecal sludge management?		No	

Annexure 3

Village Visit (General)



Ayurvedic Hospital



Anganwadi of the Village



View of Mangoli Village

Natural Water Resource



क्रियात्मक अनुसंधान

शोध अवधि- 18/11/2019-15/12/2019

प्राथमिक विद्यालय डेंगरा के कक्षा- ५ के विद्यार्थियों का
गणित विषय में गृहकार्य के प्रति रुझान में कमी

शोधकर्ता – डॉ. विजय प्रताप सिंह

सारांश-

प्रस्तुत क्रियात्मक शोध उत्तर प्रदेश के सीतापुर जिले में डेंगरा ग्राम के प्राथमिक विद्यालय डेंगरा के कक्षा ५ के विद्यार्थियों का गणित विषय के अध्ययन तथा गृहकार्य के प्रति रुझान में कमी हेतु किया गया जिसमें कुल विद्यार्थियों की संख्या 24 थी।

सर्वप्रथम प्राथमिक विद्यालय के प्रधानाचार्या की अनुमति लेकर हम कक्षा 5 की गणित की कक्षा में प्रवेश किए, बच्चों को अपना सामान्य और छोटा सा परिचय देने के बाद बच्चों से भी कुछ परिचय लिया। तत्पश्चात हमने गणित की प्रकृति और भाषा के ऊपर थोड़ी चर्चा की उसके बाद हमने पढाए हुए सिलेबस के अनुरूप कुछ सवाल बच्चों से पूछे। कुछ बच्चों ने प्रश्नों के उत्तर दिए तथा कुछ बच्चों ने प्रश्नों के उत्तर नहीं दिए बच्चों की संख्या काफी ज्यादा नहीं थी इसको देखते हुए हमने ज्यादा प्रश्न नहीं किये। उसके बाद हमने कक्षा अध्यापक की अनुमति से पिछले दिन दिए हुए गृह कार्य को चेक करने का अनुरोध किया, कक्षा अध्यापक के अनुमति के बाद हमने बच्चों की गृह कार्य चेक करने के बाद हमने पाया कि उपस्थित 15 से 16 बच्चों के बीच केवल 5 से 6 बच्चों ने ही गृह कार्य किया था, जिसमें की काफी त्रुटियां हुई थी।

यह सिलसिला हमने तीन-चार दिनों तक किया। लगभग 7 दिनों तक मैथ की क्लास में पढाते पढाते हमने देखा कि गृह कार्य करने के पक्ष में बच्चे बहुत कम थे या यूं कहें कि बच्चे गृह कार्य करने में असमर्थ थे। इसके पीछे का कारण लगाने का हमें आभास हुआ इसके लिए हमने बच्चों पर क्रियात्मक अनुसंधान करने का निश्चय किया। विद्यालय की भौगोलिक स्थिति अच्छी होने के कारण बच्चे विद्यालय में आने में समर्थ तो थे किंतु पाठ्यक्रम की जटिलता और प्रोत्साहन कम होने की वजह से बच्चे गणित की कक्षा लेने में रुचि नहीं दिखा रहे थे, साथ ही साथ गृह कार्य तो बिल्कुल भी नहीं कर रहे थे। जब हमने निश्चय किया कि इन बच्चों पर क्रियात्मक अनुसंधान करना पड़ेगा उसके बाद से हमने रोजाना बच्चों की उपस्थिति उनके किए हुए कार्य दिए हुए प्रश्नों की संख्या आदि पर विचार करना प्रारंभ किया प्रतिदिन बच्चों को हमने प्रोत्साहित किया बात बात में, खेल-खेल में हमने उनसे प्रश्न पूछे और गणित की प्रकृति को आसान बनाने के तरीके अपनाए और 35 दिनों यानी कि 5 सप्ताह की अनुसंधान के बाद अपनाई हुई प्रक्रियाओं के बाद हमने पाया कि बच्चे गणित की कक्षा में रुचि लेने लगे हैं तथा गृह कार्य करने वाले बच्चों की संख्या भी बढ़ गई है। इस प्रकार हमने पाया कि क्रियात्मक अनुसंधान सफल रहा। इस क्रियात्मक अनुसंधान को करने में हमने कुछ साहित्यिक सुविधाओं का भी लाभ उठाया जिसमें कि कुछ किताबों की सहायता से हमने प्रणाली उद्देश्य और चरणों का अध्ययन किया तथा अपने क्रियात्मक अनुसंधान में उसका सकुशल प्रयोग किया।

व्यापक अनुसंधान के प्रथम 14 दिनों में कार्य करने के पश्चात विद्यार्थियों की एक सारणी तैयार की जिसमें कि गृह कार्य करने तथा गृह कार्य न करने की विद्यार्थियों की संख्या दर्शाई गई। प्रथम सप्ताह के बाद अवलोकन करने पर 17 उपस्थित विद्यार्थियों में 5 विद्यार्थियों ने गृह कार्य किया तथा 12 विद्यार्थियों ने गृहकार्य नहीं किया। द्वितीय सप्ताह में 16 विद्यार्थियों में से 7 विद्यार्थियों ने गृहकार्य किया तथा 9 विद्यार्थियों ने नहीं किया तो तीसरे सप्ताह में उपस्थित विद्यार्थियों में 14 विद्यार्थियों ने किया तथा 5 विद्यार्थियों ने नहीं किया था। अंततः पांचवें सप्ताह के अवलोकन में कुल उपस्थित 22 विद्यार्थियों में 19 विद्यार्थियों ने गृहकार्य

किया तथा केवल 3 विद्यार्थियों ने गृहकार्य नहीं किया। इस सारणी से ज्ञात होता है कि बच्चों में गृहकार्य करने की क्षमता विकसित हो चुकी थी इस प्रकार यह दर्शाती है कि हमारा क्रियात्मक अनुसंधान सफल रहा

शोध अध्ययन के उपरांत उन्ही छात्रों में गणित विषय को लेकर मत बदल गए अब उन्ही छात्रों का प्रदर्शन पहले से बहुत अच्छा हो गया उसमें और अधिक सुधार के लिए उन्हें इसी प्रकार प्रयास करना होगा।

ग्राम का परिचय –

क्रियात्मक अनुसंधान हेतु हमने सीतापुर जिले के डेगरा ग्राम के “प्राथमिक विद्यालय डेगरा” का चयन किया है। सर्वप्रथम हम ग्राम के प्रधान ‘रामकली जी’ से मिले। उन्होंने बताया ग्राम की कुल जनसंख्या लगभग ४२५० है जिसमें पुरुषों की संख्या २५५० है, महिलाओं की संख्या १२७५ है तथा बच्चों की संख्या लगभग ४२५ है। उन्होंने हमें गाँव के कुछ लोगों से मिलवाया जिनके द्वारा ये पता चला कि वहाँ के लोगो का मुख्य व्यवसाय मजदूरी है। ग्राम की स्त्रियाँ भी पुरुषों की भांति मजदूरी करती है। गाँव में भौतिक विकास अच्छे से हो रहा है। यहाँ के माध्यमिक विद्यालय में भी सभी सुविधा प्राप्त है बच्चों को। लोगो का कहना है की यहाँ के सरकारी विद्यालय अच्छे होने के वजह से गैरसरकारी विद्यालयों में बच्चों की कमी है। ग्राम के ज्यादातर बच्चे सरकारी विद्यालय में ही जाते हैं।

उसके पश्चात् मैं विद्यालय की प्रधानाचार्या ‘संध्या सिंह जी’ से मिला और उन्हें अपने कार्य का उद्देश्य बताया। वो मुझे विद्यालय के सभी स्टाफ ‘श्रीमती अपर्णा गुप्ता, श्रीमती संध्या, श्रीमती रिचा शुक्ला’ से परिचित करवाई। उसके बाद मैं गणित विषय की अध्यापिका से उनके विषय में बच्चों का क्या प्रदर्शन है यह पूछा और साथ में वह क्या समस्या देखती हैं, यह पता किया। उसके उपरान्त मैं कक्षा ५ के सभी बच्चों से मिला और उनको अपना एक छोटा सा परिचय दिया और उसके बाद उनसे खेल विधि द्वारा गणित विषय का कुछ प्रश्न पूछा तथा उनका गृहकार्य देखा जिसके द्वारा मुझे यह पता चला कि बच्चों की गृहकार्य में रुचि ना के बराबर है।

समस्या की पहचान –

समस्या चयन हेतु सर्वप्रथम कक्षा ५ के विद्यार्थियों को एक सप्ताह तक पढ़ाया तथा उनका गृहकार्य चेक किया, जिसमें प्रायः सभी बच्चों से गृहकार्य प्राप्त नहीं हुआ। इसके पीछे का कारण पता किया तो पता चला बच्चे गणित विषय के गृहकार्य में रुचि नहीं रखते हैं। जब इस विषय पर और अध्ययन किया कि बच्चों को गणित विषय के गृहकार्य में अत्यधिक रुचि क्यों नहीं है तो उनके अध्ययन विधि में कुछ कमी पता चली जो इस प्रकार हैं –

- अध्यापिका द्वारा गृहकार्य चेक करने को तबज्जो न देना।
- अभिभावकों का बच्चों के दिये गृहकार्य को चेक न करना।

- बच्चों का गणित विषय की अध्ययन विधि की खराब आदत ।
- छात्रों की तर्क क्षमता में कमी ।
- छात्र के वातावरण का शिक्षा के अनुकूल न होना ।
- पर्याप्त मात्रा से अधिक गृहकार्य देना ।
- खराब पोषण ।

सम्बंधित साहित्य का अध्ययन –

सम्बंधित साहित्य के अध्ययन इस प्रकार है –

1* मैरी श्नाइडर(२००९) द्वारा “कक्षा ५ में लिखित संचार गणित विषय” का अध्ययन किया ।

उद्देश्य –

इनके शोध का उद्देश्य छात्र की उपलब्धि में सुधार करने का प्रयास करना था । समस्या समाधान के सन्दर्भ में लिखित संचार और शब्दावली निर्देश के माध्यम से ये 3 शोध विषयों की जाँच की –

2. गृहकार्य में व्याप्त निरंतरता ।
3. छात्रों की शब्दावली के उपयोग के बाद उनके द्वारा लिखित स्पष्टीकरण ।
4. छात्रों में गृहकार्य के प्रति उत्सुकता

परिणाम -

इस अनुसंधान में इसका परिणाम यह निकला कि गणित विषय में गृहकार्य एक विधि है जो छात्रों को निरंतर अभ्यास व अवधारणाओं को याद रखने और तर्क से जोड़े रखने में सहायक होता है ।

2* एमी सोलोमन (जुलाई २००९) द्वारा “पाँचवीं कक्षा के गणित में गृहकार्य का महत्व: के उपयोग में सुधार गणित मौखिक और लिखित रूप में अध्ययन किया ।

