

CHAPTER - IV

SOCIO-ECONOMIC PROFILE OF INVESTORS

Investors' perception and investment pattern depends on individuals, their personal background, educational levels, income and other related factors. The investment behaviour of the investors may also be influenced by the region (developed, backward, urban, semi-urban, rural etc.) in which he is brought up. It is usually felt that people in the developed districts are usually risk takers and aggressive in investment, while individuals in the backward district are conservative. Keeping this in mind, an attempt is made in this chapter to study the profile of the East Godavari and West Godavari districts, from which the respondents are taken as sample for the present study and the socio-economic profile of the respondents.

This chapter is divided into two parts, the first part deals with the profile of the two districts i.e., East Godavari and West Godavari districts of Andhra Pradesh. The second part examines the socio-economic profile of the respondents of the above districts.

Profile of the East and West Godavari Districts

Operational jurisdiction of Coastal Andhra extends over to East and West Godavari districts in Andhra Pradesh. Profiles of the above two districts are presented in this chapter with a view to provide an idea about the economic development, infrastructure facilities in the district and potential for their further development.

Salient Features of East Godavari District

1. Natural Background

East Godavari District is a district situated on the northeast of the state of Andhra Pradesh in India. Its district headquarters is Kakinada. It is the second richest district in the whole country. This district was formed in 1925 when old Godavari district was divided into west and east districts. In 1959 Bhadrachalam Revenue Division consisting of Bhadrachalam and Nuguru Venkatapuram Taluks of East Godavari district, which were on the other side of the river Godavari were merged into Khammam district on grounds of geographical contiguity and administrative viability. The district is bounded on the north by Visakhapatnam District, on the northwest by Khammam District, on the east and south by the Bay of Bengal and on the west by West Godavari District. The small enclave (12 sq. mi (30 km²)) of the Yanam district of Pondicherry state lies within this district. Kakinada and Rajahmundry are the two large cities in the Godavari districts. Kakinada is an educational hub and a rapid growing city in Coastal Andhra in industrial sector. Rajahmundry is one of the well-known business centers in Coastal Andhra.

The District is known as rice bowl of Andhra Pradesh with lush paddy fields and coconut groves. It is also known as another Kerala. East Godavari is the Rice Granary of Andhra Pradesh; it beckons tourists to have a glimpse of its rich cultural heritage.

It is the second most populous district of Andhra Pradesh (out of 23), after Ranga Reddy.

Being the largest part of the rich Godavari delta, agriculture and aquaculture are major economy for this District. With the recent findings of sources for oil and Natural gas, it increased its pace in industrial sector as well. It is home for two major fertilizer

factories and few gas based power plants and oil refineries. Now it is the One of the largest oil & Gas Hub in India.

2. Boundaries and Topography

The District is bounded on the North by Visakhapatnam District and the state of Orissa, on the East by Bay of Bengal on the West-by- West Godavari district and khammam Districts.

Figure 4.1 Map of East Godavari District



3. Demographic Particulars

There are 5 revenue Divisions with Head Quarters with Head Quarters at Kakinada, Peddapuram, Rajahmundry, Rampachodavaram and Amalapuram. The District consists 60 Revenue Mandals and 58 Mandal Parishads. 1011 Gram Panchayats exist in the District.

There are two Municipal Corporations viz., Kakinada and Rajahmundry as well as 7 Municipalities Samalkot, Pithapuram, Peddapuram, Tuni, Ramachandrapuram Mandapeta and Amalapuram.

As per 2011 Census, there are 1344 inhabited villages, 60 un-inhabited villages and 22 Towns. Total population is 49.01 lakhs and the Geographical area is 10807 sq. Kms. East Godavari District is one of the most populous with density-populated District in the State. The density of Population is 454 per Sq.km. Out of the total population 23.50%. A large section of the working population depends upon Agriculture for their livelihood. As per 2001 Census the population of scheduled castes 8.82 lakhs and that of Scheduled Tribes 1.92 lakhs arriving to 17.99% and 3.91 % respectively to the total population of the District.

4. Land Utilization

The total geographical area of the district is 10.81 lakh Hect. During 2008-09 the area covered by Forest is 3.23 lakh hecets, which forms 29.88% to the total geographical area. The rest is distributed among 'Barren and uncultivable a land' about 7.22% and 'land put to Non-agricultural users' about 12.86 %. The Net area Sown is 4.27 Lakh

Hects, forming 39.58% to the total geographical area. The total cropped area in the districts is 7.39 Lakh Hects. The area sown more than once is 3.13 Lakh Hects.

5. Natural Resources

A) Forests

An extent of 323244 Hectares was covered with forest by producing valuable items like timber, bamboo and Minor Forest Products (MFP) i.e., Tamarind Soap-nuts, honey, etc.

B) Rivers

The Principal Rivers flowing in the District is Godavari and Yeleru. The Thandava and pampa river channels supply water to a limited area in the District.

C) Soils

The main soils in the district are alluvial (Clay loamy) Red Soils, Sandy Loams and Sandy Clay. The soils are the mostly alluvial in Godavari Delta area accounting for 15% of the total area and sandy Clay at the tail end portions of Godavari. There is Red loamy soils in uplands and agency area of the district.

D) Minerals

There is a variety of geological formations, which includes deposits of graphite and pegmatite. Semi-Precious Stones, China Clay, Fire Clay Lignite, Oil & Natural Gas are the important major minerals and Road Metal, Gravel, Rough Stone and Colour Granite are the Minor Minerals available in the District.

