CHAPTER – V

SOCIO-ECONOMIC CHARACTERISTICS OF SAMPLE RESPONDENTS

An attempt is made in this Chapter to analyse the socio-economic characteristic features of sample milk producers in Cumbum and Martur mandals of Prakasam district. This is explained in terms of age, sex, literacy, size of the family, type of residential accommodation and ownership of landed property, income, employment, levels of living, assets, savings, borrowings, utilization of loans etc.

This Chapter also attempts to analyse the status of dairying in terms of generation of income and employment to the sample respondents in the study area.

5.1 Age and Sex

The distribution of sample respondents by age is presented in Table – 5.1. It is observed from the table that about 50 per cent of the sample milk producers in the two mandals belong to the age group of 41 – 65 followed by an average of 34 per cent belong to 26 – 40 years. That means the percentage of youngsters accounts for one third of the respondents in both the mandals. However, the respondents below 25 years are insignificant in the study area. The data also reveals that the respondents with 65 years and above constitute only 12 per cent
### Table – 5.1

**DISTRIBUTION OF SAMPLE RESPONDENTS BY AGE**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>&lt;14</th>
<th>15-25</th>
<th>26-40</th>
<th>41-65</th>
<th>65&gt;</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kolalapudi</td>
<td>0</td>
<td>5</td>
<td>17</td>
<td>58</td>
<td>25</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>4.76</td>
<td>16.19</td>
<td>55.24</td>
<td>23.81</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>45.45</td>
<td>10.97</td>
<td>24.89</td>
<td>42.37</td>
<td>22.83</td>
</tr>
<tr>
<td>Konanki</td>
<td>0</td>
<td>2</td>
<td>31</td>
<td>59</td>
<td>8</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>0.00</td>
<td>2.00</td>
<td>31.00</td>
<td>59.00</td>
<td>8.00</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>0.00</td>
<td>18.18</td>
<td>20.00</td>
<td>25.32</td>
<td>13.56</td>
<td>21.74</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>2</td>
<td>0</td>
<td>43</td>
<td>59</td>
<td>15</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>1.68</td>
<td>0.00</td>
<td>36.13</td>
<td>49.58</td>
<td>12.61</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>0.00</td>
<td>27.74</td>
<td>25.32</td>
<td>25.42</td>
<td>25.87</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>0</td>
<td>4</td>
<td>64</td>
<td>57</td>
<td>11</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td>0.00</td>
<td>2.94</td>
<td>47.06</td>
<td>41.91</td>
<td>8.09</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>0.00</td>
<td>36.36</td>
<td>41.29</td>
<td>24.46</td>
<td>18.64</td>
<td>29.57</td>
</tr>
<tr>
<td>Total</td>
<td>0.43</td>
<td>2.39</td>
<td>33.70</td>
<td>50.65</td>
<td>12.83</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
of the sample. It appears that the aged people are not found engaged in dairy activity in the study area.

The distribution of respondents by sex is presented in Table – 5.2. The statistics show that about 55 per cent of the sample respondents engaged in dairying activity are males and the remaining are females. This phenomena is common among the four villages in the study area.

5.2 Religion

Religion is one of the prominent social variables. The distribution of the sample milk producers by religion is furnished in Table – 5.3. It is evident that 78 per cent of the respondents belong to Hindu religion in the four sample villages. The share of Christian milk producers constitute about 18 per cent followed by 4 per cent Muslim respondents.

5.3 Reservation Category

Caste is an important social factor in the Indian Society. The distribution of milk producers by caste is depicted in Table – 5.4. The sample respondents belong to OC (Open Category), BC (Backward Class), SC (Scheduled Caste) and ST (Scheduled Tribe) categories. The data show that about one fourth of the respondents belong to OC category in the study area who are rearing the cross breed cattle. About 50 per cent of the respondents belong to BC category, while the
### Table – 5.2

**DISTRIBUTION OF SAMPLE RESPONDENTS BY SEX**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Sex</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>56</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>53.33</td>
<td>46.67</td>
</tr>
<tr>
<td></td>
<td>21.96</td>
<td>23.90</td>
</tr>
<tr>
<td>Konanki</td>
<td>63</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>63.00</td>
<td>37.00</td>
</tr>
<tr>
<td></td>
<td>24.71</td>
<td>18.05</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>66</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>55.46</td>
<td>44.54</td>
</tr>
<tr>
<td></td>
<td>25.88</td>
<td>25.85</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>70</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>51.47</td>
<td>48.53</td>
</tr>
<tr>
<td></td>
<td>27.45</td>
<td>32.20</td>
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<tr>
<td>Total</td>
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<td>205</td>
</tr>
<tr>
<td></td>
<td>55.43</td>
<td>44.57</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Table – 5.3