उद्देश्य – इस अनुसंधान का उद्देश्य गणित विषय में गृहकार्य के प्रति छात्रों में रुचि पैदा करना था ।

निष्कर्ष –

इस शोध का निष्कर्ष यह प्राप्त हुआ कि छात्रों की गणित विषय में उनके कौशल का विकास हुआ । छात्र मौखिक और लिखित रूप से कक्षाकार्य और गृहकार्य में अत्यंत रुचि रखने लगे ।

3* माइकल बोमार द्वारा (जुलाई २००९) -“पाँचवीं कक्षा के गणित में वास्तविक जीवन की समस्या का समाधान” किया।

उद्देश्य –

इस अध्ययन का उद्देश्य समस्या – समाधान का उपयोग करने की प्रभावशीलता निर्धारित करना है। यह जानने के लिए कि छात्र को योग करने के लिए छात्र के स्तर को कैसे प्रभावित किया जा सकता है।

निष्कर्ष –

इस शोध का निष्कर्ष यह प्राप्त हुआ कि कक्षा में गणित के वास्तविक जीवन के अनुप्रयोग ने शिक्षण और सीखाना एक बना दिया।

अध्ययन के उद्देश्य –

अध्ययन के उद्देश्य इस प्रकार से हैं –

- विद्यार्थियों के गणित के संप्रत्यय का अध्ययन करना
- विद्यार्थियों के गणित समझ का अध्ययन करना
- विद्यार्थियों का गणित में रुचि न लेने के कारणों का पता लगाना
- अध्ययन करना गणित के प्रति भय को दूर करने की योग्यता विकसित करना गणित में सहज भाव उत्पन्न करना
- विद्यार्थियों के गणित विषय के अध्ययन आदतों का अध्ययन करना
- शिक्षक द्वारा उपयोग की जाने वाली अध्ययन सामग्री का अध्ययन करना
- शिक्षक द्वारा दिये गये गृह कार्य का अध्ययन करना
- अभिभावकों का गणित विषय के ज्ञान का अध्ययन करना
- विद्यार्थियों के तर्क क्षमता का अध्ययन करना
- विद्यार्थियों की उपस्थिति का अध्ययन करना

अध्ययन की परिकल्पना –

अध्ययन की परिकल्पना इस प्रकार से है -.

- विद्यार्थियों के गणित के संप्रत्यय में कोई कमी नहीं है
- विद्यार्थियों के गणित समझ में कोई कमी नहीं है

- शिक्षक द्वारा उपयोग की जाने वाली अध्ययन सामग्री में कमी नहीं है
- शिक्षक द्वारा दिये गये गृह कार्य में कमी नहीं है
- अभिभावकों का गणित विषय के ज्ञान में कमी नहीं है
- विद्यार्थियों के तर्क क्षमता में कोई कमी नहीं
- विद्यार्थियों की उपस्थिति में कोई कमी नहीं

समस्या का समाधान करने की योजना –

समस्या का समाधान हेतु विद्यार्थियों को प्रतिदिन गणित का विषय का ज्ञान कराया जाये उसे रुचिकर बनाने हेतु बच्चों को सप्ताह में 3 दिन खेल विधि द्वारा परिक्षण किया जाये ।

गणित के विभिन्न प्रकरणों को विद्यार्थियों के दैनिक जीवन से जोड़कर पढाया जाना चाहिए ताकि उन्हें सीखने का अवसर अपने वातावरण के अनुकूल प्राप्त हो क्योंकि वातावरण के अनुरूप ही करना चाहिए । शिक्षक को चाहिए कि वह गणित शिक्षण के दौरान विभिन्न प्रकार के दिन प्रतिदिन के उदाहरणों का प्रयोग विद्यार्थियों के लिए करे । जिस प्रकार गांधी जी कहते हैं कि शिक्षा से मेरा तात्पर्य विद्यार्थी के विद्यार्थी के मस्तिष्क दिल और हाथ की कार्यकुशलता से है , **गांधीजी के शिक्षा सिद्धांतों [3-H ,HEAD,HEART,HAND]** की पूर्ति के लिए यह आवश्यक है कि गणित का शिक्षक विद्यार्थियों को गणित करके सीखने का अवसर प्रदान करें। जब विद्यार्थी कर के सीखते हैं तो उनके मस्तिष्क का विकास सर्वाधिक होता है या यूं कहा जा सकता है कि विद्यार्थियों के मस्तिष्क का विकास चरम सीमा पर होता है । उनकी कार्यकुशलता में भी वृद्धि होती है तथा वह इस कार्य को भलीभांति करने में निपुण हो जाते हैं

गणित के शिक्षक को यह कभी नहीं विचार करना चाहिए कि वह गणित को सिर्फ सिखा भर रहा है, बल्कि उसे हमेशा यह बात अपने मस्तिष्क में रखनी चाहिए कि वह गणित का प्रयोग विद्यार्थियों को उनके वातावरण के हिसाब से करा रहा है। ज्ञान को बाहरी तौर पर देखने और ज्ञान को व्यावहारिक रूप में देखने में बड़ा अंतर होता है ,व्यवहारिकता हमें सिखाने के लिए बाध्य करती है और विद्यार्थी को सीखने के लिए, जबकि **ज्ञान को ज्ञान मानने पर ज्ञान बोझ सा** प्रतीत होता है और सीखने की उपेक्षा होने लगती है।

शिक्षक को अपनी शिक्षण विधि में सुधार करना चाहिये जिसके लिए उसे कक्षा में नवीन शिक्षण विधि का प्रयोग करना चाहिए जो विषय को और अधिक सरल और रुचिकर बना सके जिससे कक्षा के सभी विद्यार्थियों का ध्यान केन्द्रित रहे । शिक्षक को कक्षा में प्रतिदिन अपने द्वारा **दिए गए गृह कार्य** को देखना चाहिए जिससे उन्हें विद्यार्थियों के प्रदर्शन का ज्ञान होगा साथ ही उन्हें उन छात्रों की सूची बना लेना चाहिए जो प्रतिदिन अपना गृहकार्य करके नहीं लाते है । और जिन बच्चों का प्रदर्शन अच्छा है उनकी एक अलग सूची बना लेना चाहिए । जिससे कमजोर बच्चों की कमी को दूर किया जा सके । अभिभावकों को समय समय पर विद्यालय बुलाना चाहिए और उन्हें बच्चों की रिपोर्ट बताना चाहिए और उन्हें

सुधार हेतु सुझाव देना चाहिए। शिक्षक बच्चों को गृहकार्य जो देती हैं वह उसी से सम्बंधित होने चाहिए जो कक्षा में कराये जा चुके हो जिससे बच्चे आसानी से वह कार्य कर सकें और गृहकार्य में दिए गए प्रश्नों की संख्या कम होनी चाहिए ताकि बच्चों की रुचि बनी रहे।

अध्ययन की कार्यान्वयन प्रक्रिया –

सर्वप्रथम कक्षा के सभी विद्यार्थियों की एक सूची बना ली गई जिसमें उन विद्यार्थियों की सूची अलग रखी गई जो रोज अपने गृह कार्य को पूर्ण करके आते हैं तथा उन बच्चों की लिस्ट अलग रखी गई जो अपने गृहकार्य को करने में असमर्थ रहते हैं। उसके बाद इन दोनों विद्यार्थियों के रोजाना की गृहकार्य चेक किए गए और पता चला कि कुछ बच्चे ऐसे हैं जो गृह कार्य करने में बिल्कुल भी रुचि नहीं इस रखते। परीक्षण द्वारा उन बच्चों को अलग कर लिया गया और इस विषय पर उनके शिक्षक और उनसे बात किया की क्या कारण है जो इनका प्रदर्शन इतना खराब रहा। कारण पता चला की उनमें कुछ बच्चे ऐसे थे जिन्हें गणित विषय की सामान्य जानकारी भी नहीं थी कुछ का कारण यह था की वो प्रतिदिन विद्यालय नहीं आते थे इत्यादि। उनकी समस्या को समझ कर उनके विषय अध्ययन में कुछ बदलाव किया गया, जिसमें सर्वप्रथम उन बच्चों को लिया गया जिन्हें विषय में रुचि नहीं थी। उसके लिए बच्चों को सबसे पहले गणित विषय का बेसिक ज्ञान दिया गया जैसे उन्हें चिन्हों का ज्ञान, सूत्र इत्यादि। फिर उन्हें सरल प्रश्न समझाया गया और उससे संबंधित प्रश्न अपने सामने ब्लैकबोर्ड पे करवाया जिससे उनमें विषय के प्रति थोड़ा रुचि उत्पन्न हुआ।

इस प्रक्रिया को धीरे- धीरे सरल से जटिल की और किया इसके लिए इसमें अलग अलग शिक्षण विधियों का उपयोग किया गया। उसके पश्चात् उन बच्चों को देखा गया जो रोज उपस्थित नहीं होते थे उन बच्चों को उनके अभिभावक के साथ बुलाया गया और उनसे इसका कारण पूछा और उन्हें यह सुझाव दिया गया की वह प्रतिदिन अपने बच्चे को विद्यालय भेजे और जो बच्चे अपना गृहकार्य नहीं करते थे उनसे उनका कारण पूछा तो पता चला वो कार्य इसलिए नहीं करते क्योंकि गृहकार्य प्रतिदिन चेक नहीं किया जाता है इसके लिए शिक्षक को बोला गया की वह प्रतिदिन कार्य चेक किया करे और या क्रिया प्रतिदिन किया गया जिसमें यह देखा गया की अब पहले से ज्यादा बच्चे अपना गृहकार्य कर के रोज आते हैं।

अनुसंधान का आद्योपांत विश्लेषण सारणी -

लिया गया समय (व्यतीत सप्ताह)	कक्षा में उपस्थित विद्यार्थियों की संख्या	गृहकार्य करने वाले विद्यार्थियों की संख्या	गृहकार्य न करने वाले विद्यार्थियों की संख्या
प्रथम	17	5	12
द्वितीय	16	7	9
तृतीय	19	14	5
चतुर्थ	21	17	4
पंचम	22	19	3

सारणी का शाब्दिक विश्लेषण –

प्रस्तुत सारणी से यह स्पष्ट होता है कि अनुसंधान की शुरुआती दिनों में जिस प्रकार प्रथम सप्ताह में कुल उपस्थित विद्यार्थी 14 थे परंतु गृह कार्य करने वालों की संख्या केवल 5 थी और इस प्रकार द्वितीय तृतीय तथा चतुर्थ सप्ताह में विद्यार्थियों की संख्या क्रम से बढ़ती गई जिसमें कि कुल 19 विद्यार्थियों में से कार्य करने वाले विद्यार्थियों की संख्या 11 तथा गृहकार्य न करने वाले विद्यार्थियों की संख्या 8 रह गई। अंतिम सप्ताह तक अनुसंधान पूर्ण होते होते उपस्थित विद्यार्थी की संख्या 22 में कार्य करने वाले विद्यार्थियों की संख्या 19 तथा गृह कार्य न करने वाले विद्यार्थियों की संख्या 3 रह गई। इस प्रकार यह शोध सफलता को प्रदर्शित करता है।

प्रथम सप्ताह के शनिवार को दिया गया गृहकार्य -

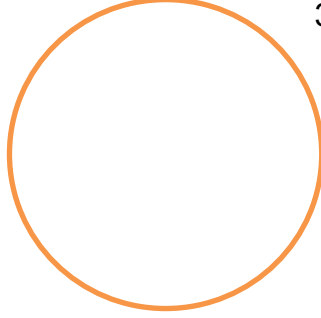
प्रश्न 1 - ज्यामिति किसे कहते हैं ?

