SUMMARY AND CONCLUSIONS

Through a look at the structure of the study area, it is confined to all the two districts of Srikakulam, and Vizianagaram from the North Coastal tribal belt of Andhra Pradesh. Due to this reason on the front of household demographic, economic, social indicators as well as the availability of infrastructure facilities these two districts is on forefront Vizianagaram and Srikakulam districts. With regard to several infrastructural facilities like road network, power supply, communication and banking facilities in the selected mandals and villages are in very poor condition. The analysis ultimately reveals that on the front of macroeconomic indicators the districts covered under the study (Srikakulam, Vizianagaram) area far behind; i.e., they are having very poor economic conditions. It is observed that the proportion of scheduled tribe population is more than 90 per cent in the selected villages. Agriculture is the main occupation of the tribes in all the 20 selected villages. In the selected villages still shifting cultivation in the form of podu is practicing by the household cultivators. In the selected villages along with Paddy, Ragi, Bajra, and Jowar are also equally important crops. Since there is no major irrigation system in the selected interior hill villages, only about 25 per cent of the cropped area is irrigated under the hill streams and check dams. The rest of the cultivated area in these villages is covered under dry crops depending upon the vagaries of the monsoon.

The selected villages are not having minimum infrastructure facilities are considered as less developed region and the extent of economic backwardness and social backwardness is much significant. Also the interior selected villages are not having any proper approach roads, electricity and even proper drinking water facilities. Similar pattern can be noticed in the medical facilities available in the
selected villages. The particular relating to the literates in the selected villages shows that the proportions of literates are very less in the selected villages. Also the female literacy is very low in the selected interior villages.

The analysis relating to the socio-cultural profile of the selected tribes in the study area ultimately reveal that the three selected tribes in the study area are lagging behind on the front of socio-economic indicators. On the front of almost all the socio economic indicators they are falling behind the state averages. This situation shows the state of socio-economic backwardness of the major Primitive Tribal Groups in the North Coastal agency areas of the state of Andhra Pradesh.

To the change agents of modernization which are expected to bring rapid socio-cultural and economic transformation in the tribe society in the study area the responses differed. The degree of response towards these change agents is found higher in case of the primary tribal groups living in road side plain villages. However, the response to change agents is less in case of households who are living in remote villages of the study area.

The field observation reveal that, because of the relative isolation in the remote and hilly area villages and also due to the continuity of traditional political system which punishes those who do not comply with the traditional ritual behavior there is no perceptible change in the socio-cultural and religious traits of the selected households who are living in divisional mandals and villages. Also majority of the households in remote and hilly areas are still poor, illiterate and ignorant and are still in favor of traditionalism.

India has a total tribal population of 121,01,93,422 which constitutes as per the census of 2011. Madhya Pradesh, Orissa, Chhattisgarh, Jharkhand, Gujarat, Maharashtra and Rajasthan account for nearly three-fourth of entire tribal
population in the country. In the graded Socio-economic in equal structure of Indian society, the tribal are at lowest rung and being poor, lead a substandard and subsistence living.

The traders, money lenders and contractors are sordidly exploiting the tribals’ perpetual indebtedness and alienation of lands aggravated their misery and inflicted their peace and happiness. Tribal revolts in the pre and post independent India have their roots in the inhuman exploitation of tribal.

**Tribals in India**

Scheduled Tribe means any tribe or tribal community or part of or group within any tribe community resident in agency tracts and specified as such by a public notification by the president of Indian union under clause (1) of Article 342 of the constitution. The constitution guarantees them certain reservation in educational and employment opportunities and the election to state and central legislature is reserved for the tribal of the state. Both the central and state government reserved six per cent of educational and employment opportunities to them.

**Organizational structure Development of Tribals**

**At the Country Level**

The organizational framework for tribal development derives its basic structure from the Indian constitution. The Union Ministry of Home Affairs is responsible for policy formulation and coordination of all tribal development programs. It has certain amount of power in regard to allocation of funds in consultation with the planning commission. Rural Development, Education and Culture, Social Welfare, Health and Family Welfare, Housing and cooperation and civil sullies are also participating in tribal development.
The Commission for Scheduled Caste and Scheduled Tribes was set up in 1978 to consider the magnitude of the problems faced by scheduled castes and scheduled Tribes. The commission is required to submit an annual report to the president detailing on it activates with suitable recommendations. It may also submit reports to the government at any time whenever it is necessary.