DISTRIBUTION OF SAMPLE RESPONDENTS BY RELIGION

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Hindu</th>
<th>Muslim</th>
<th>Christian</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kolalapudi</td>
<td>87</td>
<td>2</td>
<td>16</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>82.86</td>
<td>1.90</td>
<td>15.24</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>24.23</td>
<td>11.11</td>
<td>19.28</td>
<td>22.83</td>
</tr>
<tr>
<td>Konanki</td>
<td>68</td>
<td>0</td>
<td>32</td>
<td>100</td>
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<td></td>
<td>68.00</td>
<td>0.00</td>
<td>32.00</td>
<td>100.00</td>
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<td></td>
<td>18.94</td>
<td>0.00</td>
<td>38.55</td>
<td>21.74</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>87</td>
<td>2</td>
<td>30</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>73.11</td>
<td>1.68</td>
<td>25.21</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>24.23</td>
<td>11.11</td>
<td>36.14</td>
<td>25.87</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>117</td>
<td>14</td>
<td>5</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td>86.03</td>
<td>10.29</td>
<td>3.68</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>32.59</td>
<td>77.78</td>
<td>6.02</td>
<td>29.57</td>
</tr>
<tr>
<td>Total</td>
<td>359</td>
<td>18</td>
<td>83</td>
<td>460</td>
</tr>
<tr>
<td></td>
<td>78.04</td>
<td>3.91</td>
<td>18.04</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
<tr>
<td>Name of the Village</td>
<td>Reservation Category</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------</td>
<td>-------</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>OC</td>
<td>BC</td>
<td>SC</td>
<td>ST</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>24</td>
<td>46</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>22.86</td>
<td>43.81</td>
<td>14.29</td>
<td>19.05</td>
</tr>
<tr>
<td></td>
<td>23.08</td>
<td>18.78</td>
<td>20.27</td>
<td>54.05</td>
</tr>
<tr>
<td>Konanki</td>
<td>33</td>
<td>32</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>33.00</td>
<td>32.00</td>
<td>20.00</td>
<td>15.00</td>
</tr>
<tr>
<td></td>
<td>31.73</td>
<td>13.06</td>
<td>27.03</td>
<td>40.54</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>8</td>
<td>83</td>
<td>28</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>6.72</td>
<td>69.75</td>
<td>23.53</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>7.69</td>
<td>33.88</td>
<td>37.84</td>
<td>0.00</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>39</td>
<td>84</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>28.68</td>
<td>61.76</td>
<td>8.09</td>
<td>1.47</td>
</tr>
<tr>
<td></td>
<td>37.50</td>
<td>34.29</td>
<td>14.86</td>
<td>5.41</td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>245</td>
<td>74</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>22.61</td>
<td>53.26</td>
<td>16.09</td>
<td>8.04</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
remaining are SC and ST category respondents. The Scheduled Caste respondents constitute about 16 per cent followed by 8 per cent of ST category.

5.4 Size of the Family

The size of the family is an important demographic feature of the household. The size of the family has direct influence on the labour force and consequently on the supply of labour force in the rural labour market. It is true that size of the family was normally large during the earlier days. But as a result of rigorous implementation of family planning programmes and other population control measures, the rate of growth of population has reduced which in turn lead to reduce the size of the family.

The distribution of sample respondents by size of the family is furnished in Table – 5.5. The statistics show that about 70 per cent of the sample respondents households have the family size of two members. This feature is noticed in case of all four sample villages in the two mandals. It is observed that about one fourth of sample respondents possess the family size of three numbers. However, it is also noticed that only 6 per cent of sample respondents who are rearing the cross breed buffaloes are having the family size of four and above.
### Table 5.5

**DISTRIBUTION OF SAMPLE RESPONDENTS BY SIZE OF THE FAMILY**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Size of the Family</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td><strong>Kolalapudi</strong></td>
<td>68</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>64.76</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>21.45</td>
<td>19.13</td>
</tr>
<tr>
<td><strong>Konanki</strong></td>
<td>73</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>73.00</td>
<td>26.00</td>
</tr>
<tr>
<td></td>
<td>23.03</td>
<td>22.61</td>
</tr>
<tr>
<td><strong>Ravipadu</strong></td>
<td>64</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>53.78</td>
<td>36.13</td>
</tr>
<tr>
<td></td>
<td>20.19</td>
<td>37.39</td>
</tr>
<tr>
<td><strong>Kandulapuram</strong></td>
<td>112</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>82.35</td>
<td>17.65</td>
</tr>
<tr>
<td></td>
<td>35.33</td>
<td>20.87</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>317</td>
<td>115</td>
</tr>
<tr>
<td></td>
<td>68.91</td>
<td>25.00</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
5.5 Educational status

Education is one of the important indicators of social development which can evaluate the status of an individual. The distribution of sample respondents by educational status is presented in Table – 5.6. The statistics show that more than half of the sample respondents are illiterates in the study area. The data also reveals that the percentage of literates are relatively more in case of sample respondents of Kolalapudi and Konanki villages of Martur Mandal when compared to Ravipadu and Kandulapuram villages of Cumbum Mandal.

The level of literacy among the sample respondents is furnished in Table – 5.7. The data show that significant (88 per cent) per cent of the sample respondents have studied up to primary and secondary level of education. Among these literates, the sample respondents belonging to Martur Mandal are relatively more compared to the respondents belonging to Cumbum Mandal. However, it is noticed that only 6 persons among the entire sample have studied upto degree course in the study area. These six persons are actively engaged not only in the dairy activity, but also contributing actively in the implementation of government programmes in the village. Their involvement and cooperation in discharging the duties of Government officials, particularly with regard to the implementation of the programmes such as adult literacy campaigns, enrolment of children in the schools, controlling the school dropouts, effective
**Table – 5.6**

**DISTRIBUTION OF SAMPLE RESPONDENTS BY EDUCATIONAL STATUS**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Educational Status</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Illiterate</td>
<td>Literate</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>39</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>37.14</td>
<td>62.86</td>
</tr>
<tr>
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<td>17.33</td>
<td>28.09</td>
</tr>
<tr>
<td>Konanki</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>40.00</td>
<td>60.00</td>
</tr>
<tr>
<td></td>
<td>17.78</td>
<td>25.53</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>66</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>55.46</td>
<td>44.54</td>
</tr>
<tr>
<td></td>
<td>29.33</td>
<td>22.55</td>
</tr>
<tr>
<td>Kandulapuram</td>
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<td>56</td>
</tr>
<tr>
<td></td>
<td>58.82</td>
<td>41.18</td>
</tr>
<tr>
<td></td>
<td>35.56</td>
<td>23.83</td>
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<tr>
<td>Total</td>
<td>225</td>
<td>235</td>
</tr>
<tr>
<td></td>
<td>48.91</td>
<td>51.09</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
## Table 5.7