E) Climate and Rainfall

The climate is comparatively equitable and although it is very warm in May with a maximum temperature of 39.6⁰ and with a minimum temperature of 28.2⁰ c.

The actual Rainfall received is 1035 m.m. as against the normal rainfall 1218m.m. from June 2008 to May 2009. The percentage of deviation over Normal is 15%. More than half of the Annual rainfall 807 m.m. covered during South West Monsoon period from the June to September while the large portion of the rest i.e. 172 m.m. received during the North East Monsoon period i.e. from October to December 2008.

6. Developmental Activities

A). Agriculture

The net area cultivated during 2008-09 is 432384 Hect. Including fish ponds accounting 39.96% of the total geographical area of the district. A large portion of area irrigated by the canals. 66.98% of area is irrigated against the Net area sown during 2008-09. The yield of Rice in Kharif is 2983 Kgs. per Hect. And 4690 Kgs. per Hect. in Rabi.

B). Irrigation

A Barrage across river Godavari at Dowleswaram near Rajahmundry is the biggest irrigation Project in East Godavari. The proposed Polavaram Project across Godavari also serves the needs of East and West Godavari Districts. The Yeleru Irrigation channels covers Peddapuram, Pithapuram, Prathipadu, Jaggampeta, Kirlampudi

and Yeleswaram mandals. The Thandava and Pampa river channels supply water to a limited number of villages in Tuni and Thondangi mandals. In upland area there are a few irrigation tanks fed by hill streams. All other tanks, mainly depends on rain. A good number of tube wells were sunk to supplement ground water irrigation. Lift Irrigation and tanks irrigation is also there in Seetanagaram, Korukonda etc. like in uplands and Agency Mandals. Surampalem project is in use and Bhupathipalem, Musurumilli irrigation projects are also in progress at agency area.

C). Education

Presently the colleges in East Godavari Districts are affiliated to Andhra University and with the setting up of Adhikavi Nannayya University at Rajahmundry; the colleges are going to be affiliated to Adhikavi Nannayya University.

There are 3533 primary Schools, 634 Upper Primary Schools, 857 High schools are functioning in the districts under different Managements. 9533 teachers working in primary School, 3944 working in the UP School and 8976 teachers in high schools. There are 49 Junior colleges employing 278 lecturers. Enrolment is 293826 in Elementary Schools, 99419 in U.P. Schools and 298409 in High Schools.

The performance in S.S.C., Examination for boys is 80.77% and that of girls is 79.46% during 2008-09. The average pass percentage is 80.11.

D). Industries, SEZs

Rice, Sugar, Fertilizers, Papers and Textiles are the large and medium scale industries in the district. There are small-scale industries like agro-based industries, chemical, ceramic, light engineering, Non-Ferrous metals, leather etc. In the private

sector there are 104 Textile manufacturing units, Two Sugar Factories, 40 paper and Paper products manufacturing units, 323 wood and wood products factories, and one Horlicks factory in the district besides others. There are two large-scale fertilizers and chemicals factories at Kakinada viz. Nagarjuna and Coromandal Fertilizers. There are five Industrial Estates in the District at Samalkot Dowleswaram, Rampachodavaram, Kakinada and Gopalapuram. A number of edible oil packing industries are also established in Kakinada.

The Kakinada Special Economic Zone (KSEZ) will soon have an exclusive of 2000 crores deep water port for importing and exporting petroleum, biotech, agricultural and other products.

There are 193 large and medium scale industries existing in East Godavari District. They are functioning with a total investment of Rs.10817 Crores duly employing 26660 workers.

A total number of 2608 factories are functioning which are registered under factories act, 1948 and there are 48665 workers employed in them comprising 41032 male and 7633 female workers. There are 435 trading and 285 Non-Trading Rice Mills in the district. Under cottage industries 30 units are being operated with 335 workers during 2008-09.

E). Transport and communications

The District is served by Rail line (Broad gauge) which is double line from Rajahmundry to Tuni and Single line from Kakinada to Samalkot and Kakinada to Kotipalli covering a distance of 171.34 Km. People have to depend upon road Transport.

All most all the places in the District are connected well laid roads with the construction of the bridges across River Godavari at Alamuru and Siddantham and Rail cum-road bridge at Rajahmundry Connecting East and West Godavari District are movement of passengers and Transport of goods to several parts of the State have become easy. Agricultural commodities like Coconut and other marketing goods are carried through water transport system. 768 APSRTC Buses are in use. Yanam-Yedurulanka Bridge on the River Godavari named at BAL YOGI Varadhi was opened in 2002 connecting Konaseema area to District Head Quarters.