**At the State Level**

The State Governments and Union Territories have separate departments to look after the Welfare of the Scheduled Caste and Scheduled Tribes and other backward classes. Andhra Pradesh, Bihar, Madhya Pradesh and Orissa have separate ministries of Tribal welfare as provided in article 164 of the constitution exclusively for tribal development.

**Tribal Sub-Plans at District Level**

The special multi-purpose Tribal blocks form the basis of tribal sub-plan which was converted into Tribal development Blocks in course of time. The tribal Sub-plan strategy followed during the sixth plan is being implemented through the integrated tribal development project.

A sub-plan, part of district plan of predominantly tribal populated areas, converting several tribal development blocks comprising the problems of the tribal people is an outline of the various programs, physical inputs, financial outlay, area and programme specific infrastructures in the given district. All activities of various governments semi government, financial institutions etc., are integrated in the sub-plan so as to present a total picture of the tribal regions.

The project authority, namely Girijan corporation tribal development Agency has been constituted for each Girijan corporation with the District Collector as its chairman, the district heads of departments as members
and the project administrator as the member-secretary. This authority brings in an element of collective leadership. The agency becomes responsible for all round development of that area.

After independence, a number of national and state-level voluntary agencies have been working for the promotion of the interests of the tribal. Their activities mostly concentrate on education, medical relief and cooperation.

Financial investments in the successive five-year plans have progressively increased. In the new sub-plan financial provisions are made from sources such as state plans Central Plans, special central assistance for tribal developments and institutional finance. The new policy of financial integration has helped in escalating out-lays substantially. Besides providing funds for development of tribal areas, the central Government lays down guidelines to be followed by the State Government in the process of implementation of various schemes and their priorities.

An outlay of Rs. 1200 crores is provided for the Tenth plan (2007-12) for the welfare of scheduled castes and scheduled Tribes, out which an amount of Rs. 1044.16 crores is provided for SCs and Rs. 155.84 crores for STs for both ongoing and new schemes.

**Assessment of the Tribal Development in Andhra Pradesh**

Andhra Pradesh now has the largest concentration of tribals in southern India. The forest – clad hill rages and the forests flanking the might Godavari and Krishna Rivers constitute the traditional habitat of as many as 33 forest tribes. According to 2001 census, the scheduled tribe population is 50, 24, 104 lakhs constituting 6.6 per cent in the total population of the State. Out of total 50, 24,104 lakhs of total
scheduled tribe population of the State 25, 48, 295 lakhs are male and 24, 75, 809 lakhs are female.

In Andhra Pradesh the schedule area comprises of 29,683 square kilometers. This forms 10.7 per cent of the total geographical area of the state and 11.00 per cent of the total scheduled area of the country. The tribal villages are inhabited by a variety of tribes.

The problems of tribal are manifold. Some of which that call for immediate attention are:

(i) tribal economy that is not only unorganized but also non-monetized,
(ii) their dependency on money lenders to meet their requirements during lean periods which further entangle them in the web of poverty and misery,
(iii) Indifference to education leading to low enrolment and dropouts in tribal schools,
(iv) Displacement due to projects like irrigation, power, mining and industry.

Exploitation of Tribals

Exploitation of tribals was largely prevalent during and after the British administration in India. The British policy of isolating the tribals form the rest of the county-men and keeping the tribal areas outside the purview of the normal administration amply lead to the exploitation of the tribals by Zamindars, contractors, forest-guards and other middlemen. Indebtedness is the bone of the tribal economy.

The peculiar set of economic and social customs of the aboriginal has made indebtedness chronic and endemic malady. Abject poverty has forced the tribals to depend heavily on money lenders for credit for their sustenance especially during the off seasons. Apart from this, the tribals abiding faith in,
social religious and traditional practices has forced them to take loans from money lenders and other sources to perform various functions.

Thus, credit has become indispensible for tribals to meet social and religious needs. Non-tribal moneylenders took undue advantage of the precarious economic conditions of the tribals and exploited them by lending petty loans at unusual rates of interest. The rate of interest charged by the moneylenders usual various from 25 per cent to 50 per cent and was some times as high as 100 per cent. The moneylenders cleverly entangled the poor tribal in monetary deals and finally grabbed their lands. The landlines trible whoever indebted to the money lenders become bonded labour.