**DISTRIBUTION OF SAMPLE RESPONDENTS BY LEVEL OF LITERACY**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Level of Literacy</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Illiterates</td>
<td>Primary</td>
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<tr>
<td>Kolalapudi</td>
<td>39</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>37.14</td>
<td>20.95</td>
</tr>
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<td></td>
<td>17.33</td>
<td>16.42</td>
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<tr>
<td>Konanki</td>
<td>40</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>40.00</td>
<td>23.00</td>
</tr>
<tr>
<td></td>
<td>17.78</td>
<td>17.16</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>66</td>
<td>47</td>
</tr>
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<td>39.50</td>
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<td>29.33</td>
<td>35.07</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>80</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>58.82</td>
<td>30.88</td>
</tr>
<tr>
<td></td>
<td>35.56</td>
<td>31.34</td>
</tr>
<tr>
<td>Total</td>
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<td>134</td>
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<tr>
<td></td>
<td>48.91</td>
<td>29.13</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
implementation of family planning programmes and several health schemes for the benefit of rural masses.

5.6 Marital Status

The statistics pertaining to marital status of the sample respondents are presented in Table – 5.8. It is evident that except 6 persons among the sample respondents all are married in the sample villages. Among these six persons four are identified as unmarried while the remaining two are widows in the study area.

5.7 Residential Accommodation

Housing is one of the basic necessities of human beings. The distribution of sample respondents by status of residential accommodation is shown in Table – 5.9. It is found that all the sample respondents are dwelling in their own houses except 6 persons. Out of these 6 members 5 are dwelling in rented accommodation, and the other one is staying in occupied accommodation. The distribution of sample respondents by type of residential accommodation is furnished in Table – 5.10. About three fourths of the sample respondents are dwelling in Pucca buildings. About 13 per cent are living in sheds and the persons with tiled houses and thatched sheds are 7 per cent and 5 per cent respectively. It is also noticed that significant per cent of rural people have obtained their houses under Rural Housing Programme. In rural India the popularly known programme of Indiramma houses extending the
### Table 5.8

DISTRIBUTION OF SAMPLE RESPONDENTS BY MARITAL STATUS

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Married</th>
<th>Unmarried</th>
<th>Widow</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kolalapudi</td>
<td>103</td>
<td>2</td>
<td>0</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>98.10</td>
<td>1.90</td>
<td>0.00</td>
<td>100.00</td>
</tr>
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<td>50.00</td>
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<td>22.83</td>
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<tr>
<td>Konanki</td>
<td>98</td>
<td>1</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>98.00</td>
<td>1.00</td>
<td>1.00</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>21.59</td>
<td>25.00</td>
<td>50.00</td>
<td>21.74</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>117</td>
<td>1</td>
<td>1</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>98.32</td>
<td>0.84</td>
<td>0.84</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>25.77</td>
<td>25.00</td>
<td>50.00</td>
<td>25.87</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>136</td>
<td>0</td>
<td>0</td>
<td>136</td>
</tr>
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<td></td>
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<td>0.00</td>
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<tr>
<td></td>
<td>29.96</td>
<td>0.00</td>
<td>0.00</td>
<td>29.57</td>
</tr>
<tr>
<td>Total</td>
<td>454</td>
<td>4</td>
<td>2</td>
<td>460</td>
</tr>
<tr>
<td></td>
<td>98.70</td>
<td>0.87</td>
<td>0.43</td>
<td>100.00</td>
</tr>
<tr>
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<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
### Table – 5.9

**DISTRIBUTION OF SAMPLE RESPONDENTS BY STATUS OF ACCOMMODATION**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Accommodation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Owned</td>
<td>Rented</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>105</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>23.13</td>
<td>0.00</td>
</tr>
<tr>
<td>Konanki</td>
<td>98</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>98.00</td>
<td>1.00</td>
</tr>
<tr>
<td></td>
<td>21.59</td>
<td>20.00</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>116</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>97.48</td>
<td>2.52</td>
</tr>
<tr>
<td></td>
<td>25.55</td>
<td>60.00</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>135</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>99.26</td>
<td>0.74</td>
</tr>
<tr>
<td></td>
<td>29.74</td>
<td>20.00</td>
</tr>
<tr>
<td>Total</td>
<td>454</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>98.70</td>
<td>1.09</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>


### Table – 5.10

**DISTRIBUTION OF SAMPLE RESPONDENTS BY TYPE OF RESIDENTIAL ACCOMMODATION**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Residential Accommodation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pucca Building</td>
<td>Shed</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>85</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>80.95</td>
<td>8.57</td>
</tr>
<tr>
<td></td>
<td>24.57</td>
<td>15.79</td>
</tr>
<tr>
<td>Konanki</td>
<td>78</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>78.00</td>
<td>11.00</td>
</tr>
<tr>
<td></td>
<td>22.54</td>
<td>19.30</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>94</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>78.99</td>
<td>8.40</td>
</tr>
<tr>
<td></td>
<td>27.17</td>
<td>17.54</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>89</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>65.44</td>
<td>19.85</td>
</tr>
<tr>
<td></td>
<td>25.72</td>
<td>47.37</td>
</tr>
<tr>
<td>Total</td>
<td>346</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>75.22</td>
<td>12.39</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
financial support for the construction of houses for the rural poor masses. This has been noticed in the study area during the field visits.

5.8 Amenities in the Households

An attempt is made to identify the facilities available in the sample households in terms of electricity, gas, refrigerators, television, motorcycle, cycle, septic lavatory, ration card etc. The data pertaining to these items are given in Table – 5.11. The statistics show that all most all sample respondent households are found with the facilities like electricity, television, cycle and ration card. About 50 per cent of the households are using Gas for cooking, one fourth of the sample respondents households possess the septic lavatory provision, whereas about one fourth of the sample respondents households are using motor cycles. But the usage of refrigerator by sample respondents is insignificant in the villages like Ravipadu and Kandulapuram of Cumbum mandal, but more than 40 per cent of the sample respondents of Kolalapudi and Konanki villages are habituated to the use of refrigerators in Martur mandal.