प्रश्न 2 – निम्न आकृतियों को पहिचानकर उनका नाम लिखें –

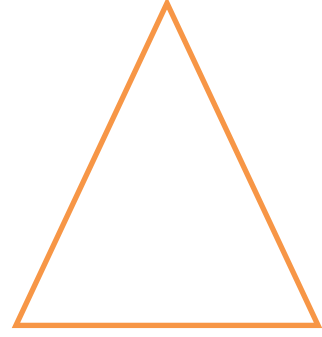
1.



2.



3.



प्रश्न 3. वर्ग की परिभाषा लिखें

प्रश्न 4. निम्नलिखित आकृतियों में भुजाओं की संख्या लिखो –

- 1 आयत
- 2 वर्ग
- 3 वृत्त
- 4 त्रिभुज

प्रश्न 5 – सरल रेखा किसे कहते हैं ?

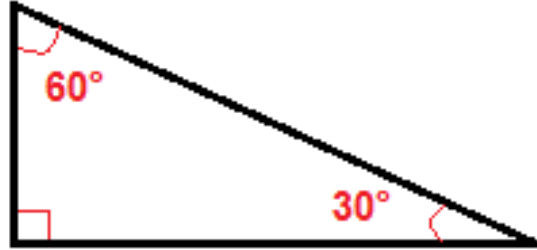
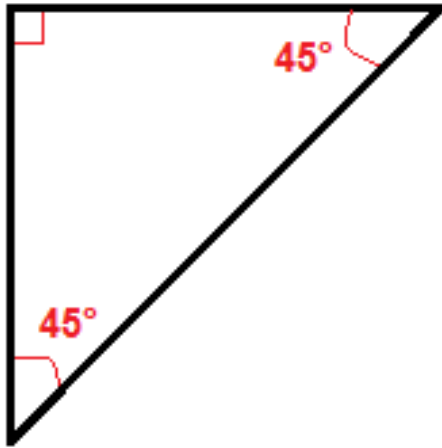
द्वितीय सप्ताह के शनिवार को दिया गया गृहकार्य -

प्रश्न 1- त्रिभुज किसे कहते हैं?

प्रश्न 2- त्रिभुज कितने प्रकार का होता है? उनका नाम लिखो

प्रश्न 3- त्रिभुज के तीनों प्रकार का चित्र बनाओ

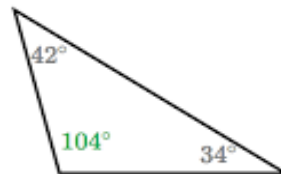
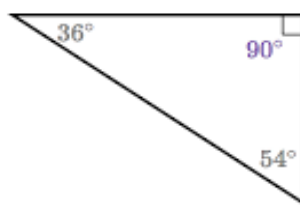
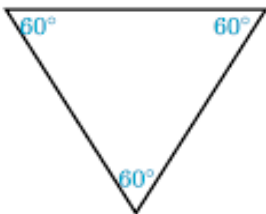
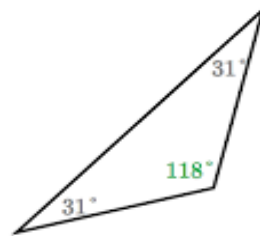
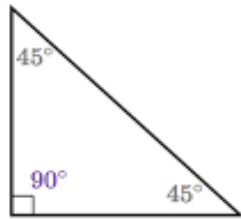
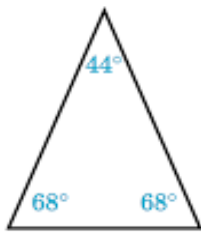
प्रश्न 4- दिये गए त्रिभुज में तीसरे कोण का मान बताओ



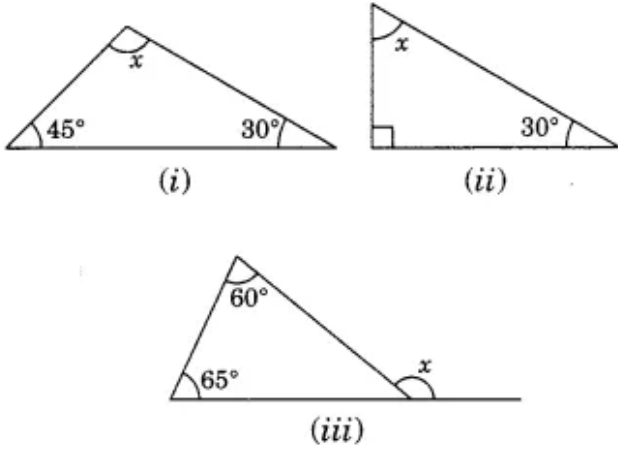
तीसरे सप्ताह के शनिवार को दिया गया गृहकार्य –

प्रश्न 1- कोण की माप के आधार पर पर त्रिभुज कितने प्रकार के होते हैं ?

प्रश्न 2- निम्न त्रिभुजों के प्रकार को पहचानो



प्रश्न 3- निम्न आकृति में समकोण त्रिभुज , न्यून कोण त्रिभुज , अधिक कोण त्रिभुज पहचान कर उसका नाम लिखो -



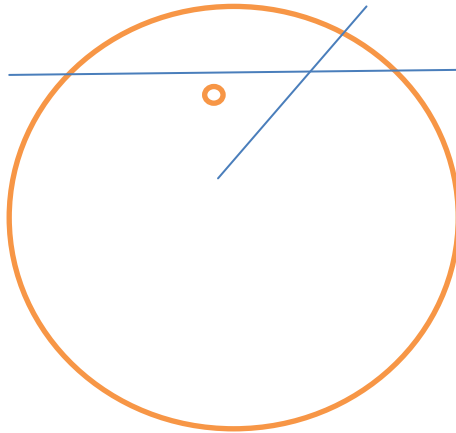
चौथे सप्ताह के शनिवार को दिया गया गृहकार्य-

प्रश्न 1- वृत्त किसे कहते हैं?

प्रश्न 2- एक वृत्त के चित्र में केंद्र, व्यास, त्रिज्या को दर्शाओ

प्रश्न 3- दिये गए वृत्त में त्रिज्या का मान बताओ

व्यास=28 cm



प्रश्न 4- 5cm व्यास वाले वृत्त की चित्र बनाओ।

प्रश्न 5- अगर किसी वृत्त की त्रिज्या 12.5 सेमी हो तो उसका व्यास ज्ञात करें

पांचवें सप्ताह के शनिवार को दिया गया गृहकार्य -

प्रश्न 1-चित्र में दिये गए वर्गों का क्षेत्रफल ज्ञात करो जिनकी भुजाएँ क्रमशः 5 सेमी तथा 7 सेमी हैं -

1



2



प्रश्न 2- यदि किसी आयत की लंबाई 8 सेमी तथा चौड़ाई 5 सेमी हो तो उस आयत का क्षेत्रफल ज्ञात करो ।

प्रश्न 3- यदि किसी वर्ग की एक भुजा 4 सेमी हो तो वर्ग की चारों भुजाओं का योग कितना होगा ?

प्रश्न 5- रिक्त स्थान भरें -

आकृति	लंबाई (सेमी)	चौड़ाई (सेमी)	क्षेत्रफल (वर्गसेमी)
वर्ग	--	5
आयत	4	9
आयत	6	...	30

जाँच – परिणाम –

प्रस्तुत समस्या में अनुसंधान से पहले बच्चों का प्रदर्शन कुल 24 विद्यार्थियों में से 9 ही कार्य किए थे दूसरी बार 24 में से 11 विद्यार्थियों ने गृह कार्य किया। इस अनुसंधान में कुल 7 कार्यों की सूची रखी गई है जिसमें कि सभी खंडों में अलग-अलग प्रश्नों को दिया गया था। इस प्रकार लिस्ट में अलग-अलग दिनों की दर्शाती है -अलग विद्यार्थियों की संख्या अलग-जब उनके द्वारा किए गए गृह कार्य वाले बच्चों की संख्या का आकलन किया गया । इसके पहले नकारात्मक परिणाम प्राप्त हुआ था किंतु अनुसंधान के पश्चात इसका सकारात्मक परिणाम प्राप्त हुआ ।

निष्कर्ष-

प्रस्तुत क्रियात्मक शोध डेगरा ग्राम के प्राथमिक विद्यालय डेगरा के कक्षा ५ के विद्यार्थियों का गणित विषय के अध्ययन तथा गृहकार्य के प्रति रुझान में कमी हेतु किया गया जिसमें कुल 24 विद्यार्थियों की संख्या थी। अध्ययन के उपरांत यह परिणाम प्राप्त हुआ की विद्यार्थियों को गणित गृहकार्य विषय में रूचि की कमी थी इसके पीछे का कारण उनकी खराब अध्ययन आदत और शिक्षक का सही शिक्षण विधि का प्रयोग नहीं करना था। शोध अध्ययन के उपरांत उन्हीं छात्रों में गणित विषय को लेकर मत बदल गए अब उन्हीं छात्रों का प्रदर्शन पहले से बहुत अच्छा हो गया उसमें और अधिक सुधार के लिए उन्हें इसी प्रकार प्रयास करना होगा।