The feature of this practice is that it pledges persons and sometimes members of his family against a loan. The man who is pledged on his nominee is released only and the loan is cleared. Until them the pledged are his family members is required to work for his creditor against a meal, without asking any wages. Since the pledged is not paid wages, he has to wait for one of his family to relive him. This relationship the last for months, years, sometimes, for the entire life time and in some exceptional cases it extends to the heirs.

The traders play a key role in the marketing activity in the tribal areas. They carry out the function of purchasing forest produce from the tribals and selling to them domestic requirements. The tribals ignorance of weights and measures and the value of the produce they purchase and sell had been unduly taken advantages of by the traders. Cheating of tribals by traders was not only in the form of payment of low price for the produce offered by traders was not only in the form of payment of low price for the produce offered by tribals but also the
use of false weights and measures. Consequently, the tribal ‘income on the sales of agricultural produce and forest produce was extremely low.

The poverty and the credulity of the tribals was exploited by the traders to the maximum by offering to the former petty loans on credit sales and by getting in return agricultural or forest produce whose value was anytime more than that of the amount actually due. In this setting, the more advanced and resourceful person from the plain area migrates to the tribals lands and took undue advanced of the ignorance of the tribal people and thoroughly exploit them. Marketing has a significant role to play in improving the standards of living of even the most primitive people living in the remote tribal tracts of India.

Agriculture is a potential source of income, most of the tribals are found to be growing several food crops in the agricultural lands on the forest areas. Most of the produce is used for domestic consumption. However, a marginal quantity of agricultural produce comes itself into the market, not because there is marketable surplus, but because of dire necessity in lieu of loans taken. Concentration of marketing activity at some places is due to absence of link roads and smallness of population for a large number of tribal villages.

In the absence of marketing facilities, the tribal have to walk over several miles of the forest and agricultural products and the purchases of their basic needs of rice, salt. Kerosene, edible oils, cloth, etc. hence, development of adequate market in facilities in tribal areas is of fundamental urgency to save the tribal who are mercilessly entangled in the cruel network of exploitation, from the trades in the previous years, or to keep the immediate, hard pressing domestic needs. It is needless to say that in the absence of well-organized marketing system; traders exploit the tribal by offering them rock bottom prices of the produce.
This has been recognized as early as in 1956 by the Government of Andhra Pradesh and evolved a scheme of setting up of a separate credit-cum-marketing agency for the tribals in the state basing on the recommendations of the committee on the socio-economic conditions of the Aboriginal tribes of the province of Madras, headed by Malayappam. It is intended for procurement of forest and agricultural products from the tribals and supply of domestic requirements to tribals and provision of credit facilities for tribals’ agricultural operations. The came into existence, perhaps the first of its kind, an organizations called the Girijan Co-operative Corporation Limited in 1956 (hereafter referred as the Girijan Corporation or corporation).

**Need for the Study**

The Girijan Co-operative Corporation in the state of Andhra Pradesh significantly contributes for the upliftment of the tribal through implementing various programs particularly in purchases and selling of minor forest produces disbursement of loans and purchase and sale of daily requirements over the period. Further, the organization has good network and infrastructural base. However, this organization has several deficiencies, problems in various spheres and act as bottleneck to achieve optimum level development in the tribal welfare.

Moreover, the challenge faced by this organization is also difficult in nature. Besides this, the managerial system adopted in the G.C.C. in the operational aspects as well as in performance is also a determined factor to achieve targets fixed by the organizations. Keeping the above aspects under considerations, the study critically examined the performance of the organization based on the achievements of the organization over the period.
Objectives

The specific objectives of the study are as follows:

1. To the Girijan Cooperative Corporation in the study area.
2. To analyze the functional activities of the Girijan Corporation in the study area.
3. To study socio-economic activities of the Girijan Corporation in the study area.
4. To study the requirement of the tribal in rural markets in the study area.
5. To identity the problems and deficiencies faced by tribals particularly to the Girijan Corporation activities in the study area.
6. To study the managerial system for the effective functioning of Girijan Corporation in the study area.