5.9 Occupational pattern

The occupational pattern of sample respondents is presented in Table – 5.12. The data show that more than 65 per cent of the sample respondents are engaged in agricultural activities since significant per cent of the sample milk producers are small farmers and agricultural labourers. The remaining are found working in non-agricultural
Table – 5.11

DISTRIBUTION OF SAMPLE RESPONDENTS BY FACILITIES AVAILABLE IN HOUSE

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Facilities available in the House</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electricity</td>
<td>Gas</td>
<td>Refrigerator</td>
<td>Ration Card</td>
<td>Septic Lavatory</td>
<td>TV</td>
<td>Cycle</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>105</td>
<td>58</td>
<td>14</td>
<td>92</td>
<td>37</td>
<td>100</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>22.93</td>
<td>30.85</td>
<td>46.67</td>
<td>20.77</td>
<td>25.34</td>
<td>25.84</td>
<td>19.25</td>
</tr>
<tr>
<td>Konanki</td>
<td>100</td>
<td>61</td>
<td>12</td>
<td>98</td>
<td>65</td>
<td>89</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>21.83</td>
<td>32.45</td>
<td>40.00</td>
<td>22.12</td>
<td>44.52</td>
<td>23.00</td>
<td>21.00</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>117</td>
<td>6</td>
<td>1</td>
<td>117</td>
<td>5</td>
<td>92</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>25.55</td>
<td>3.19</td>
<td>3.33</td>
<td>26.41</td>
<td>3.42</td>
<td>23.77</td>
<td>25.75</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>136</td>
<td>63</td>
<td>3</td>
<td>136</td>
<td>39</td>
<td>106</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td>29.69</td>
<td>33.51</td>
<td>10.00</td>
<td>30.70</td>
<td>26.71</td>
<td>27.39</td>
<td>34.00</td>
</tr>
<tr>
<td>Total</td>
<td>458</td>
<td>188</td>
<td>30</td>
<td>443</td>
<td>146</td>
<td>387</td>
<td>400</td>
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<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Table – 5.12
DISTRIBUTION OF SAMPLE RESPONDENTS BY OTHER OCCUPATION

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Occupation of the Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Agriculture</td>
<td>Manf.</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>66</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>62.86</td>
<td>1.90</td>
</tr>
<tr>
<td></td>
<td>21.93</td>
<td>66.67</td>
</tr>
<tr>
<td>Konanki</td>
<td>73</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>73.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>24.25</td>
<td>0.00</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>82</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>68.91</td>
<td>0.84</td>
</tr>
<tr>
<td></td>
<td>27.24</td>
<td>33.33</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>80</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>58.82</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>26.58</td>
<td>0.00</td>
</tr>
<tr>
<td>Total</td>
<td>301</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>65.43</td>
<td>0.65</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
activities. About 13 per cent of the respondents are engaged in construction activity followed by services (10 per cent) and only 6 per cent of the respondents are found working in trade and commerce, transport activities respectively in all the four sample villages. The non-farm activities are being provided in the rural areas in recent years. As part of rural diversification programme, the employment in the non-farm activities are being increased in the study area too. However, about 25 per cent of the sample respondents are concentrated in various non-farm activities and the share of employment in manufacturing activity in the study area is insignificant in view of lack of availability of manufacturing industry in and around the sample villages.

5.10 Land Ownership

An attempt is made to examine the possession of fixed assets particularly the ownership of sample respondents. The details of land ownership is furnished in terms of wet land and dry land respectively. The statistics furnished in Table – 5.13 regarding the wet land ownership reveals that about 25 per cent of the sample respondents are landless persons. The similar picture is observed among all the four sample villages. Among the land owners it is observed that about 50 per cent of the sample respondents own only 0.50 acres of wet land. More than one-fourth of the sample respondents possess the wet land to the tune of 1.0 to 3.0 acres in all the four sample villages in two mandals under study. Similarly it is
<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Wet Land Ownership</th>
<th>Total Wet Land Owners</th>
<th>Respondents who do not possess wet land</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt; 1 acre</td>
<td>1.0 to 3.0 acres</td>
<td>Above 3 acres</td>
<td></td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>38</td>
<td>21</td>
<td>17</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>36.19</td>
<td>27.63</td>
<td>22.37</td>
<td>72.38</td>
</tr>
<tr>
<td></td>
<td>24.05</td>
<td>17.07</td>
<td>26.56</td>
<td>22.03</td>
</tr>
<tr>
<td>Konanki</td>
<td>34</td>
<td>27</td>
<td>14</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>34.00</td>
<td>27.00</td>
<td>14.00</td>
<td>75.00</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>39</td>
<td>36</td>
<td>15</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>32.77</td>
<td>30.25</td>
<td>12.61</td>
<td>75.63</td>
</tr>
<tr>
<td></td>
<td>24.68</td>
<td>29.27</td>
<td>23.44</td>
<td>26.09</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>47</td>
<td>39</td>
<td>18</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>34.56</td>
<td>28.68</td>
<td>13.24</td>
<td>76.47</td>
</tr>
<tr>
<td></td>
<td>29.75</td>
<td>31.71</td>
<td>28.13</td>
<td>30.14</td>
</tr>
<tr>
<td>Total</td>
<td>158</td>
<td>123</td>
<td>64</td>
<td>345</td>
</tr>
<tr>
<td></td>
<td>34.35</td>
<td>26.74</td>
<td>13.91</td>
<td>75.00</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table – 5.13

DISTRIBUTION OF SAMPLE RESPONDENTS BY WET LAND OWNERSHIP
also observed that about 14 per cent of the total sample possesses the wet land to the extent of 3 acres and above. However, the similar pattern of ownership of dry land is observed in the study area as seen from Table – 5.14.