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- ^ ए बी मार्गरेट रिअल (mriell@pepperdine.edu)। "सेंटर फॉर कोलैबोरेटिव एक्शन रिसर्च"। Cadres.pepperdine.edu। 2019-05-17 को प्राप्त किया गया।
- ^ मर्टलर, क्रेग ए (2013-09-10)। कार्रवाई अनुसंधान: स्कूलों में सुधार और शिक्षकों को सशक्त बनाना (4 वां संस्करण)। लॉस एंजिलिस। आईएसबीएन 9781452244426। OCLC 855491780।
- ^ फाइन, मिशेल (2018)। जस्ट रिसर्च इन कंटेंटियस टाइम्स: वाइडिंग द मेथेडोलॉजिकल इमेजिनेशन। टीचर कॉलेज प्रेस।
- ^ "11: एक्शन रिसर्च जर्नल्स | होम | एक्शन रिसर्च ट्यूटोरियल - CCAR"। ccar- ट्यूटोरियल। 2019-05-17 को प्राप्त किया गया।
- ^ "प्रैक्टिशनर रिसर्च"। सोशल पब्लिशर्स फाउंडेशन। 2019-05-17 को प्राप्त किया गया।
- ^ एक बी "संसाधन | एक्शन रिसर्च को समझना | ट्यूटोरियल"। ccar- ट्यूटोरियल। 2019-05-17 को प्राप्त किया गया।
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- ^ "सेंटर फॉर कोलैबोरेटिव एक्शन रिसर्च- टेक्नोलॉजी के साथ एक्शन रिसर्च, पेपेरडाइन यूनिवर्सिटी" ।
Cadres.peperdine.edu | 2019-05-18 को पुनः प्राप्त ।
- ^ बैरी, डब्ल्यूजे (2012)। क्या आधुनिक अमेरिकी शिक्षा एक सैन समाज को बढ़ावा दे रही है? इंटरनेशनल जर्नल ऑफ साइंस , वॉल्यूम। 2, 69-81
- ^ बैरी, डब्ल्यूजे, (2012)। मैं अपने जीवन-पुष्टि, आवश्यकता-पूर्ति और प्रदर्शन को बेहतर बनाने और शैक्षिक गुणवत्ता के अर्थ को समझने की क्षमता कैसे बढ़ा सकता हूं? पीएचडी। नॉटिंगहम ट्रेट यूनिवर्सिटी (प्रकाशित थीसिस)
- ^ एटकिन्स और वालेस, पी। 131
- ^ वेंडेल एल फ्रेंच; सेसिल बेल (1973)। संगठन विकास: संगठन सुधार के लिए व्यवहार विज्ञान हस्तक्षेप । एंगलवुड क्लिफ्स, एनजे: प्रेंटिस-हॉल। पीपी। 18 । आईएसबीएन 978-0-13-641662-3 । OCLC 314258 ।
- ^ ए बी सी कर्ट लेविन (1958)। समूह निर्णय और सामाजिक परिवर्तन । न्यूयॉर्क: होल्ड, राइनहार्ट और विंस्टन। पी। 201।
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प्राथमिक विद्यालय संबन्धित चित्र-







क्रियात्मक अनुसंधान

शोध अवधि- 16/12/2019-16/01/2020

कक्षा ७- के छात्रों में विज्ञान विषय के प्रति रूचि का अभाव

शोधकर्ता- डॉ विजय प्रताप सिंह

सारांश-

इस क्रियात्मक अनुसंधान में मैंने यह पाया कि विज्ञान सीखनेसमझाने , और प्रयोग करने के लिए छात्रों में विषय के प्रति रुचि का होना अति आवश्यक है तथा छात्रों को विषय में रुचि लेने के लिए उन्हें प्रेरित करना उससे भी ज्यादा महत्वपूर्ण है ।

शिक्षक, छात्रों और विज्ञान में उपयोग की जाने वाली प्रेरणा के बीच संबंधों की जांच की। मैंने विशेष रूप से अपने स्कूल में विज्ञान के शिक्षकों और मेरे सातवीं कक्षा के विज्ञान के छात्रों का अध्ययन किया। मध्य विद्यालय के छात्रों को प्रेरित करना कठिन है और प्रेरणा के प्रकार उतने ही हो सकते हैं जितने कि अध्ययनरत छात्रों की संख्या है। मुझे पता चला कि शिक्षकों ने विद्यार्थियों में विषय के प्रति रुचि जगाने के लिए कई प्रेरक रणनीति का उपयोग किया।

प्रस्तुत क्रियात्मक शोध की शुरुआत होती है उत्तर प्रदेश के लखनऊ जिले के ईटगाँव ग्राम के पूर्वमाध्यमिक विद्यालय ईटगाँव से जहाँ पर हमने अपने अनुसंधान के शुरुआती दिनों में पाया कि कक्षा 7 की विद्यार्थियों में विज्ञान के प्रति रुचि का अभाव अत्यंत ज्यादा है इसलिए हमें आभास हुआ कि विद्यार्थियों की विज्ञान के प्रति रुचि जगाने की आवश्यकता है।

हमने इस अनुसंधान को करने में समस्या पहचानने से लेकर कुछ संबंधित साहित्य का अध्ययन किया जिनमें से हमने कुछ साहित्यिक अध्ययन की लिस्ट जारी करी है। अध्ययन के उद्देश्यों को देखते हुए हमने अलग-अलग छात्रों की आवश्यकताओं के अनुसार उद्देश्य बनाएँ। अध्ययन की परिकल्पना की तथा उनकी समस्या समाधान करने की योजना भी बनाई।

योजना करने में मुख्य रूप से बड़ा मुद्दा रहा रुचि जगाने के लिए बच्चों को प्रेरित करना ।प्रेरणा देने हेतु हमने खुद तथा वहाँ के कक्षा अध्यापक प्रधानाध्यापक तथा उनके अभिभावकों से मिलकर भी विज्ञान विषय के प्रति रुचि जगाने की कोशिश की । बच्चों में विज्ञान के प्रति रुचि जगाने के लिए हमने विज्ञान के अलग-अलग प्रयोगों ,विज्ञान के होने वाले दैनिक जीवन में उपयोग तथा विज्ञान के जमीनी स्तर से लेकर ब्रह्मांड में होने वाली खोजों तक का उदाहरण दिया । इस प्रकार की विज्ञान की प्रकृति और महत्ता को दर्शाते हुए बच्चों के मस्तिष्क में विज्ञान के प्रति लगाव बढ़ता गया तथा रुचि उत्पन्न होती गई ।

इसके बाद बच्चों का हमने एक सारणी तैयार की जिसमें की अनुसंधान से पूर्व बच्चों की प्रतिक्रिया में विज्ञान के प्रति रुचि तथा अनुसंधान की पश्चात विज्ञान में रुचि वाले छात्रों की सूची बनाई और हमने पाया कि जो बच्चे विज्ञान के प्रति तत्पर नहीं थे, जिनमें विज्ञान के प्रति रुचि नहीं थी उनका रुझान विज्ञान के प्रति बढ़ गया है। इस प्रकार अनुसंधान सफलता की ओर प्रदर्शित होता है । आंकड़ों का विश्लेषण करने के लिए हमने प्रश्नावली का प्रयोग किया तथा कुछ वैज्ञानिक भाषाओं तथा वैज्ञानिक सूत्रों का प्रयोग किया तथा कुछ और भी विज्ञान से संबंध रखने वाले ऐड्स बनाएँ ।

जांच में यह परिणाम निकला की जो छात्र विज्ञान की प्रकृति और विज्ञान में रुचि नहीं रखते थे उनका परिणाम सकारात्मक व और उनका विज्ञान के प्रति रुझान बढ़ गया है । इससे अनुसंधान का यह निष्कर्ष निकलता है कि बच्चों में विज्ञान में रुचि ना होने का

सबसे बड़ा कारण उनमें प्रेरणा की कमी हो सकती है | किताबों का अध्ययन तथा किताबों से संबंधित अपने दिमाग में रखते हुए याद किया विद्यालय का चित्र प्रस्तुत किया है जहां पर हमने क्रियात्मक शोध किया है |

प्रस्तुत शोध को करने में हमने कुछ साहित्यिक विधाओं, जो कि विज्ञान से संबंधित हैं, उनका अध्ययन किया जिसकी सूची हमने दे रखी है ताकि हमारा अनुसंधान बिल्कुल सटीक हो | अंत में निष्कर्ष यह निकलता है कि छात्रों में विज्ञान के प्रति रुचि ही विज्ञान को सीखने और समझने में सरल बनाती है

ग्राम-सह विद्यालय परिचय-

प्रस्तुत क्रियात्मक शोध उत्तर प्रदेश के लखनऊ जनपद के काकोरी प्रखंड में पूर्व माध्यमिक विद्यालय ईंटगाँव नामक ग्राम से संबंध रखता है | माध्यमिक विद्यालय ईंटगाँव में किया गया यह क्रियात्मक अनुसंधान कक्षा 7 में विज्ञान विषय के छात्रों में रुचि रखने के प्रति किया गया है | कक्षा 7 में विद्यार्थियों की विज्ञान विषय में कुल संख्या 32 है , पूर्व माध्यमिक विद्यालय के प्रधानाचार्य दया जोशी जी हैं तथा इनके सह-अध्यापक श्रीमती कंचन, श्रीमती मालती, श्रीमती कविता, श्रीमती शाहीन, श्रीमती सरोज एवं श्रीमती अलका जी हैं |

सर्वप्रथम हमने ग्राम प्रधान से अनुमति लेकर इस विद्यालय में प्रवेश किया तथा कक्षा अध्यापक एवं प्रधानाचार्य से अनुमति ली इसके बाद हमने कक्षा अध्यापक से अनुमति लेकर विज्ञान की कक्षा में प्रवेश किया तथा विद्यार्थियों से कुछ प्रश्न पूछें, छात्र हिंदी जैसी अन्य विषयों की अपेक्षा विज्ञान में रुचि जरा कम रखते हैं इसका कारण विज्ञान की शब्दावली विज्ञान की अवधारणा तथा शिक्षण विधियों में कमी पहचानी जा सकती है। विज्ञान को महत्ता न देने के पीछे विद्यार्थियों के अभिभावकों का इसके प्रति जागरूक ना होना तथा विज्ञान की दैनिक जीवन में होने वाली प्रयोगों से वंचित रह जाना भी है। अतः हमने इस विषय पर कक्षा 7 के विद्यार्थियों के लिए क्रियात्मक अनुसंधान करने का निश्चय किया |

समस्या पहचान –

अपने क्रियात्मक शोध संबंधित विद्यालय में पहले दिन हम कक्षा 7 की हिंदी की कक्षा में प्रवेश किया | वहां पर हमने पाया कि बच्चों का हिंदी के प्रति रुझान बहुत अच्छा है | वह हिंदी को पढ़ने में बड़ी दिलचस्पी लेते हैं तथा प्रश्नों के उत्तर आदान-प्रदान में काफी भागीदारी निभाते हैं | अगली कक्षा में हमने कक्षा 7 की विज्ञान का अवलोकन , किया हमने पाया कि बच्चे जो कि हिंदी भाषा के कक्षा में काफी ज्यादा प्रश्नों का उत्तर देते हैं तथा ज्यादा रुचि रखते किंतु विज्ञान का अध्ययन करने में उन्हें कठिनाई होती है, ऐसा लगा जैसे उनको विज्ञान की प्रकृति और भाषा से लगाव ही नहीं है | उनका विज्ञान के प्रति कोई रुझान नहीं है , विज्ञान के प्रति कोई रुचि नहीं है। शिक्षक वैज्ञानिक समस्याओं को हल करता है किंतु बच्चे उन पर ध्यान नहीं दे पाते हैं | शिक्षक भी उत्साहित नहीं दिखता जितना की विज्ञान को होना चाहिए।