10.6 Selection of the study area

The head office Visakhapatnam district is one of the major tribal regions in the state, regional centers of the study areas vizianagaram, srikakulam district divisions and also in the country. Nearly 60% of the geographical area is under tribal belt. Further, srikakulam and vizianagaram districts are also having relatively higher extent of scheduled tribe population among the districts. Moreover, the tribals in these districts are still backward and more exploited people in the state of Andhra Pradesh. So those, the GCC of the two districts are selected for detailed study. Keeping the above aspects under consideration out of 5 mandals of tribal areas five mandals (parvathipuram, Gummalakshi puram, saluru, seethampeta and pathapatna) have been selected for examine the study. The five mandals cover whole tribal geographical area.
An attempt has been made in this chapter to review the existing literature on the different dimensions of social economic and living conditions of the tribals in India. Economic and descriptive monographs are very important in order to know the life pattern of tribals. Studies on social, economic and living conditions of different tribes in India

Many sociologists, anthropologists, political theoreticians and economists have conducted lot to empirical research on the different dimensions of social, economic and living conditions of tribes living in different parts of the India. It is evident from the above discussions that the earlier studies mainly focused on the socio-economic and living conditions of different tribals in various regions. Moreover, the studies focused on marketing aspects (which are in more crucial areas and which) are very scanty. Besides this, the evaluations and performance of the studies particular to the tribal institutions is said to be absent. Keeping the above aspects under consideration, the study carried out in this study to fill the gaps in the literature of tribal studies.

An attempt is made to analyze the concepts objectives, organizational framework of the organization and critically examine the functional aspects of the Girijan Corporation.

Assessments of the Girijan Corporation Limited

Origin
The Government of composite Madras state had appointed in 1952 a committee to enquire into the problems of the tribals and to suggest remedial measures to improve their economic conditions.
Some of the main recommendations of the above mentioned.
They are:
1. To open a network of multipurpose co-operative societies in the agency area preferably in all sandy centers to exercise the following functions; to market the surplus grains and all minor forest-produce collected by the Tribals and to sell to the tribal some of the essential goods like food grains, oil, cloth, salt and kerosene. 

2. The government help to these societies is to be in the form of Subsidy or interest free loans towards the share capital in behalf of the hill tribes; Guarantee by the government to the central bank advancing sufficient money to the societies, cost of the storage sheds and the staff to maintain the societies.

In this back-ground and with the advent of the Andhra State in 1953, the state government seriously thought of ameliorating the economic lot of tribals. The Government of Andhra set up the Andhra scheduled tribes finance and development corporation Ltd., on 16th April, 1956 with the intention of catering to the basic needs of the tribals, by providing credit and marketing facilities, this institution started functioning from 5th April, 19578 with the headquarters at Visakhapatnam. Then other branches had opened at srikakulam 1967, and vizianagaram 1984 districts still working under the government of department. It continued to function under its original name until 18th February, 1970 from which date its name was changed as Girijan co-operative corporation Ltd. 

The Girijan Corporation is the first of its kind established in India by the Government of Andhra Pradesh exclusively for the welfare to tribals of the state Later several other states followed this example and started similar organizations to clear to the needs of tribal there.
Impartial of the Girijan Corporation

To purchase outright the produce brought by the tribal members through the agency of primary marketing societies which are affiliated to the corporation and to market it to their best advantages, to purchase in bulk the daily requirements of the tribals and to supply the same to the tribals through the agency of the affiliated primary marketing societies; to provide credit facilities to the tribals for agricultural purposes through the agency of the primary marketing societies, to undertake activities such as processing and grading for the benefit of the corporation and its affiliated societies and their members.

Buying

According to the buying functions:

Procurement of minor forest produce forms the tribals, Procurement of agricultural produce form the tribals and Purchase of domestic requirements from the wholesale markets.

Selling

Sale of minor forest produce, sale of agricultural produce, and distribution of domestic requirements to tribal or other consumers.

Providing Agro-Credit

Tribals are found to be most vulnerable to be exploited by the money lenders. Having realized this, the Girijan Corporation has started extending both short and medium-term agricultural loans to the tribal members.

Organizational Structure of the Girijan Corporation

The Girijan Corporation has a three – tier system of organizational structure namely. The apex body at state level with Head office at Visakhapatnam, two other branches had opened at srikakulam and vizianagaram divisional offices,
one regional office, 10 divisional offices at the intermediate level and 43 primary co-operative marketing societies at the field level. The Girijan Corporation as well as the affiliated primary co-operative marketing societies is having a separate Board of Directors functional activity here as referred.