An attempt is also made to examine the pattern of cultivation by taking land for lease. The data relating to leased in and leased out land particulars are furnished in Table – 5.15 and Table – 5.16 respectively.

Table – 5.15 reveals that about 40 per cent of the sample respondents have taken land for lease. Among those respondents about 30 per cent of them have taken land for lease only less than 1 acre extent. On an average, only 10 per cent of the sample respondents have taken 1 to 2 acres of land for lease. But, it is significantly higher in Ravipadu and Kandulapuram villages of Cumbum mandal. The respondents with leased in land are quiet insignificant among the four sample villages.

The statistics on leased out land furnished in Table – 5.16 reveals that only about 5 per cent of the sample respondents have lent their land for lease. Among these, 3 per cent have lent less than half acre land and the remaining two per cent lent 1 to 3 acres land. Based on the above statistics it may be inferred that significant per cent of the sample respondents are either landless agricultural labour or small farmers. The landless labourers are taking the leased in
Table – 5.14

DISTRIBUTION OF SAMPLE RESPONDENTS BY DRY LAND OWNERSHIP

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Dry Land Ownership</th>
<th>Total Dry Land Owners</th>
<th>Respondents who do not possess dry land</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt; 1 acre</td>
<td>1.0 to 3.0 acres</td>
<td>Above 3 acres</td>
<td></td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>43</td>
<td>23</td>
<td>10</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>40.95</td>
<td>21.90</td>
<td>9.52</td>
<td>72.38</td>
</tr>
<tr>
<td></td>
<td>22.87</td>
<td>20.18</td>
<td>23.26</td>
<td>22.03</td>
</tr>
<tr>
<td>Konanki</td>
<td>49</td>
<td>14</td>
<td>12</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>49.00</td>
<td>14.00</td>
<td>12.00</td>
<td>75.00</td>
</tr>
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<td></td>
<td>26.06</td>
<td>12.28</td>
<td>27.91</td>
<td>21.74</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>51</td>
<td>23</td>
<td>16</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>42.86</td>
<td>19.33</td>
<td>13.45</td>
<td>75.63</td>
</tr>
<tr>
<td></td>
<td>27.13</td>
<td>20.18</td>
<td>37.21</td>
<td>26.09</td>
</tr>
<tr>
<td>Kandulapuram</td>
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<td>54</td>
<td>5</td>
<td>104</td>
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<td></td>
<td>33.09</td>
<td>39.71</td>
<td>3.68</td>
<td>76.47</td>
</tr>
<tr>
<td></td>
<td>23.94</td>
<td>47.37</td>
<td>11.63</td>
<td>30.14</td>
</tr>
<tr>
<td>Total</td>
<td>188</td>
<td>114</td>
<td>43</td>
<td>345</td>
</tr>
<tr>
<td></td>
<td>40.87</td>
<td>24.78</td>
<td>9.35</td>
<td>75.00</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Table – 5.15

DISTRIBUTION OF SAMPLE RESPONDENTS BY LAND LEASED-IN

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Not Leased in</th>
<th>Land Leased-In</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>&lt;1 acre</td>
<td>1.0 to 3.0 acres</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>73</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>69.52</td>
<td>21.90</td>
<td>6.67</td>
</tr>
<tr>
<td></td>
<td>26.45</td>
<td>18.11</td>
<td>14.89</td>
</tr>
<tr>
<td>Konanki</td>
<td>59</td>
<td>30</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>59.00</td>
<td>30.00</td>
<td>8.00</td>
</tr>
<tr>
<td></td>
<td>21.38</td>
<td>23.62</td>
<td>17.02</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>70</td>
<td>35</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>58.82</td>
<td>29.41</td>
<td>9.24</td>
</tr>
<tr>
<td></td>
<td>25.36</td>
<td>27.56</td>
<td>23.40</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>74</td>
<td>39</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>54.41</td>
<td>28.68</td>
<td>15.44</td>
</tr>
<tr>
<td></td>
<td>26.81</td>
<td>30.71</td>
<td>44.68</td>
</tr>
<tr>
<td>Total</td>
<td>276</td>
<td>127</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>60.00</td>
<td>27.61</td>
<td>10.22</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
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</tr>
</tbody>
</table>
Table – 5.16

DISTRIBUTION OF SAMPLE RESPONDENTS BY LEASED-OUT LAND

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Not Leased Out</th>
<th>Land Leased-out</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>&lt;1 acre</td>
<td>1.0 to 3.0 acres</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>99</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>94.29</td>
<td>3.81</td>
<td>1.90</td>
</tr>
<tr>
<td></td>
<td>22.81</td>
<td>26.67</td>
<td>18.18</td>
</tr>
<tr>
<td>Konanki</td>
<td>92</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>92.00</td>
<td>4.00</td>
<td>4.00</td>
</tr>
<tr>
<td></td>
<td>21.20</td>
<td>26.67</td>
<td>36.36</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>112</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>94.12</td>
<td>3.36</td>
<td>2.52</td>
</tr>
<tr>
<td></td>
<td>25.81</td>
<td>26.67</td>
<td>27.27</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>131</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>96.32</td>
<td>2.21</td>
<td>1.47</td>
</tr>
<tr>
<td></td>
<td>30.18</td>
<td>20.00</td>
<td>18.18</td>
</tr>
<tr>
<td>Total</td>
<td>434</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>94.35</td>
<td>3.26</td>
<td>2.39</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
lands of small extents. This facilitated them to procure green fodder for milch cattle.