F) Others

i) Economy

The economy of East Godavari District is mainly agricultural based like paddy, Banana and Coconut, apart from Aquaculture related to shrimps, black tiger prawns, Crabs and fishes, poultry farms and export of aqua products.

ii) Information Technology

Kakinada is one of the 4 tiers – 3 cities in Andhra Pradesh where Software technology Parks of India (STPI) setup in 2007. About 12 companies are currently operating in Kakinada and four of them were incubated in the STPI facility. Currently Info Tech Enterprises, a Hyderabad based multinational software company has opened a facility in the STPI, Kakinada with about 120 employees.

iii) Politics

Indian National Congress, TDP, CPI, CPI (M) BJP and B.S.P., Loksatta and Praja Rajyam are having their presence in the East Godavari District. In East Godavari District there are 19 Assembly Constituencies and 3 Parliamentary Constituencies.

iv) Places of interest

The religious temples of Annavaram, Drakshrama, Korukonda, Ryali, Anthervedi, Peddapuram, Muramalla, Vadapalli, Mandapalli, Pithapuram, Samalkot, Ainavili, Rajahmundry and Gollala Mamidada are some of the important Religions places in the District.

v) Archeological Monuments

An old Mosque erected in the region of Mohammed Tuglack in A.D. 1329 at Rajahmundry, Pandavulametta of Peddapuram, an Historic Site in 2nd Century Buddhist monastery at Rampayerravaram. Sri Lakshminarasimha Swamy Temple, ranganaadha Swami Temple at Korukonda, Datta Peetham, kunthi Madhavaswamy Temple and Kukkuteswara Swami Temple of Eastern Chalukya in 13th Century at Pithapuram, Jaganmohini Kesavaswamy Temply at Ryali and Dutch Tomb at Drakhsarama are some of the Archeological Monuments and Historical Places in the District. Samalkot, Drakshrama are the witness to the culture of Chalukhya dynasty.

vi) Medical and health

A total of 112 Hospitals, Primary health Centers, Mobile Medical units and Dispensaries exist in the District. There are as many as 2349 beds available in the hospitals duly managed by 602 Doctors. There are 22 Ayurvedic, 25 Homeopathy and two Unani Hospitals & dispensaries in the District.

vii) Animal Husbandry

There are 240 Veterinary Institutions in the District and they comprise 15 veterinary hospitals, 112 veterinary Dispensaries, 107 Rural Veterinary units, one Veterinary Polyclinic and one Veterinary mobile clinic. Four Deputy Directors, 28 Assistant Directors, 128 Veterinary Assistant Surgeons, 36 Jr. Veterinary Officers, 25 Live Stock Assistants and 155 Veterinary Assistants are managing them. The total Live Stock Population is 14.33 lakhs. Out of them 2.90 lakhs cattle, 6.85 lakhs Buffaloes, 1.61 lakhs sheep, and 1.96 goats as per Livestock Census 2007.

viii) Fisheries

East Godavari district has a coastal line of 144 Kms. With a natural port at Kakinada. There are 8 reservoirs and 3380 tanks for fish production in the District with 66777 fishermen engaged in inland fishing activity. There are nearly 551 fishermen Co-Operative Societies in the District. A fishing harbor was constructed in the year 1979 at Kakinada with an estimated cost of Rs. 1141.81 lakhs which provides boating facility to 4,101 mechanized fish boats.

ix) Banking

There are 426 Bank Branches are there in the East Godavari District, Out of them 321 are Nationalized, 47 Co-Operative Banks, 16 are Rural Bank and 42 are private Banks.

7. Places of Tourist Importance

A). Annavaram

This is a reputed center of Pilgrimage in the State on account of the temple of Sri Veera Venkata Satyanarayana Swami. The temple is situated on the sacred Ratnagiri Hill. The Idol which is about 4 meter high in a cylindrical form. The base in the lower sanctum represents Lord Brahma, while the top in the upper sanctum represents Lord Vishnu. The middle portion represents Lord Siva. This image of the deity is of forming as a single idol and representing the Hindu Trinity of Unique attraction. In the temple premises, there is a Sundial which shows the Indian Standard time. So many people are used to celebrate marriages in the temple. The Kalyana Mahosthavam of the deity on Vaisakha Yekadasi during May attracts thousands of Pilgrims from all parts of the India.

B). Draksharama

Draksharama is situated at a distance of about 5 kms, from Ramachandrapuram and 48 kms. from Rajahmundry and 30 kms from Kakinada. The Bhimeswara Swami Temple said to be constructed by the god is an important place of Interest. The Lingam that is sphatika (White) Lingam is one of the three Lingas in Trilinga Desa. The temple has a large number of inscriptions. As per the Astadas peethams the Drakasharama Manaikyamba is one of the Astadasa Peethams. Bhimeswara Swami Kalyanam celebrated for 5 day during January / February is attracts by thousands of pilgrims'. The mosque and the tomb of Syed Shah Bhaji Aulia are scared to the Muslims.

C). Korukonda

The place is situated on Rajahmundry and Gokavaram bus route at a distance of 20 Kms. from Rajahmundry. This is a very ancient and Historical Place. A conical hill with a temple on its top is a prominent feature of the landscape and is seen for several

kilometers around. The ruins of fort, the Buddhist Stupa and the Panadava caves are the other places of interest. The temple of Sri Lakshmi narasimaha Swamy on the hill rock is a place of religious importance. The Kalyanamosthavam of the deity celebrated for 5 days on yekadasi during March draws a hue gathering of people.

D). Ryali

This village lies at a distance of 3 Kms from Ravulapalem. Ryali is noted for the temple of Jagnmohini Kesava Swamy. The image of the lord is an exquisite piece of sculpture which is considered to be the only one of its kind in India. The figure in front of Kesava and on the reverse is the female attire with hair representing Jagan Mohini. The image stands at a height of five feet and the front portion, besides the face of Kesava contains sculptural representations of Dasavatara (ten incarnations of Lord Vishnu). At the feet of the image is the figure of the river Goddess Ganga, from which drops of water trickle down throughout the day. The Kalyanostavam of the deity celebrated for 5 days during March-April of every year.