Functional activities of the Girijan Corporation to fulfill its objectives the corporation was entrusted with three functions they are

1. Purchase and sale of minor forest produce and agricultural produce
2. Sale of daily requirements and
3. Extension of agro – credit

In the following pages, an attempt has been made to analyses these functions

**Purchase of Minor Forest Produce**

The primary function of the corporation is to purchase different commodities of minor forest produce form the tribals. The corporation undertakes this function with the aim to augment the income of the tribal people by offering them fair and reasonable prices for their minor forest produce.

**Pricing policy**

The corporation should evolve a pricing policy which could help the tribals to derive reasonable income from the sale of minor forest produce. At the same time it should stimulate the tribals to procure more produce.

**Procurement Pattern**

The Girijan Cooperative Corporation purchased outright all the items of minor forest produce brought by the tribals. There are nearly 50 items of minor forest produce which the corporation procures from the tribals in the various agency areas throughout the state. There are 14 items which constitute 90 per cent of the total procurement of the corporation. These items include 1. Gum, 2. De-seeded Tamarind, 3. Seeded Tamarind, 4. Adda-leaf, 5. Mohwa seed and flower,

**Sale of Minor Forest Produce**

The corporation sells the minor forest produce which it procured from the tribals in the open market. It has no monopoly in the sale of minor forest produce. The private traders are able to secure similar commodities of minor forest produce from the plain areas of the state and from the neighboring states where these products are grown in plenty.

In the sale of the minor forest produce, the corporation aims at securing maximum profits. These methods vary from product to product, depending on their nature. There are 4 methods which are commonly adopted by the corporation in the disposal of the produce. They are (1) Tenders, (2) Auctioning (3) Negotiations and (4) Forward contracts

**Sales Pricing Policy**

The corporation evolved a definite formula for fixation of sale price of various items of minor forest produce. According to this formula, the cost price of an item is arrived at by adding overhead charges at the rate of 15% to the average purchase price of that item realized during the previous year.

This 15% covers the transport charges and other incidental charges like weighing, loading, stretching, etc. To this cost price, a profit margin of 15% is added to arrive at the sale price.

**Purchase of Agricultural Produce**

The corporation purchase the agricultural produce offered by the tribals. But the corporation has no monopoly right over the purchase of this produce. Hence, it has to compete with the private traders and merchants. The corporation
aims at creating competitions in marketing the agricultural produce which would enable the tribal to derive reasonable price for their agricultural produce.


Sale of Daily Requirement Commodities

Another important function of the Girijan Corporation is the supply of essential commodities to the tribal. The main object is to ensure the tribal with free flow of essential commodities like rice, salt, dhal, oil, cloth etc., at cheaper rice at their door step furthers purpose, and the corporation opened a network of sales centers called as daily requirement depots at convenient places throughout the scheduled areas and also in areas where sizable of tribal people live. The daily requirement commodities supplied by the corporation can be classified into two categories controlled items and non-controlled items.

The controlled items include rice, sugar, kerosene and controlled clothe. The non-controlled items include edible items, oil, toiletries, manufacture goods, cloths fancy goods, groceries etc. There are more than two hundred items which come under this category. The major items are groundnut oil dhal, vegetables, dry fish, salt tea packets, soaps, bangles tooth pastes, various types of cloth, sarees, dhotis, blankets, and utensils, plastic were and several other toilet and fancy goods. In sale of such wide range of items, the corporation seems to be guided by a business motive rather than service to the tribal.
Most of the fancy and modern goods sold by the corporation are purchased by only non-tribal. The purchasing power of the tribal is too poor to purchase those items. In the purchase of different items each division depends upon the organized markets operating within that division. The purchases are made authorized wholesale dealers or commission agents. The purchase is made on the basis of quotations. The quotations are called from different local dealers and the items are purchased form those who offer the lowest quotations.

Before making the purchases the divisional manager of each division consolidates the indents of the primary societies in his division and purchases the necessary quantities. The purchased items are given to each primary society according to its requirements. Normally purchase is made once in every month.