5.11 Assets

The possession of assets by a family indicates that the level of its economic and cultural advancements as well as social status. During the earlier days even fan, scooter, phone, become luxury items in rural areas. But when status of living increases, cultural advancement proceeds and all the these become basic necessaries. Based on the list of items owned by the households including the land and its value, one can judge ones socio-economic status. The data presented in Table – 5.17 speaks the approximate value of the assets of the sample respondents. About 55 per cent of the sample respondents possess assets worth an approximate value of less than Rs.5 lakhs. This share is almost common among all the four sample villages. More than 30 per cent of the sample respondents possess assets worth Rs.5 – 10 lakhs, while the assets worth Rs.10 – 15 lakhs category is applicable to 8 per cent of the respondents. Only 5 per cent of the respondents are changing assets with an approximate value of 15 lakhs and above. This pattern of assets ownership is similar among the four sample villages. No substantial variations are found with regard to the value of assets owned by the sample respondents.
### Table – 5.17

**APPROXIMATE VALUE OF ASSETS**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Approximate value of Assets (in Rs.)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt; 5 lakhs</td>
<td>5 – 10 lakhs</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>58</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>55.24</td>
<td>25.71</td>
</tr>
<tr>
<td></td>
<td>23.11</td>
<td>18.75</td>
</tr>
<tr>
<td>Konanki</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>46</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>46.00</td>
<td>39.00</td>
</tr>
<tr>
<td></td>
<td>18.33</td>
<td>27.08</td>
</tr>
<tr>
<td>Ravipadu</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>69</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>57.98</td>
<td>27.73</td>
</tr>
<tr>
<td></td>
<td>27.49</td>
<td>22.92</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>78</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>57.35</td>
<td>33.09</td>
</tr>
<tr>
<td></td>
<td>31.08</td>
<td>31.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>251</td>
<td>144</td>
</tr>
<tr>
<td></td>
<td>54.57</td>
<td>31.30</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
The pattern of household assets in the study area by and large depends on the level of income as well as modern technology accessible to common man. Now-a-days, because of the spread of information technology revolution more than 90 per cent of the rural sample households are using their own phones. Similarly, because of spread of dish TV net work, more than 80 per cent of the households are having TVs and are enlightened with television networks. In the past, power usage was limited to a few rural elite. But today every rural household has power connection. Similarly, fans were not found in rural areas, especially, in labour households earlier. Because of the increase in rural labour incomes in the study area, more than 80 per cent are having fans in their dwellings. The usage of motor cycle is also multiplying day by day.

5.12 Working hours

The working hours of the sample respondents in main subsidy activities and household activities are presented in Table – 5.18, Table – 5.19 and Table – 5.20 respectively. The data show that about 80 per cent of the respondents are doing for 200 – 300 hours in main occupation. Only about 18 per cent are working above 300 hours per month in the study area. It is almost similar among the four sample villages. In case of subsidy activity namely, dairy, more than 80 per cent of the sample respondents are working for 80 – 100 hours per month and the remaining 20 per cent are having working hours of 40 – 80 hours per month. Similarly the time spent for household
## Table – 5.18

**MONTHLY WORKING HOURS ON MAIN ACTIVITY**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Working Hours on Main Activity, Monthly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>200 - 300</td>
<td>300 +</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>80</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>76.19</td>
<td>23.81</td>
</tr>
<tr>
<td></td>
<td>21.45</td>
<td>28.74</td>
</tr>
<tr>
<td>Konanki</td>
<td>79</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>79.00</td>
<td>21.00</td>
</tr>
<tr>
<td></td>
<td>21.18</td>
<td>24.14</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>91</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>76.47</td>
<td>23.53</td>
</tr>
<tr>
<td></td>
<td>24.40</td>
<td>32.18</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>123</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>90.44</td>
<td>9.56</td>
</tr>
<tr>
<td></td>
<td>32.98</td>
<td>14.94</td>
</tr>
<tr>
<td>Total</td>
<td>373</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td>81.09</td>
<td>18.91</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Table – 5.19
MONTHLY WORKING HOURS OF SUBSIDIARY OCCUPATION

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Working Hours of Subsidiary Occupation, Monthly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40 - 80</td>
<td>80 - 100</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>20</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td>19.05</td>
<td>80.95</td>
</tr>
<tr>
<td></td>
<td>27.78</td>
<td>21.91</td>
</tr>
<tr>
<td>Konanki</td>
<td>22</td>
<td>78</td>
</tr>
<tr>
<td></td>
<td>22.00</td>
<td>78.00</td>
</tr>
<tr>
<td></td>
<td>30.56</td>
<td>20.10</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>17</td>
<td>102</td>
</tr>
<tr>
<td></td>
<td>14.29</td>
<td>85.71</td>
</tr>
<tr>
<td></td>
<td>23.61</td>
<td>26.29</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>13</td>
<td>123</td>
</tr>
<tr>
<td></td>
<td>9.56</td>
<td>90.44</td>
</tr>
<tr>
<td></td>
<td>18.06</td>
<td>31.70</td>
</tr>
<tr>
<td>Total</td>
<td>72</td>
<td>388</td>
</tr>
<tr>
<td></td>
<td>15.65</td>
<td>84.35</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
### Table – 5.20

**WORKING HOURS OF HOUSEHOLD ACTIVITIES**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Working Hours of Household Activities</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60 - 90</td>
<td>90 +</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>89</td>
<td>16</td>
<td>105</td>
</tr>
<tr>
<td>84.76</td>
<td>15.24</td>
<td>100.00</td>
</tr>
<tr>
<td>22.47</td>
<td>25.00</td>
<td>22.83</td>
</tr>
<tr>
<td>Konanki</td>
<td></td>
<td></td>
</tr>
<tr>
<td>83</td>
<td>17</td>
<td>100</td>
</tr>
<tr>
<td>83.00</td>
<td>17.00</td>
<td>100.00</td>
</tr>
<tr>
<td>20.96</td>
<td>26.56</td>
<td>21.74</td>
</tr>
<tr>
<td>Ravipadu</td>
<td></td>
<td></td>
</tr>
<tr>
<td>103</td>
<td>16</td>
<td>119</td>
</tr>
<tr>
<td>86.55</td>
<td>13.45</td>
<td>100.00</td>
</tr>
<tr>
<td>26.01</td>
<td>25.00</td>
<td>25.87</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td></td>
<td></td>
</tr>
<tr>
<td>121</td>
<td>15</td>
<td>136</td>
</tr>
<tr>
<td>88.97</td>
<td>11.03</td>
<td>100.00</td>
</tr>
<tr>
<td>30.56</td>
<td>23.44</td>
<td>29.57</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>396</td>
<td>64</td>
<td>460</td>
</tr>
<tr>
<td>86.09</td>
<td>13.91</td>
<td>100.00</td>
</tr>
<tr>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
activities given in Table – 5.20 indicates that more than 86 per cent are spending 60 to 90 hours on household activities per month. However, the statistics show that significant part of the working time is left for the main activity in which the sample respondents work followed by dairying and other household activities. This is more or less similar among all the four sample villages in the study area.