E). Antervedi

Antervedi is 10 Kms from Narasapur by boat and 24 Kms from Razole by road. The village is situated at the confluence of the sea and the Vasishta Godavari one of the seven branches of the Godavari River. This place is considered to be sacred and the place of confluence is called the Sapta Sagra sangam. Antervedi is the last and the most important of the seven sacred bathing places. This Kshathram is also known as Dakshina Kasi. The temple of Sri Lakshmi Narasimha Swamy is of religious importance. Lakshmi

Narasimha Swamy Kalyanam celebrated on Bhishma Ekadasi day during February/March is largely attended by devotees.

F). Mandapalli

Mandapalli is situated 38 Kms from Rajahmundry, 60 Kms from Kakinada and 30 Kms from Amalapuram. This place was the holy Ashram of the sage Dhadhichi Mahrishi. This hermit Dhadhichi has done a supreme sacrifice of donating his valuable spinal card for the mighty and powerful weapon popularly known as Vajrayudha of Lord Indra. This instillation of Sivalinga, become necessary for atoning sins of kings that belonged to Kasyapa Dynasty. Lord Esara is popularly known as Seneswara or Mandeswara. So people offer gingili products which are dear to Sani, Kalyanam of Sri swamivaru celebrated on Maga Bahula Ekadasi I.e. February/March every year.

G). Peddapuram Pandavula Metta

The temple is situated at a distance of 22 Kms from Kakinada, 45 Kms from Rajahmundry and 85 Kms from Amalapuram. Sakuni who lost his kingdom and who lost his father in the Yuga of Dwapara wanted to take revenge against Kuru race kings. One day Duryodhana invited the Pandava brothers to participate in gambling. The both parties started the gambling, but with the spiritual power of the Sakuni's father Duryodyhana got victory. According to the game rule, Pandava brothers should leave their kingdom for 12 years and spend one year unknowingly. Total the period should be 13 years.

On the way to Rameswaram the Pandavas stayed some years in Peddapuram on a hill, which was located in between Bay of Bengal and the river Godavari. The hill was in a jungle of Dandakaranya. After some time Pandavas left the hill for Rameswaram.

There are also two natural caves on the hill facing east. It is widely believed that the pandavas of Epic Mahabharatha lived here for some time during their Aranyavasa can be seen on a hill rock behind the temple. It is also believed that there is tunnel from this place to Rajahmundry. The height of Pandavula Metta is about 200 feet. The sea is just 22 Km away.

H). Muramalla

Muramalla is situated at a distance of 20 Kms from Amalapuram, 40 Kms from Kakinada. The temple's name is bhadra Kali Sametha Veerabhdra swamy temple. Here every day performed the Kalyanosthavam of the deity. All over the state Pilgrims are visited and perform the Kayanoshavam for their children Marriages, employment.

D). Ainavilli

Ainavili is situated at a distance of 72 kms from Kakinada and 14 kms from amalapuram. As per vasthu Sastra the most suitable place to build temples are on the bank of a river, Sea at the confluence of rivers on top of a mountains or near places of sanctity. The Siddi vinayaka Temple is situated. Elevated area of this temple of Vinayaka stands with idol facing South, with two gopurams and gates, one can approach Vinayaka from the South and Sri Visweswara swamy from the East.

J). Dowleswarm town

A new barrage named after Sri Arthur Cotton was constructed here on the River Godavari, which irrigates most of the area in the District. There is Sir Arthur Cotton museum situated near the barrage. The temple of Shiridi Saibaba is a special attraction. The Janardhana Swamy Temple and Anjaneya swamy Temple are the famous temples. It is said that Lord Sri Rama and Sita Devi planted the papal or peepul trees in the Anjaneyaswamy temple.

K). Dwarapudi

Dwarapudi is situated at a distance of 46 kms. From Kakinada. Ayyappa Swamy Temple, Navagraha temple and Temple of Lord Siva exist side by side in the same premises. All religious functions as were done in sabarimalai are also being done in Dwarapudi, about one Lakh Ayyappa Pilgrims visit this temple every year between October and December.

L). Rajahmundry

The town situated on the left bank of Akhanda Godavari where constructed a very long and fine rail-cum-road bridge for the 2nd line of railway. The place is a center of communication by rail, road and river and a great distribution center of merchandise and also for the timber floated down river Godavari.

Rajahmundry is noted for business of cloths, wooden furniture, steel trunks and ceramic ware. A large paper Mill is also situated here. The Rajahmundry Central Jail trains the convicts in carpentry and other crafts, Tobacco companies, Cotton Mills, Paper Mills, Saw Mills and Porcelain Industries.

M). Padagaya in Pithapuram

Padagaya Kshetram which is one of the important Astadasa Peetha's situated at Pithapuram in East Godavari District. It is described in the third chapter of Bheema Khanda and of Skandapurana one of the eighteen Epics.

Pithapuram in East Godavari in Andhra Pradesh became famous as pedagaya. The feet of Gayasura lied in the pool in front of the temple. The primal deity of this place is Lord Siva in the form of cock that's why here Siva called as Kukkuteswara Swami. Even today he is receiving offerings by the devotees. This Pilgrimage is also treated as one of eighteen sakthi Peethas as "10th Puruhutika". This Sakthi Peetham is famous with the name of Puruhutika. The place became famous in Pithapuram as the seat place of Satidevi has fallen here.