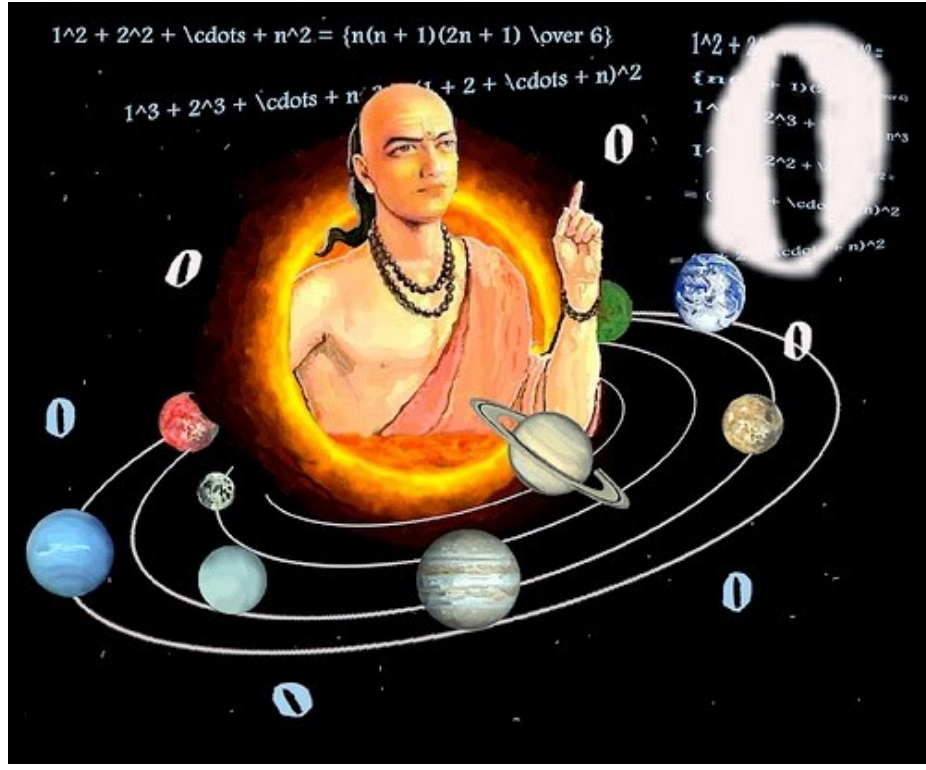
छात्र गृह कार्य तो नोट कर लेते हैं लेकिन कार्य करके आते नहीं हैं | उनका गृह कार्य के प्रति तथा विज्ञान के प्रति रुचि बिल्कुल भी नहीं है इस समस्या को देखते हुए हमने अपने क्रियात्मक अनुसंधान का शीर्षक रखा- बच्चों का विज्ञान में रुचि का अभाव | इस समस्या को सुलझाने हेतु हमने बच्चों के मानसिक स्तर तथा उनकी किताब में दी हुई पाठ्यवस्तु का स्तर तथा शिक्षक द्वारा प्रयोग की जाने वाली सामग्रियों का भी अध्ययन किया | बच्चों का अध्ययन ,उनके माता-पिता के द्वारा दिए हुए उत्साह, प्रेरणा तथा उनके अंदर स्वप्रेरणा की कमी है | बच्चों में मैथ के प्रति रुचि जगाने के लिए सर्वप्रथम उनको प्रेरित करना आवश्यक है| विज्ञान के अलग-अलग पहलुओं को समझाना ,विज्ञान की सच्चाई विज्ञान के दैनिक जीवन में उपयोग बताया | इस प्रकार हमने अपने बच्चों में प्रेरणा की नींव रखी |

विज्ञान में छात्रों की रुचि जगाने हेतु दिए गये दैनिक जीवन से जुड़े प्रतिमान-



Role of Chemistry in Human Life





सम्बंधित साहित्य का अध्ययन –

हम इस बात से सहमत हैं कि मध्य विद्यालय के छात्रों को प्रेरित करना एक कठिन काम है। वर्तमान शोध के लिए आवश्यक सर्वोत्तम प्रथाओं को समझने की कोशिश कर रहा शिक्षक एक विस्तृत शृंखला को देखता है।

अपनी शोध की दिशा और प्रकृति निर्णायक बनाने हेतु निम्न वैज्ञानिक साहित्यों का सहारा लिया -

१ *एक्सेल, जे।, विगफील्ड, ए।, मिडगली, सी।, रेउमन, डी।, मैक आइवर, डी।, फेल्ड्लॉफ़र, एच।)1993)

छात्रों के प्रेरणा पर पारंपरिक मध्य विद्यालयों के नकारात्मक प्रभाव।

उद्देश्य-

इनके शोध का उद्देश्य विद्यार्थियों के ऊपर पड़ने वाले रूढ़िवादी प्रेरणाओं के नकारात्मक प्रभाव का अध्ययन था जिसमें निम्न बिन्दुओं पर ध्यान केन्द्रित किया गया है-

- १* छात्रों को प्रेरणा से सदैव जोड़े रखना चाहिए |
- २* छात्रों पर पड़ने वाले किसी नकारात्मक प्रेरणा का प्रयोग न करें |
- ३* माध्यामिक विद्यालयों में पारंपरिक शिक्षण विधियों का त्याग कर देना चाहिए |

निष्कर्ष –

उपर्युक्त उद्देश्यों से निम्नलिखित निष्कर्ष प्राप्त हुए –

- १* छात्रों को प्रेरित करते रहने से विषय में रुचि उत्पन्न हुई।
- २* छात्रों को हर संभव सकारात्मक प्रेरणा से नवाजा गया।
- ३* नवीन शिक्षण विधियों का प्रयोग किया गया।

२ *एलिमेंट्री स्कूल जर्नल, 93 (5), 553-568।

मर्चेट, जी।, पॉलसन, एस।, रोथ्लिसबर्ग, बी। (2001)। मध्य विद्यालय के छात्रों के संबंध शैक्षणिक उपलब्धि के साथ परिवार और स्कूल के संदर्भों की धारणाएं।

उद्देश्य -

उपर्युक्त जर्नल का अध्ययन करने पर छात्रों के प्रति निम्नलिखित उद्देश्य निर्धारित किये गये हैं –

- १ *इस अनुसंधान का उद्देश्य विज्ञान में रुचि पैदा करना तथा शब्दावली के प्रति सतर्क करना था।
- २* छात्रों की शैक्षणिक उपलब्धि के साथ परिवार और स्कूल के संदर्भों की धारणाओं का अध्ययन करना।
- ३* शिक्षक और छात्रों के बीच संबंधों का अध्ययन करना।

परिणाम-

- I. उपर्युक्त साहित्य के अध्ययन से छात्र में विज्ञान विषय में रुचि पैदा करने की तरीकों से परिचित हुआ
- II. छात्रों में शब्दावली के प्रति उत्साह जगाने में सहायता मिली
- III. छात्रों की शैक्षणिक उपलब्धि के साथ परिवार के और स्कूल के संदर्भ में धारणाओं का अध्ययन आसान हो गया
- IV. शिक्षक और छात्रों के बीच संबंधों का अध्ययन आसानी से हुआ

सम्पूर्ण अध्ययन के उद्देश्य-

अध्ययन के उद्देश्य इस प्रकार हैं –

- विद्यार्थियों की विज्ञान विषय में रुचि उत्पन्न करना
- विद्यार्थियों की विज्ञान की समझ विकसित करना
- विद्यार्थियों विज्ञान में रुचि न लेने के कारणों का अध्ययन करना
- विद्यार्थियों का विज्ञान विषय के प्रति आशंकाओं को दूर करने का प्रयत्न करना
- विद्यार्थियों की विज्ञान विषय के अध्ययन की आदतों का अध्ययन करना
- छात्रों की शैक्षणिक उपलब्धि के साथ परिवार और स्कूल के संदर्भों की धारणाओं का अध्ययन करना।
- शिक्षक और छात्रों के बीच संबंधों का अध्ययन करना।
- शिक्षक द्वारा उपयोग की जाने वाली सामग्री का अध्ययन करना
- शिक्षक द्वारा दिए गए शब्दावली प्रयोग का अध्ययन करना
- विद्यार्थियों की अनुपस्थिति का कारण तथा उसका अध्ययन करना

अध्ययन की परिकल्पना –

अध्ययन की परिकल्पना इस प्रकार है-

- विद्यार्थियों की विज्ञान विषय में पर्याप्त रुचि है
- विद्यार्थियों में विज्ञान की समझ अच्छे स्तर की है
- विद्यार्थियों का विज्ञान विषय के प्रति कोई आशंका नहीं है
- छात्रों की शैक्षिक उपलब्धि के साथ परिवार और स्कूल के संदर्भों की धारणाएँ बिलकुल स्पष्ट हैं |
- शिक्षक और छात्रों के बीच संबंधों मैत्रीपूर्ण हैं |
- शिक्षक द्वारा उपयोग की जाने वाली सामग्री छात्रों के लिये लाभकारी हैं
- विद्यार्थियों की उपस्थिति संख्या संतोषजनक है |

समस्या समाधान करने की योजना –

छात्रों को प्रतिदिन विज्ञान विषय का अध्ययन कराया जाए | उनमें विज्ञान विषय के प्रति रुचि उत्पन्न करने के लिए ना केवल विज्ञान की प्रकृति, विज्ञान की भाषा से परिचित कराया जाए बल्कि विज्ञान के विषय में रुचि उत्पन्न करने के लिए विद्यार्थियों को विज्ञान से संबंधित शिक्षण सूत्रों शिक्षण सामग्रियों तथा विभिन्न प्रकार की वैज्ञानिक चित्रों, आयामों का प्रयोग किया जाए जिससे उनके मस्तिष्क में वैज्ञानिकता का विकास हो सके जिससे छात्र उनको हमेशा के लिए अपने मस्तिष्क तथा उसका भविष्य में उपयोग कर सकें एवं जरूरत पड़ने पर उनका चित्रण कर सकें | छात्रों को विज्ञान विषय से जोड़ने के लिए सदैव उनके साथ उनके पर्यावरण में विज्ञान से होने वाली घटनाओं, बातों को जोड़ कर रखना चाहिए | विज्ञान को उनके दैनिक जीवन से जोड़कर देखना चाहिए |