5.13 Average Monthly Income

The sample households are engaged in both farm and non-farm activities. They are earning income from cultivation, agricultural labour, allied agricultural activities like rearing sheep, goats farming and other animal husbandry activities.

The income derived from all sample households comprises of various sources of income. The sample households are earning income from more than one source since more than one person is engaged in economic activity. The income derived from an occupation depends on wage rate and number of days of work. Similarly income from agriculture depends on land operated, extent irrigated, market price etc. Allied agriculture activities like dairy, sheep rearing etc., depend on the number of livestock owned etc.

The average monthly income of sample respondents is furnished in Table – 5.21. The results show that about 40 per cent respondents are earning an amount of Rs.3000 – 6000 per month. Another 36 per cent of respondents are obtaining an amount of Rs.6000 – 9000 per
Table – 5.21

TOTAL FAMILY MONTHLY INCOME (PER MONTH)

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Total family Monthly income</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt; 3000</td>
<td>3000-6000</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>16</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>15.24</td>
<td>25.71</td>
</tr>
<tr>
<td></td>
<td>21.62</td>
<td>14.92</td>
</tr>
<tr>
<td>Konanki</td>
<td>11</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>11.00</td>
<td>32.00</td>
</tr>
<tr>
<td></td>
<td>14.86</td>
<td>17.68</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>18</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>15.13</td>
<td>49.58</td>
</tr>
<tr>
<td></td>
<td>24.32</td>
<td>32.60</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>29</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>21.32</td>
<td>46.32</td>
</tr>
<tr>
<td></td>
<td>39.19</td>
<td>34.81</td>
</tr>
<tr>
<td>Total</td>
<td>74</td>
<td>181</td>
</tr>
<tr>
<td></td>
<td>16.09</td>
<td>39.35</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
month. A meagre income of below Rs.3000 is earned by 16 per cent of respondents. It is only less than 10 per cent of sample respondents are getting monthly income of above Rs.9000 in the study area. The above pattern is almost same in all the four sample villages.

Each source of income range varies from one to another. The income range of each source of income varies widely. The NREGP work is available only upto 100 days per year. But the household participating in non-farm activities income range is much higher followed by agriculture wage income. Significant per cent of sample households are engaging in non-farm activities earning sizable amount of income.

It implies that through non-farm activities and through participating in agriculture wage work, the participating households are earning more income per year. The same trend is observed in each village with regard to the level of income earned from each occupation.

Today rural labour households are participating in multiple-economic activities to earn more income to the possible extent. Comparatively rural labourers are preferring to participate in non-farm or allied agricultural activities, which are more remunerative than cultivation of their own land or leased land. On the other hand opportunities for non-farm employment have been increasing day by day in relation to level of rural development. For example, the
educated youth are preferring to operate autos in rural areas since the demand for rural transport has been increasing.

The youth with primary education or even illiterates are preferred to participate in non-farm activities since wages are attractive on one hand and regular employment is available throughout the year as massions, painters, petty traders, tailors etc., rather than to become cultivators.

5.14 Share of Dairy Income in Total Income

Since the sample households are getting income from various sources, an attempt is made to analyse the share of dairy income in total family income. The results presented in Table – 5.22 reveal that about 37 per cent of the sample respondents reports that the dairy activity income consists the share of 37 per cent in their total income. Similarly 34 per cent of respondents reported that the share of dairy income in the total family income is between 20 to 40 per cent. The remaining 14 per cent of respondent households opined that the share of their dairy income in total family income is about 40 – 60 per cent and 60 per cent and above respectively.

5.15 Consumption Pattern

An attempt is made in this study to examine the levels of consumption of respondents spent on various items. Broadly the
### Table – 5.22

**PERCENTAGE OF DAIRY INCOME IN TOTAL FAMILY INCOME**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Percentage of Dairy Income in Total family Income</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less than 20%</td>
<td>20 to 40%</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>29</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>27.62</td>
<td>42.86</td>
</tr>
<tr>
<td></td>
<td>16.96</td>
<td>28.48</td>
</tr>
<tr>
<td>Konanki</td>
<td>31</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>31.00</td>
<td>42.00</td>
</tr>
<tr>
<td></td>
<td>18.13</td>
<td>26.58</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>52</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>43.70</td>
<td>31.09</td>
</tr>
<tr>
<td></td>
<td>30.41</td>
<td>23.42</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>59</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>43.38</td>
<td>25.00</td>
</tr>
<tr>
<td></td>
<td>34.50</td>
<td>21.52</td>
</tr>
<tr>
<td>Total</td>
<td>171</td>
<td>158</td>
</tr>
<tr>
<td></td>
<td>37.17</td>
<td>34.35</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
consumption expenditure is divided into two heads namely food and non-food items and the relevant data are furnished in Tables 5.23, 5.24 and 5.25 respectively. The data show that, about one third of the respondents are spending Rs.2000 – Rs.3000 per month. The similar per cent of respondents are spending Rs.1000 – Rs.2000 and also < Rs.1000 per month respectively on food items in the study area. This picture is more or less similar among the four sample villages (Table – 5.23). In case of the expenditure on non-food items, it is evident that, about 55 per cent of the respondents are spending less than Rs.1000. Similarly more than 28 per cent of the respondents are spending Rs.1000 – Rs.2000 towards non-food items per month, while 60 per cent of the respondents are spending an amount of Rs.2000 – Rs.3000 towards non-food item. However, it is also evident that an insignificant per cent of respondents, i.e. about less than 2 per cent are spending Rs.3000 – Rs.4000 towards the expenditure on non-food items per month in the study area (Table – 5.24). The above picture is observed to be the common feature among the four sample villages in the district.