N). Datta Pilgrimage

The son of the sage Atri and the holy Lady Anasuya was Dattathriya, having three forms of the Lord's Brahma, Vishnu and Maheswara. He was born in Padagaya Kshetram at Pithapuram. This is written in fifteenth chapter of Gurucharitra written by Sree Vasudeva Saraswati Swamy. Sri Pada Sri Vallabha was born in Padagyla Kshetram. We have to see here Swamy old temple, as it is a divine place.

Kuntimadhava Swamy temple and Kukkuteswara Swami Temple are of Eastern Chalukya in 13th Century at Pithapuram.

Salient features of West Godavari District

West Godavari district is carved out of old godavari district as it is the western delta of the river godavari, it was appropriately named as “west godavari “ with head quarters at Eluru and came into existence in the year 1925.

The geographical, topographic, demographic and other socio economic aspects of the west Godavari district are detailed here under:

1. Boundaries and Topography of the District

The district is bounded by the following places and features on all the four sides.

East: River Godavari

West: Krishna District

North: Khammam district

South: Krishna district and Bay of Bengal.

The district is situated in tropical region between 16-15'-00'' to 17-30'-00''. Northern latitude and 80-55'-00'' to 81-55'-00'' eastern longitude. It can be divided into three natural regions viz., delta, up land and agency areas.

2. Soils

The soils in the district are made up of Alluvial, Black Reger and Red Ferruginous besides a small belt of arenaceous sandy soils along coastal belt. The major types of soils in the district have been divided into 8 types and the percentages of each soil are furnished below.

TABLE NO: 4.1 TYPES OF SOIL

S. no	Soil type	Percentage
1	Red sandy loams	35.05
2	Clay loams	22.89
3	Alluvial	14
4	Sandy alluvial	12.53
5	Deltaic alluvial	9.98
6	Coastal sandy loams	3.14
7	Heavy clays	1.98
8	Saline soils	0.43

Source: Hand book of Statistics

Figure 4.2 Map of West Godavari District



3. Climate and rain fall

In West Godavari district, the climate is moderate both in winter and summer seasons in delta area. In non-delta area of the district, the heat in the summer is severe especially in the tracts of upland and agency areas. The normal maximum and minimum temperatures recorded in the district are 48c to 19c respectively. The maximum temperature is usually recorded in the months of April and May.

The district receives its rainfall mostly and predominantly from south west as well as North east monsoon, whose normal rainfall is 784.0mm and 246.0 mm respectively. The receipt of actual rainfall during 2008-09 from south west monsoon is 948.0 mm while 151.5mm from North east monsoon. The agriculture activity in the district is deplorable owing to gambling monsoons, un reliable rainfall and much dependence on tanks, wells and M.I. Sources for irrigation in upland and agency areas.

4. Demographic particulars

The district occupies an area of 7,742 square KMs with a density of 491 per Sq.Km. It accounts 2.81% of the total area of the state. There are as many as 883 revenue villages exist in the district, of which 845 villages are inhabited while the balance 38 are uninhabited.

In 2011, West Godavari had population of 3,934,782 of which male and female were 1,963,184 and 1,971,598 respectively. There was change of 3.45 percent in the population compared to population as per 2001. In the previous census of India 2001, West Godavari District recorded increase of 8.13 percent to its population compared to 1991.

The initial provisional data suggest a density of 508 in 2011 compared to 491 of 2001. Total area under West Godavari district is of about 7,742 sq.km.

Average literacy rate of West Godavari in 2011 were 74.32 compared to 73.53 of 2001. If things are looked out at gender wise, male and female literacy were 77.63 and 71.05 respectively. For 2001 census, same figures stood at 78.05 and 68.99 in West Godavari District. Total literate in West Godavari District were 2,654,267 of which male and female were 1,380,713 and 1,273,554 respectively. In 2001, West Godavari District had 2,458,822 in its total region.

With regards to Sex Ratio in West Godavari, it stood at 1004 per 1000 male compared to 2001 census figure of 991. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate.

5. Comparison of district with state

Comprehensive details on all aspects of demography such as population, sex, literacy, work force besides the status of urban and rural in terms of population are provided for West Godavari district as compared to state in the statement. Further, community wise population particulars are also specified. The area and production generated under principal crops together with the total cropped and irrigated areas are mentioned compared to state. The potentiality and facilities available under animal husbandry, medical and health, electrification and other communication infrastructure are given. The comparative statement reveals the status of west godavari district as compared to the state under important sectors.

6. Administrative units of the district

The district comprises of four revenue divisions viz., Eluru, Kovvur, Narasapuram and Jangareddigudem with 16 mandals, 12 mandals, 12 mandals and 6 mandals respectively which comes to 46 mandals, separately for revenue and Panchayat Raj with effect from 25-05-1985 in place of 12 erstwhile taluks and 16 Panchayat Samithies with the objective of bringing the administration to the doorsteps of the people. They started functioning from 15-01-1987. Besides, 7 municipalities and 1 corporation are in position at Tadepalli Gudem, Kovvur, Nidadavole, Tanuku, Narasapuram, Bhimavaram and municipal corporation Eluru.