**The Retail Marketing Concept of GCC**

Under changing scenario with globalization, liberalization and privatization, only the fittest of survival exists, GCC is not far of these facts. There is an apparent need to keep has with the changing system for the long run survival of the organization. It is the need of the hour to define the activities of the GCC vibrantly. A separate retail market division is established at corporate the activities, liaison with production centers, monitor sales force, appointment of distribution network and see that the products reach the target customers through distributors all over in Andhra Pradesh.

**Brand building for retail marketing division products**

Branding the product is yet another import aspect to popularize the products introduced into market to give an immediate recall value for the organization and to the brands as well. The brand name ‘Girijan’ is pre- fixed to packs of all sizes and introduced in the market under common brand name ‘Girijan’.
Agmark

The Agmark, labeled products are pre-tested for quality and purity. Food items such as what, Atta, Maida, Rava, Cereal, pulses, beans species, vegetable oil ghee, dream butter, honey, tamarind desiccated coconut etc., are available in the market under Agmark certificate.

Sales promotion

The organization adopted several sales promotion methods particularly publicity. The organization used the publicity, channels such print media, advertisement, radio, television, through local channels, bus stations, hoardings, mobile phones, F.M radio, various methods transit media advertising for the new products. Besides, this organization plays a vital role for the development of tribal since the inception of the organization. Moreover, the organization adopts several stratifies particularly in the purchase and sale of the product of the tribals at grassroots levels. A part forms this, the organization as well organized wings at manadal village level of the organization.

The organization several strategies and programmes in result of purchase and sales of Minor forest produces, loan disbursement and supply of daily needs since its inception.

An attempt fifth chapter made to analyses the trends of procurement of Minor forest produce. And sales of forest produce of Girijan Corporation.

Quantitative methods for the beneficiaries and non-beneficiaries attitudes

In this section an attempt is made to apply quantitative methods such SPSS, t’ test, mean, standard deviation as well as factorial analysis for the attitudes expressed by the beneficiaries’ and non-beneficiaries respondents in order to trace out the relationship between levels of the utilization of the service of the GCC and socio-
economic characteristics of the respondents such sex, age education, occupation, family size and income. The test values are not significant in the entire socio-economic variable. The value test are not worked out due to single statement expressed by the respondents, similarly, the value t’test shows significant variable of sex at 0.001 level.

It may be concluded that sex is the influencing factor to use the services of the GCC. The income level of the respondents influence the selling activities of MFP to GCC at 0.05 levels. Regarding test a phenomenon observed in respect of education, family size and income variable. Further, the variable such as education shows significance at 0.01 levels. It indicates that the influence of socio variable is reported to the selling of MFP to GCC.

Regarding daily requirements taken from GCC. The value of t’test shows that significance to the deviation varies at 0.05 levels among socioeconomic variable show better influence in taking daily requirement from the GCC. It indicates that the education variable shows better in taking daily requirement from the GCC in respect of loan taken from GCC.

The variable of significant for the age variable at 0.05 levels and more significant for income variable at 0.01 levels. It indicates that the sex, age, and income variable are influence for the loan taken from GCC.

Result of the tests, it may be concludes that age, family size and income levels are the influence problems faced by the respondents. Similarly the variable of sex and age are the influence factors to the functional status of GCC.

The factor analysis respondents of the age, sex, education, occupation are influence factor in the factor 1 while in the income and total variable are the influencing factors 2 to the utilization of the services of the GCC. Similarly, sex,
age education and occupation are the influencing factors in factor 1 while income and total factor as a whole are influencing in factor 2. The variable of the sex, education, and income are showing significance in the factor 1 at 0.05 levels. Hence, the above mentioned variables are the inflecting factors for daily requirements taken from GCC.

In respect of loan taken from the GCC, the value of factor 1 show significant variable 2 shows significant for the variable of sex, income and total the variables as a whole at 0.05 levels. It may be concluded that the above mentioned variable are the influencing factors for loans taken from GCC.

The above suggested strategies significantly contribute for the effective functioning of the organisation as well as to improve the coverage of the services of the GCC at gross root level. Moreover, the suggested strategies solve the problems in organisational functional and ground level existing in the various provinces. Apart from this, the suggested policy frame work will be fulfil the objectives of the organisation and also furnish the basic needs of the tribal people to achieve development in best way.