विज्ञान शिक्षण करते वक्त उनके दैनिक जीवन में प्रयोग होने वाली विज्ञान को स्थान देना चाहिए | गांधीजी के अनुसार छात्र तभी सीखता है जब उसके पर्यावरण में होने वाली घटनाएं उसके जीवन से जुड़ी होती हैं अर्थात विज्ञान को विद्यार्थी से जोड़े रखने के लिए तथा विज्ञान में रुचि पैदा करने के लिए विद्यार्थियों को उनके वातावरण में होने वाली विज्ञान से जोड़ना होगा, विद्यार्थियों के लिए विज्ञान की धारणा से विद्यार्थियों को परिचित कराना होगा | विद्यार्थियों को प्रेरणा देना होगा | खेलकूद, यात्रा के दौरान, पढ़ने के दौरान, हर वक्त उनको इस बात के लिए प्रेरित करना चाहिए कि आप विज्ञान का उपयोग कहीं भी कर सकते हैं| सब्जी मंडी से लेकर उनकी पाठ्यवस्तु तक, बस के किराए से लेकर उनके एक कलम खरीदने तक , हर जगह विज्ञान का उपयोग है |

अतः विज्ञान में विद्यार्थियों की रुचि उत्पन्न कराने के लिए शिक्षक को तरह-तरह के उदाहरण देने चाहिए| शिक्षक को यह भी बताना चाहिए कि विज्ञान का उपयोग किस प्रकार किसी भी वस्तु के स्थायित्व में उपयोग लाता है| विज्ञान से ही सभी भूमंडल का अध्ययन, उसकी आकृति का अध्ययन, उसके भार का अध्ययन, समस्त पिंडों का अध्ययन, तथा ब्रह्मांड का अध्ययन विज्ञान से ही संभव है | विज्ञान के लिए शिक्षक और छात्र के बीच एक ऐसा संबंध होना चाहिए जो मैत्री व सद्भावपूर्ण हो | विज्ञान से बच्चों को कभी भी भयभीत नहीं होने देना चाहिए , सबसे बड़ी बात है कि माध्यमिक विद्यालयों में परंपरागत वैज्ञानिक शिक्षण शिक्षण सामग्रियों का प्रयोग बच्चों में नकारात्मक प्रभाव देखने को मिलता है जिससे नकारात्मक प्रेरणा उत्पन्न होती है| बच्चों को प्रेरित करते

रहना चाहिए साथ ही साथ शिक्षक का यह कर्तव्य होता है कि वह बालक के अभिभावकों की विज्ञान के प्रति ,उत्सुकता तथा उनका बालकों को समय पर प्रेरित करते रहने का अध्ययन करना चाहिए | एक ऐसा वातावरण में विज्ञान शिक्षण कराया जाना चाहिए जहां पर विद्यार्थी उसको अपने जीवन से जोड़ कर देखें, विज्ञान में उचित करने के लिए सबसे ज्यादा जरूरी रुचि, उत्साह तथा प्रेरणा है | बच्चे जब तक उत्साहित नहीं होंगे तब तक वह विज्ञान सीखने के प्रति तत्पर नहीं होंगे

विज्ञान में रुचि बढ़ाने के लिए शिक्षक को अपनी शिक्षण विधि में सुधार करना चाहिए |अगर किसी पाठ को शिक्षक कक्षा में पढ़ा रहा हो तो उस पाठ्यवस्तु से संबंधित विषय वस्तु का चित्र प्रदर्शित करना चाहिए, समयसमय पर विद्यार्थियों को आकृति पहचान - , करवानी चाहिएउनका अभ्यास याद कराना चाहिए, किसी भी पाठ्यवस्तु को पढ़ाने से पहले उससे संबंधित पुनरावृत्ति कराना आवश्यक है, तरह,तरह के शैक्षिक चित्रों शिक्षण सामग्रियों शैक्षिक सूत्रों का प्रयोग करना चाहिए- जिसमें बच्चे में उत्सुकता पैदा हो तथा विज्ञान में रुचि लेने लगे |

विज्ञान में रुचि लेने वाले बच्चों तथा विज्ञान में रुचि न लेने वाले बच्चों की अलगअलग सारणी बना लेनी चाहिए जिससे उन बच्चों - मेंविभिन्नता का पता लग सके ,जो बच्चे विज्ञान में रुचि नहीं लेते हैं उनके लिए कुछ अलग विधि अपनाने की आवश्यकता है |

शिक्षक को बच्चों के समक्ष महान गणितज्ञों की कथाएं तथा उनकी कृतियों का भी वाचन करना चाहिए जिनसे बच्चों में विज्ञान के प्रति भावना सुदृढ़ हो तथा विज्ञान के प्रति अपनी सोच को बढ़ा सकें इस प्रकार बच्चों में प्रेरणा देकर तथा उनको उत्साहित कर कर विज्ञान के प्रति रुचि उत्पन्न किया जा सकता है |

योजना का कार्यान्वयन –

कक्षा सात के विद्यार्थियों में इस समस्या का पता चलने पर सर्वप्रथम एक योजना बनाने की आवश्यकता पड़ी जिससे कि इस क्रियात्मक शोध की दिशा निश्चित एवं सदिश हो | कक्षा शिक्षण के दौरान पूछे गए प्रश्नों तथा दिए गए कार्यों के मूल्यांकन करने पर यह पता चल गया कि कुछ विद्यार्थी ऐसे हैं जो प्रश्न करने पर उत्तर देने के लिए तत्पर होते हैं या गृह कार्य कर करके लाते हैं, उन बच्चों में विभेद करना आसान हो गया जो विज्ञान में रुचि रखते हैं तथा विज्ञान में जो बच्चे रुचि नहीं रखते हैं|

इस प्रकार इन दोनों प्रकार के छात्रों की हमने सारणी बना ली, एक सारणी उन बालकों की बनाई जो विज्ञान में रुचि रखते हैं तथा विज्ञान को कार्य करने में सक्षम है तथा दूसरी सूची उन विद्यार्थियों की बनाई जिसमें बच्चे विज्ञान में रुचि कम रखते हैं और कार्यों को करने से कतराते हैं | कारण का पता तो चल ही चुका था कि बच्चों में प्रेरणा की कमी है उन्हें उत्साहित या प्रेरित करने वाला कोई नहीं है, जिससे उनमें रुचि उत्पन्न की जाए| रुचि उत्पन्न करने के लिए बालकों को विज्ञान की प्रकृति उनकी आशंकाओं को दूर किया गया विज्ञान के उदाहरण पेश किए |

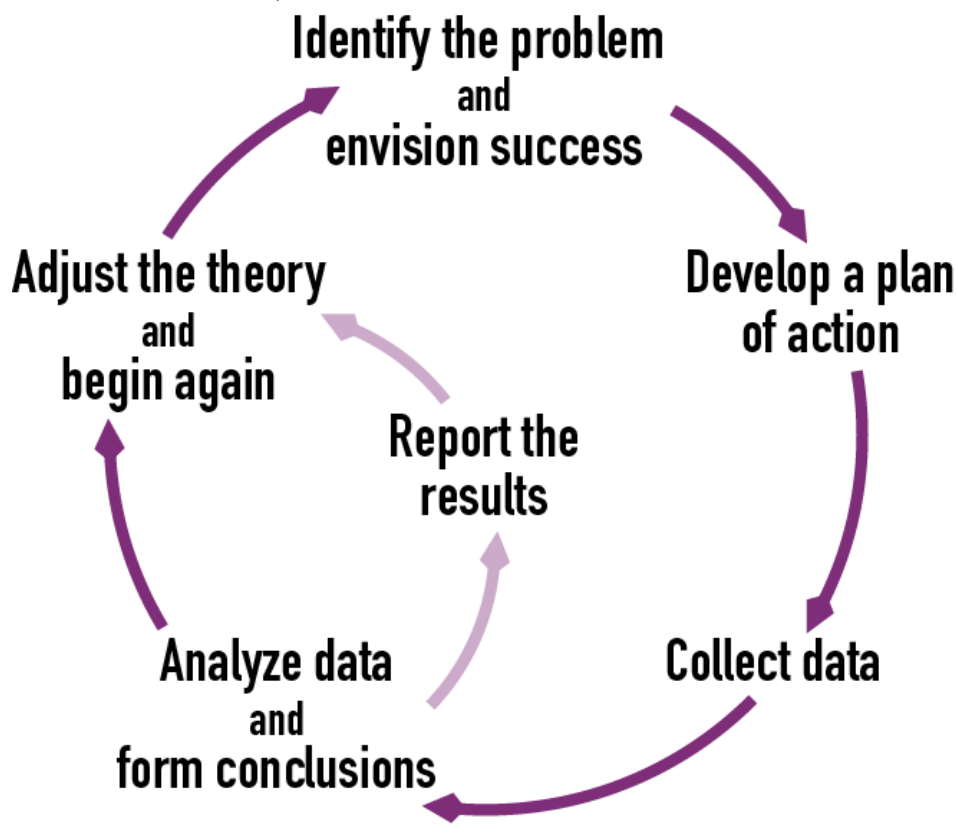
विज्ञान शिक्षण में वैज्ञानिक चित्रों तथा गति सूत्रों का प्रयोग किया विज्ञान का दैनिक जीवन में होने वाले उपयोगों का उदाहरण दिया , शिक्षण के दौरान उनकी दैनिक जीवन से जुड़ी विज्ञान की प्रयोगों को दिखाया उनको स्पष्ट कराया कि किस प्रकार विज्ञान हमारे दैनिक जीवन में उपयोगी है| विज्ञान के कठिन से कठिन सवालों को हमने सूत्रों के माध्यम से तथा आसान भाषा में आसान शब्दावली का प्रयोग करके समझाया | बच्चों पर इसका सकारात्मक प्रभाव पड़ा बच्चों से खुद उस उस सवाल के प्रति उत्तर लेता या

उनकी प्रतिक्रिया लेता जिसमें बच्चे भाग ले लेते हैं बच्चों को विज्ञान से होने वाले फायदे विज्ञान के क्षेत्र में महारथियों, वैज्ञानिकों का उदाहरण दिया | बच्चों को उनके अभिभावकों से भी सीखने तथा अभिभावकों को उनको हमेशा उत्साहित करने के लिए प्रेरित किया बच्चों में रुचि जगाने के लिए हमने विज्ञान को एक सरल विषय के रूप में दिखाया जिससे बच्चों के प्रति विज्ञान में जो भय उत्पन्न होता है जिससे रुचि नहीं ले पाते हैं वह दूर हो जाए |