There are a total of 888 Grampanchayats including Venkatarapuram township of Tanuku mandal in the district, of which 207 are notified Grampanchayats and remaining 681 are non- notified Grampanchayats.

7. Minerals

The economic minerals that occur in this district are Clay, Quartz, Sperrica and Chromite. The total deposits of the clay are found mostly in Gopalapuram, Chintalapudi and Nallajerla ex-Panchayat Samithies. The white clay useful for ceramic production is found available at Dwaraka Tirumala and adjacent villages. There is no commercial exploitation of the other mineral mentioned above accepting clay in the district.

8. Industries

Rice, sugar, jute, ceramic, oil, textile, chemicals, flour, food processing, agarbathi, brick, knitting's, coir industries etc., are the large, medium and small scale industries in the district.

9. Forestry

The total forest area in the district accounts for 81,166 hectares forming 10.48% of the total geographical area. The species grown are Bamboos and other wood useful for timber, fuel and other minor forests produce like Adda leaves, Beedi leaves, Soap nuts, Tamarind, Honey and fruits. In polavaram, Battaya Gudem, Jeelugumilli mandals the coverage of area under forest that appear in Pedavegi, Chintalapudi, T.Narasapuram, Lingampalem, and Kamavarapukota are of shrub types.

10. Agriculture

The net area cultivated forms about 61.36% of the total geographical area of the district. Out of the net area sown, a large portion of the area is irrigated by the net work of irrigation canals. The irrigation system of the river Godavari, irrigates all the mandals in delta region, whereas Pendyala, Gutala, Vegeswarapuram pumping scheme irrigates some parts of Kovvur, Nidadavole, Talla pudi, Polavaram, Gopalapuram mandals. The irrigation system of River Krishna irrigates entire portion of Eluru, Pedapadu mandals and parts of the area in Denduluru and Bhimadole mandals. In upland tracks, there are irrigation tanks fed by Hill streams besides other number of Tube wells, Dug wells and M.I schemes supplements the irrigation sources. On par with East Godavari and Krishna Districts, West Godavari district is also having the distinction of being rice granary of Andhra Pradesh. Paddy forming 60% to 65% of the total area sown with an average yield of 4,214 kg/hect. In the district. The other predominant crops also raised in this district are Banana, Sugar cane, Chilies, Coconut, Maize and Tobacco. Oil palm crop area is also

increasing day by day due to fulfilling the requirement of oil production factory established in Pedavegi Mandal.

11. Rivers

Godavari is the important river flowing in this district. This river borders the entire eastern boundary of the district. At Vijeswaram, the river breaks into two branches namely, the Gowthami Godavari (Eastern branch) and Vasista Godavari (Western branch) and flows towards the south of the District before falling into the Bay of Bengal near Antarvedi.

The other minor rivers which feed the irrigation tanks in the upland areas are Tammileru, Yarrakalava, Byneru, Kovvada Kalava, Jalleru, Rallamadugu and Gunderu etc.

12. Tourism Potential in West Godavari District

There is enormous potential for tourism in West Godavari District, because of its location of religious monuments/ temples and endowed with rich historical or archaeological heritage. The places of religious temples/ institutions and historical/archaeological significance in the district are presented briefly hereunder. All efforts are afoot by the district authorities for bringing about overall tourism development in the district in view of its vast potentiality and ample scope in this regard.

Socio- Economic Profile of the Respondents

Investors' perception and investment pattern depends on individuals, their personal background, educational levels, income and other related factors. Income is the

most important factor which can influence the investors' perception, investment pattern and financial decision making. The quantum of investment of an investor is determined by the quantity of his savings which in turn largely depends upon his level of income. The investment behaviour of the investors may also be influenced by the region (urban, semi-urban, rural etc.,) in which he is brought up.

Many studies have shown that age interact with financial information and issues differently. The surveyed literature indicates that younger have different attitudes towards financial decisions than elder ones. The majority of the published research studies examining the relationship between age and risk tolerance have found that risk tolerance decreases with age. The elder is more likely to have low level of risk tolerance; it implies that with age increasing investors have a decreasing preference for investment on risky assets.

Next to age and income, Gender is the third most powerful determinant of investment decisions. Gender has also been found to be an important differentiating factor in the classification of risk tolerance as females have consistently been shown to have a lower preference for risk than males (Grable, 2000). Marital status has also been presumed to impact on financial risk tolerance. Sometimes the investment behavior of the investors may also be influenced by the region in which they are residing. It is usually felt that people living in developed areas are usually risk takers and aggressive in investment, while individuals living in the backward areas are conservative.

Therefore, it is very much appropriate to analyse the various personal, family and economic factors constituting the background of the respondents, so as to understand the

impact of such factors on their investment pattern and their perception towards investment. In this part an attempt has been made to enquire into and analyse the various socio economic factors like age, gender, and education etc., of the respondents.

Age Composition

The age composition of the respondents has been presented in table 4.2

TABLE NO: 4.2 DISTRIBUTIONS OF RESPONDENTS BY THEIR AGE

Age(years)	No .of. Respondents	Percentage of Respondents
Below 20	13	2.25
20-30	183	31.77
30-40	259	44.97
40-50	84	14.58
50-60	30	5.21
60 and Above	7	1.22
Total	576	100.00

Source: Field Survey

Analysis: Usually, a person enters into employment or vocation or occupation after 20 years of age and starts to invest their savings. They prefer to invest in stock market at this age as the risk tolerance is more in younger people than elders. Elders prefer to invest in less risk assets. Financial obligations, such as housing, education and marriage etc., arise during the age of 40s and 50s of an individual. So they change their investment patterns from the age of 40 years onwards. The table reflects the same conclusion, as the number of respondents below the age of 20 and above the age of 50 is negligible. The mean age of the respondents is 34.2 years and their median age is 31.6 years. It indicates that younger people are investing in the stock market as the mean age and median age below 35.