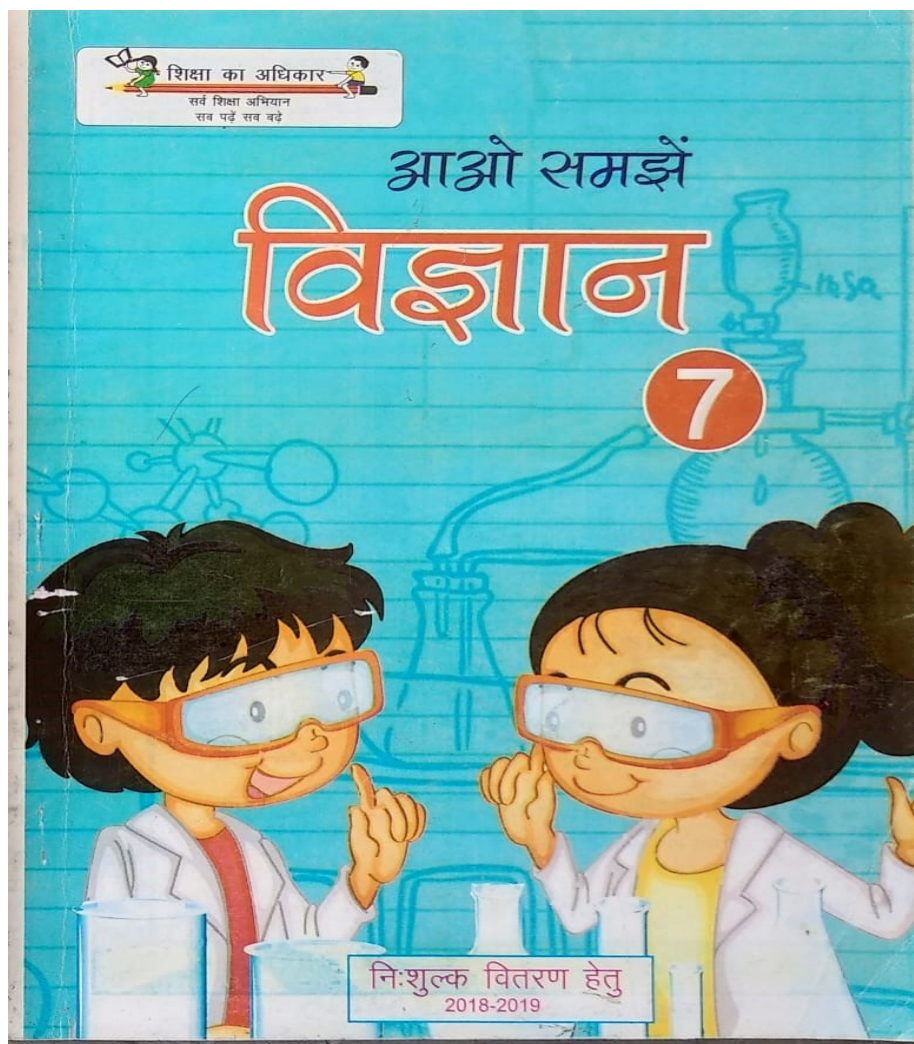
कुछ हफ्तों के शिक्षण के उपरांत हमने पाया कि बच्चे विज्ञान में रुचि लेने लगे हैं तथा बच्चों की संख्या कार्य न करने की सबसे ज्यादा होती थी अब अच्छे कार्य करते हैं तथा विज्ञान में रुचि लेते हैं |

इस प्रकार हमने अपने कार्यान्वयन में यह पाया कि यदि रुचि और प्रेरणा दोनों एक साथ हो तो कोई भी बालक विज्ञान हो या विज्ञान उसमें अपना सर्वश्रेष्ठ प्रदर्शन करता है तथा उसे किसी प्रकार की कोई समस्या सामने नहीं आती है

किये गये अनुसंधान को दर्शाता यह फ्लो चार्ट-



कक्षा7- की प्रयुक्त पाठ्यपुस्तक-



सूचना संग्रह सारणी -

शोधरत मूल्यांकन के चरण	उपस्थित छात्रों की संख्या	सकारात्मक रवैया दिखाने वाले छात्र	नकारात्मक रवैया दिखाने वाले छात्र
प्रथम	२२	५-६	१७१८-
द्वितीय	२०	५७-	१५१६-
तृतीय	२८	२२-२६	५६-

नोट- प्रदर्शित मूल्यांकनों में क्रमशः एक सप्ताह का समय निहित है

सारणी विश्लेषण -

प्रस्तुत की गई सूचना सारणी किए गए क्रियात्मक शोध का पूरा विवरण दर्शाती है या यूं कहें कि पूरे किए गए चरणों को दर्शाती है तथा उनके परिणाम को भी दर्शाती है। सारणी से स्पष्ट होता है कि क्रियात्मक शोध के शुरुआत में किए गए प्रथम सप्ताह के मूल्यांकन पर विद्यार्थियों की संख्या जो की विज्ञान में रुचि दिखा रहे थे काफी कम थी। अनुसंधान के बढ़ते समय को देखते हुए द्वितीय मूल्यांकन करने पर विद्यार्थियों की संख्या पहले की अपेक्षा ज्यादा हो गई। सारणी में दर्शाया गया है कि कुल छात्रों की संख्या में उपस्थित छात्र तथा उपस्थित छात्रों में सकारात्मक यानी की विज्ञान विषय के प्रति रुचि दिखाने वाले छात्र तथा विज्ञान विषय के प्रति रुचि न दिखाने वाले छात्र प्रदर्शित हैं जिनमें की समय बढ़ने के साथ छात्रों का विज्ञान में रुचि प्रदर्शन करने का आंकड़ा बढ़ता गया है।

अंतिम मूल्यांकन से स्पष्ट है कि विज्ञान में रुचि दिखाने वाले छात्रों की संख्या का अनुपात पहले से बढ़ गया है तथा उपस्थित छात्रों में इनकी संख्या २५-२७ हो गई है। यह स्पष्ट करती है कि अनुसंधान नकारात्मक से सकारात्मक की तरफ बढ़ता है और छात्रों में इसका असर देखने को मिलता है, अतः यह शोध सकारात्मकता प्रदर्शित करता है।

मूल्यांकन हेतु प्रयुक्त प्रश्नावली -

प्रथम प्रश्नावली-

१ *निम्नलिखित में से अम्ल क्षार एवं लवण को अलग अलग करके-पहचानिए

- i. नींबू का रस
- ii. कास्टिक सोडा
- iii. बुझा चूना
- iv. कैल्शियम सल्फेट
- v. सिरका
- vi. जिंक ऑक्साइड
- vii. नमक
- viii. इमली का रस
- ix. मैग्नीशियम क्लोराइड

२ * संक्षेप में उत्तर दीजिए -

- i. सूचक किसे कहते हैं किन्ही दो सूचक के नाम बताएं तथा अम्ल और क्षार का इस पर क्या प्रभाव पड़ता है लिखिए
- ii. रासायनिक तत्वों के प्रतीक उपयोग करने का क्या लाभ है
- iii. h_2 तथा $2h$ में क्या अंतर है
- iv. घरों में उपयोग की जाने वाली वस्तुओं किस चीज़ से बनी है उनकी सूची बनाइए तथा तत्वों के संकेत भी लिखिए

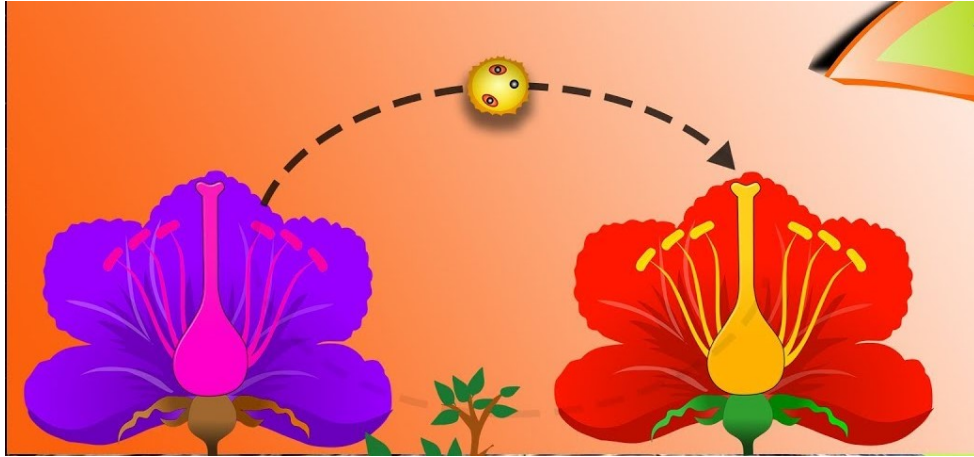
v. घर में उपयोग होने वाले अम्ल एवं द्यार की पहचान प्राकृतिक सूचक हल्दी के चूर्ण से कीजिए

द्वितीय प्रश्नावली -

१ *रिक्त स्थानों की पूर्ति कीजिए -

- I. जनक पौधों के कायिक भागों से नए पौधों का उत्पन्न होनाजनन कहलाता है |
- II. जिन फूलों में केवल नर या केवल मादा जनन अंग होते हैं वे..... पुष्प कहे जाते हैं |
- III. पराग कोष से पराग कणों का वर्तिकाग्र पर स्थानांतरण की क्रियाकहलाती है |
- IV. नर और मादा युग्मकों का युग्मन..... कहलाता है |
- V. बीज का प्रकीर्णनऔर..... के द्वारा होता है|

२पने वैज्ञानिक विचार बताएंनिम्नलिखित चित्र को देखते हुए उसके समस्त अंगों का नाम लिखिए तथा चित्र के संबंध में अ *



३? निषेचन किसे कहते हैं *

४पौधों में * निकट के नर्सरी में जाएं और वहां कार्य कर रहे कर्मियों से विभिन्न पौधों की जनन क्रिया की जानकारी लें कायिक प्रवर्धन कैसे कराते हैं इस पर अपने विचार लिखें |

तृतीय प्रश्नावली -

१? ड से नीचे गिरना किसका उदाहरण हैआम का पे *

२सा घर्षण-निम्नलिखित में से कौन * बल का उदाहरण नहीं है-

- I. जंगलों में आग लगना

II. मशीनों में कल पुर्जों का घिसना

III. जूतों का घिसना

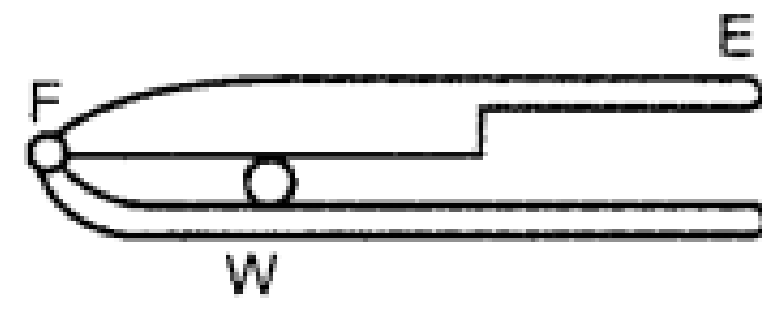
IV. कुओं में से पानी खींचना

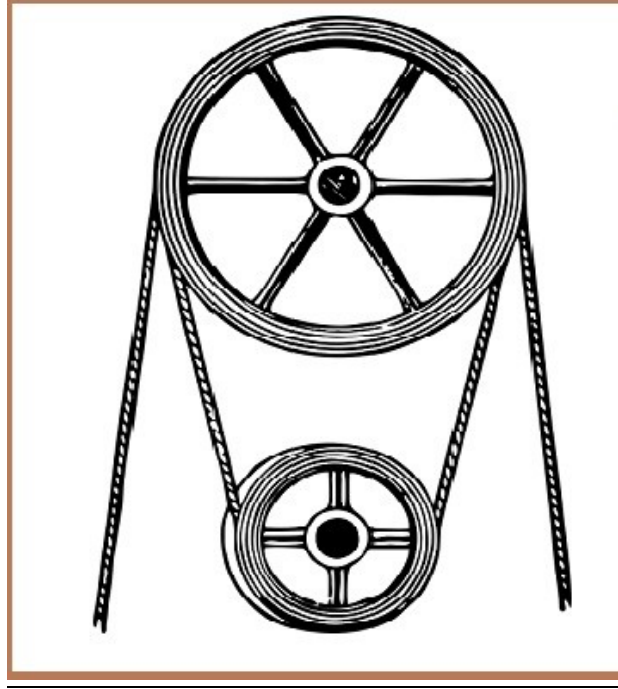
३ का एक एक उदाहरण दीजिए प्रत्येक ? प्रथम श्रेणी के उत्तोलक में बल कितने प्रकार के होते हैं ?