Gender of Respondents

Gender is also a most significant factor which can influence investment decisions. It is an important differentiating factor in the classification of risk tolerance as females have a lower preference for risk than males. Hence, it is proposed to make an enquiry into the gender of the respondents. The survey results are presented in table 4.3.

TABLE NO: 4.3 DISTRIBUTIONS OF RESPONDENTS BY THEIR GENDER

Gender	No. of Respondents	Percentage
Male	535	92.88
Female	41	7.12
Total	576	100.00

Source: Field Survey

Analysis: It is clear from the table that substantial number of respondents i.e., 92.88 per cent is males. It indicates that least number of females is investing in the stock market. The reasons for lower participation of women are, their husbands manage the financial transactions of their wives, usually, a woman does not visit the stock broker's office, literacy and employment among female is lower when compared with males.

Marital Status

The attitude of an individual, his behaviour, perception and his performance are to some extent influenced by the actions and reactions of his spouse. Burrow has rightly said that "man forms and educates the world, but woman educates the man". In the light

of its significance an enquiry has been made into the marital status of the respondents and shown in table 4.4.

**TABLE NO: 4.4 DISTRIBUTIONS OF RESPONDENTS BY THEIR
MARITAL STATUS**

Marital Status	No. of. Respondents	Percentage
Married	428	74.31
Un married	148	25.69
Total	576	100.00

Source: Field Survey

Analysis: It can be seen from the table that nearly 75 per cent of the respondents are married. One fourth of respondents are unmarried as the median age is 31.6 years. Married people feel more responsible than unmarried. So they try to earn, save and invest more.

Educational Qualifications

Educational level is important factor that influence the behavior of investment decisions. Increasing educational level attainment is associated with increased levels of risk tolerance. A person's level of formal education has been found to influence risk tolerance. Numerous studies have concluded that greater levels of attained education are associated with increased risk tolerance and research findings tend to support the hypothesis that positive relationship exists between educational attainment and financial risk tolerance. An enquiry has been made to assess the level education among the respondents. The survey results are presented in table 4.5.

**TABLE NO: 4.5 DISTRIBUTIONS OF RESPONDENTS BY THEIR
EDUCATIONAL QUALIFICATIONS**

Educational Qualification	No. of. Respondents	Percentage
10 th or Below	24	4.17
Intermediate	48	8.33
Graduation	322	55.9
Post graduation	161	27.95
Professional degree	21	3.65
Total	576	100.00

Source: Field Survey

Analysis: From the table, it is clear that 87.5 per cent of respondents are educated or highly educated. They possess graduate degrees. Nearly 30 per cent of the respondents have post graduate or professional degree. In order to get the clear and precise view about the respondents' educational qualifications, the survey has further classified the graduates and given the results in table 4.6.

TABLE NO: 4.6 DISTRIBUTIONS OF RESPONDENTS BY THEIR TECHNICAL QUALIFICATIONS

Technical Qualification	No .of. Respondents	Percentage
Commerce/ca/cs/cwa	285	56.55
Management	157	31.15
Engineering	45	8.93
Law	11	2.18
Medical	6	1.19
Total	504	100.00

Source: Field Survey

Analysis: More than 85 per cent of the graduates possess commerce and commerce related qualification. The commerce graduates are more conversant with the business and stock markets. The table implicitly indicates that very few non commerce people are investing in stock markets due to lack of stock market related knowledge. Therefore, it can be concluded that the majority of respondents possess the commerce and management qualifications.

Occupation

It is commonly understood that savings is a function of income and occupations. The occupation breeds the savings culture of the people. Therefore it is proposed to make an enquiry into the occupation of respondents. Table 4.7 shows the occupation of the respondents under study.

**TABLE NO: 4.7 DISTRIBUTIONS OF RESPONDENTS BY THEIR
OCCUPATION**

Occupation	No .of. Respondents	Percentage
Agriculture	34	5.90
Government employee	75	13.02
Private employee	298	51.74
Business and profession	161	27.95
House wife	8	1.39
Total	576	100.00

Source: Field Survey

Analysis: Occupation has great influence on investor perception and investment pattern. The table reveals that majority of respondents are private employees. A little more than one fourth of the respondents' occupation is business and profession. Majority of the respondents are investing in stocks through telephone messages as they are busy with their business or employment elsewhere. They consider the investments in stocks as a secondary source of income. Stock investment is beyond the reach of government employees, private employees, business man and professionals. The working hours do not permit them to follow the market trends directly and regularly.

Annual Income

Income is the most important factor which can influence the investors' perception, investment pattern and financial decision making. The quantum of investment of an investor is determined by the quantity of his savings which in turn largely depends upon

his level of income. In the light of its importance, the survey has included an enquiry into the annual income of the respondents and was shown in table 4.8.