४? दैनिक जीवन में घर्षण बल का क्या महत्व है ?

५ सरल मशीन किसे कहते हैं ?

6* निम्नलिखित मशीनों को देखकर बताएं कि यह किस प्रकार की मशीनें हैं





जांच- परिणाम -

प्रस्तुत क्रियात्मक शोध के जांच में यह पाया गया कि अनुसंधान से पहले जो विद्यार्थी विज्ञान की भाषा में रुचि नहीं रखते थे उनकी संख्या काफी अधिक थी कक्षा के कुल 32 विद्यार्थियों में से अनुसंधान पूर्व ऐसे विद्यार्थियों की संख्या 20 से 25 थीपरंतु , अनुसंधान पश्चात यह पाया गया कि अब विद्यार्थियों की विज्ञान में रुचि लेने की संख्या बढ़कर 5 से 7 हो गई है जो कि इस क्रियात्मक शोध का सकारात्मक पहलू प्रदर्शित करता है।

इससे यह परिणाम निकल कर आता है कि बच्चों में उत्साह ,प्रेरणा और विषय के प्रति रुचि ही बच्चों का उस विषय में अच्छा प्रदर्शन निर्धारित करती है ।

निष्कर्ष-

प्रस्तुत क्रियात्मक शोध पूर्वमाध्यमिक विद्यालय ईंटगाँव के कक्षा में विज्ञान विद्यार्थियों का अध्ययन तथा अरुचि पर किया ७- गया, जिसमें विद्यार्थियों की संख्या 32 थी अनुसंधान के उपरांत विद्यार्थियों में विज्ञान के प्रति रुचि बढ़ गयी ३ पहले जो 12 छात्रों में केवल ७-8 छात्र ही रुचि रखते थे उनकी संख्या अब बढ़कर २५ हो गयी है २६-। अतः हमारा किया गया शोध सफल रहा।

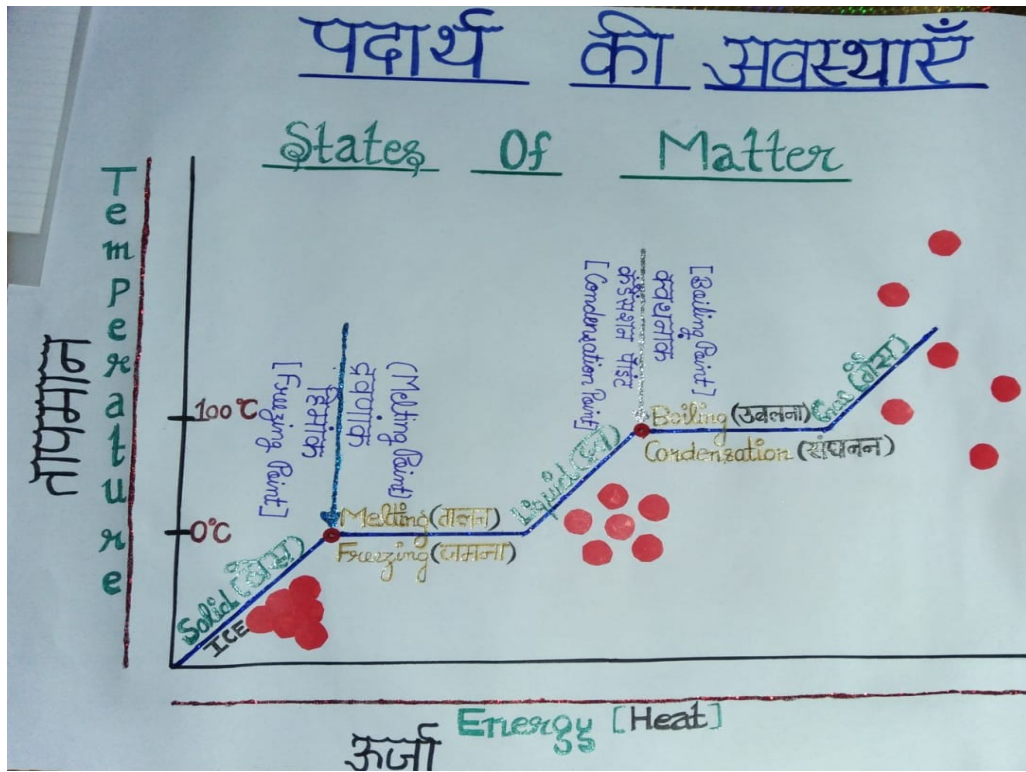
इस शोध से यह तथ्य स्पष्ट हो जाता है कि बच्चों में जब तक विषय के प्रति उत्साह , प्रेरणा और रुचि नहीं रहेगी तब तक छात्र उस विषय में निपुण नहीं हो सकता ।

सन्दर्भ ग्रन्थ-

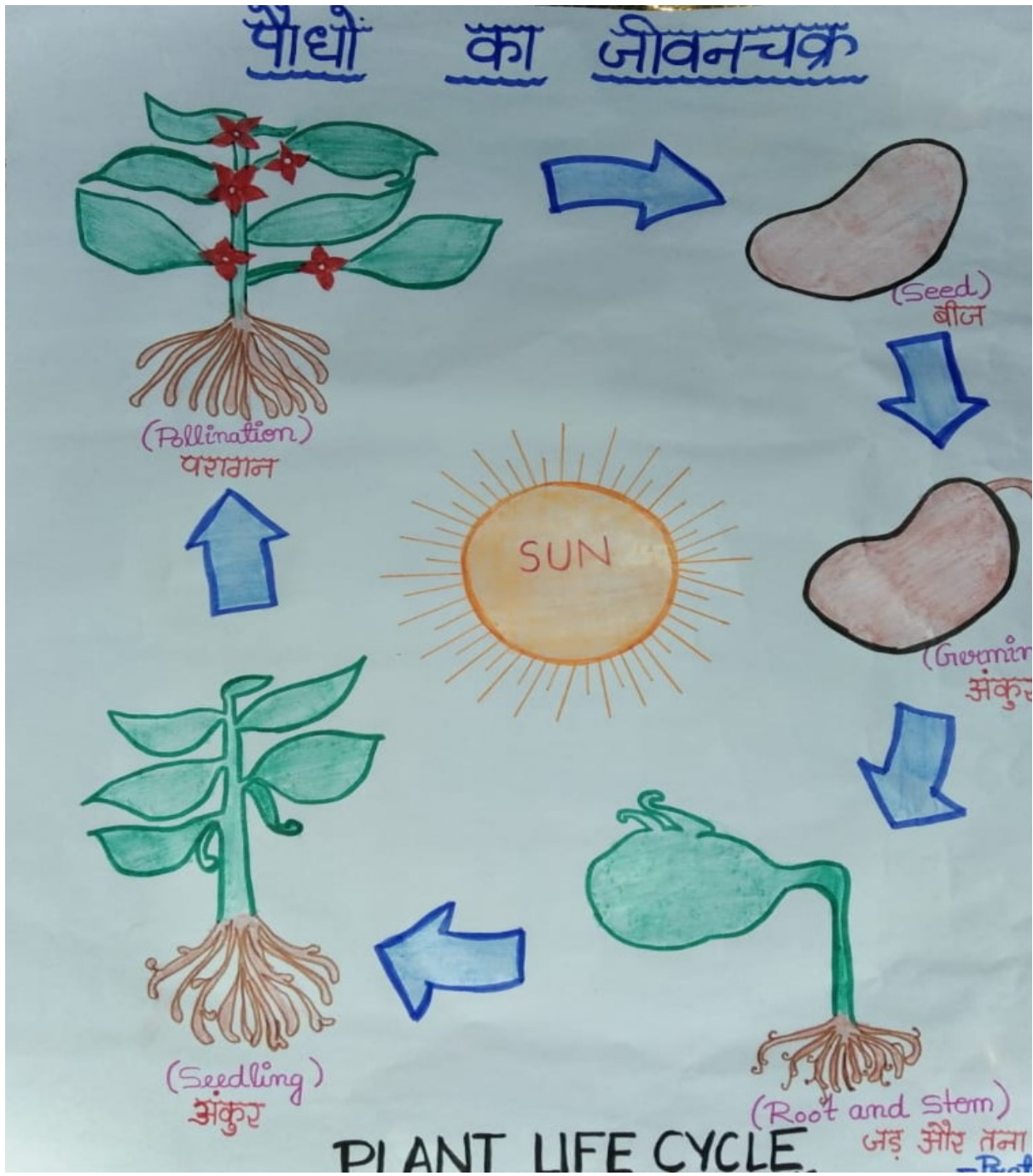
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- मर्चेट, जी।, पॉलसन, एसा।, रोथ्लिसबर्ग, बी।)2001)। मध्य विद्यालय के छात्रों के संबंध शैक्षणिक उपलब्धि के साथ परिवार और स्कूल के संदर्भों की धारणाएं। *स्कूलों में मनोविज्ञान* , 38 (6), 505-518।
- मर्डोक, टी।, मिलर, ए।)2003)। मध्य विद्यालय के छात्रों के स्रोत के रूप में शिक्षक प्रेरक पहचानकेंद्रित विश्लेषण-केंद्रित और व्यक्ति-चर : दृष्टिकोण। *प्राथमिक स्कूल जर्नल*, 103 (4), 383-399।
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क्रियात्मक शोध सम्बंधित विद्यालय के चित्र -











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