**TABLE NO: 4.8 DISTRIBUTIONS OF RESPONDENTS BY
THEIR ANNUAL INCOME**

Annual Income (` in lakhs)	No .of. Respondents	Percentage
Below 3	369	64.06
3- 6	153	26.56
6- 12	36	6.25
12- 24	16	2.78
Above 24	2	0.35
Total	576	100.00

Source: Field Survey

Analysis: The table shows that majority of respondents' income (64 per cent) is below `3 lakhs; it was followed by `3-6 lakhs. Hence, it can be concluded that majority of respondents have the income less than 3 lakhs.

Annual Savings

Investors' perception, investment pattern, quantity of investment and risk tolerance are largely dependent on quantity of savings of an investor. An investor can take higher risk if his savings are more. Thus, he prefers to invest in stock markets.

**TABLE NO: 4.9 DISTRIBUTIONS OF RESPONDENTS BY
THEIR ANNUAL SAVINGS**

Annual savings (` in lakhs)	No .of. Respondents	Percentage
Below 2	447	77.60
2-5	107	18.58
5-10	10	1.74
10-20	6	1.04
Above 20	6	1.04
Total	576	100.00

Source: Field Survey

Analysis: the above table indicates that more than 75 per cent respondents have less than 2 lakhs savings per year. Whereas, there were 18.58 per cent respondents having savings between 2-5 lakhs, but the least percentage of (1.04 per cent) respondents were having their annual savings more than 20 lakhs. Therefore, it can be inferred that the majority of respondents are having their annual savings below 2 lakhs.

Residential Status

It is experienced that the people who are residing in urban area are getting more exposure to different savings product, even though the marketers are trying to reach with both urban and rural people. Urban people have modern living standard. They enjoy good communication facilities. They have easy access to up to date or latest information regarding various investment avenues. Urban people have on line trading and on line payment facilities, whereas rural people do not have trading facilities and other facilities. Latest information is not available to them. In the present study the residence of the

respondents is categorized as rural, urban and semi-urban. The residence of the respondents is presented in 4.10.

**TABLE NO: 4.10 DISTRIBUTIONS OF RESPONDENTS BY THEIR
RESIDENTIAL STATUS**

Residence	No .of. Respondents	Percentage
Rural	189	32.81
Urban	316	54.86
Semi-urban	71	12.33
Total	576	100.00

Source: Field Survey

Analysis: It is evident from the table that majority of respondents (54.86 per cent) are residing in urban areas followed by 32.81 per cent in rural areas. It implies that almost all the stock broking offices are located in urban or in semi-urban areas. Hence, the government has to encourage the setting up of stock broker offices in rural areas by providing some financial assistance for a period of 2 to 3 years.

Total Number of Family Members

It is usually believed that the savings behaviour of the people is influenced by available surplus income at the disposal. Where there is a corresponding effect on the quantum of expenditure with the increase in number of family members. It is quite natural that being the earning members in family remaining constant, if more will be the dependents, the less will be the savings. Table 4.11 shows the total number of family members.

TABLE NO: 4.11 DISTRIBUTIONS OF RESPONDENTS BY THEIR SIZE OF FAMILY MEMBERS

Size of Family Members	No .of. Respondents	Percentage
Below 2	106	18.40
3	155	26.91
4	210	36.46
5	90	15.63
Above 5	15	2.60
Total	576	100.00

Source: Field Survey

Analysis: Regarding the size of family members of respondents more than 80 per cent of respondents having 4 or less than 4. It implies that majority of respondents have 2 to 3 dependents. It indicates that majority of respondents' family size between the ranges of two to four.

Total Number of Earning Members

Generally, it is observed that with increase in earning members in the family, the quantum of income is multiplied and accordingly the standard of living of the concerned family is improved. At the same time they prefer and adopt new products and services. In the present day Indian context where the prices are increasing, it is highly difficult to manage a family with the income of one earning member. It will facilitate if earning members are more than one. So an enquiry has been made to ascertain about the number of earning members of respondents' family. The result is shown in table 4.12.

**TABLE NO: 4.12 DISTRIBUTIONS OF RESPONDENTS BY THEIR SIZE OF
EARNING MEMBERS**

Earning Members	No .of. Respondents	Percentage
1	345	59.90
2	168	29.17
3	45	7.81
4	14	2.43
5	4	0.69
Total	576	100.00

Source: Field Survey

Analysis: Table 4.12 shows that about 60 per cent of the respondents have only one earning member in their family. Nearly 30 per cent of the respondents have 2 earning members in their families. Hence, it can be concluded that majority of the respondents have the earning members less than two members.

Tax Status

Most of the times it is seen that the people who are in higher tax bracket go for different investment and savings instruments. The intention is reducing the burden of the tax payment and at the same time to maximize the income thereof. It was experienced in the early 90s when tax savings of mutual fund products were introduced, many investors without required prior knowledge invested in those schemes. It was a good luck that during the same period the capital market was under boom and which resulted best

performances of most of such schemes. In the light of its significance, an enquiry has been made into the tax status of the respondents and shown in table 4.13.

TABLE NO: 4.13 DISTRIBUTIONS OF RESPONDENTS BY THEIR TAX STATUS

Tax status	No .of. Respondents	Percentage
Tax payer	278	48.26
Non-tax payer	298	51.74
Total	576	100.00

Source: Field Survey

Analysis: It can be seen from the table that non-tax payers are more than tax payers among the respondents. However, difference between non-tax payers and tax payers is not so significant. The investors are enjoying exemption or concessional tax rates.