5.16 Borrowings

Indebtedness of the rural labour households of the bottom deciles of rural population is basically due to their meagre and irregular income, which is insufficient to sustain themselves and their families. The economic condition forces them to borrow. However,
### Table 5.23

**EXPENDITURE ON FOOD ITEMS PER MONTH**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Expenditure on Food items per Month</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt; 1000</td>
<td>1000 – 2000</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>34</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>32.38</td>
<td>41.90</td>
</tr>
<tr>
<td></td>
<td>19.77</td>
<td>23.16</td>
</tr>
<tr>
<td>Konanki</td>
<td>37</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>37.00</td>
<td>39.00</td>
</tr>
<tr>
<td></td>
<td>21.51</td>
<td>20.53</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>51</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>42.86</td>
<td>41.18</td>
</tr>
<tr>
<td></td>
<td>29.65</td>
<td>25.79</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>50</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>36.76</td>
<td>42.65</td>
</tr>
<tr>
<td></td>
<td>29.07</td>
<td>30.53</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>172</td>
<td>190</td>
</tr>
<tr>
<td></td>
<td>37.39</td>
<td>41.30</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
## Table – 5.24

**EXPENDITURE ON NON-FOOD ITEMS PER MONTH**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Expenditure on Non-food items per Month</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt; 1000</td>
<td>1000 – 2000</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>57</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>54.29</td>
<td>24.76</td>
</tr>
<tr>
<td></td>
<td>22.80</td>
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<td>51</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>51.00</td>
<td>31.00</td>
</tr>
<tr>
<td></td>
<td>20.40</td>
<td>24.03</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>67</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>56.30</td>
<td>27.73</td>
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<tr>
<td></td>
<td>26.80</td>
<td>25.58</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>75</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>55.15</td>
<td>28.68</td>
</tr>
<tr>
<td></td>
<td>30.00</td>
<td>30.23</td>
</tr>
<tr>
<td>Total</td>
<td>250</td>
<td>129</td>
</tr>
<tr>
<td></td>
<td>54.35</td>
<td>28.04</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
<tr>
<td>Name of the Village</td>
<td>Total Family Expenditure per Month</td>
<td>Total</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td></td>
<td>&lt; 3000</td>
<td>3000 – 6000</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>15</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>14.29</td>
<td>29.52</td>
</tr>
<tr>
<td></td>
<td>20.27</td>
<td>15.58</td>
</tr>
<tr>
<td>Konanki</td>
<td>10</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>10.00</td>
<td>39.00</td>
</tr>
<tr>
<td></td>
<td>13.51</td>
<td>19.60</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>16</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>13.45</td>
<td>51.26</td>
</tr>
<tr>
<td></td>
<td>21.62</td>
<td>30.65</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>33</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td>24.26</td>
<td>50.00</td>
</tr>
<tr>
<td></td>
<td>44.59</td>
<td>34.17</td>
</tr>
<tr>
<td>Total</td>
<td>74</td>
<td>199</td>
</tr>
<tr>
<td></td>
<td>16.09</td>
<td>43.26</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
most of the loans are not put into productive use and as a consequence the debt burden increases as usual.

Provision of institutional finance is the main objective of present day governments for all sections of society since this finance is developmental in nature. Whereas non-institutional source like money lenders is mostly exploitative in many ways. It is very difficult to overcome from debt trap of money lenders once they fall in.

Among all the sources of institutional finance, SHGs are providing 38 per cent of total finance for rural labour households. The results reveal that about 60 per cent have taken loan on an average Rs.17,260 from SHGs. But this debt varies from one village to another village in between Rs.16,270 and Rs.19,230. As other institutional debt is concerned, only 24 sample respondents availed Commercial Bank loans, 12 sample households received financial assistance from RRBs and only 9 households borrowed loans from PACs. This phenomenon emphasizes the fact that SHGs are proved as poor man’s Kalpa Vruksha. It is because rural labour in fact comes out of the clutches of rural money lenders and traders, only when they become the members of SHGs. Hence SHGs are playing a key role not only in providing timely debt at cheaper rate but also to promote savings of the rural masses in addition to social empowerment. This tendency emphasizes the fact that main source of finance for rural labour is SHGs.
5.17 Utilization of Loan

People generally borrowed money from institutional and non-institutional sources for productive as well as unproductive purposes like consumption, construction of houses, celebration of social ceremonies. Since consumption expenditure and expenditure on house construction is considered as unproductive, in the study area, rural labour households used 39 per cent of loans amount for unproductive purpose only. The lion share of loans i.e., 61 per cent, are used for productive purpose like agriculture, livestock and education. This attitude of rural households (utilization of above two-third loans) for productive purpose helps the sample households to promote their social and economic status in the society.

5.18 Savings

The residual part of income after meeting all expenditure is saved by the sample respondents. The particulars of savings by sample respondents is presented is Table – 5.26. The data show that about 13 per cent of the respondents in four sample villages do not have any savings, while the remaining are investing their surplus in various agencies. It is evident that more than 70 per cent of the sample respondents have selected the non-institutional sources to preserve their savings. It is noticed during the field visits also that significant per cent of the sample respondents have selected the private agencies such as private micro finance agencies such as
### Table 5.26

SAVINGS INSTITUTIONS

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Place of savings</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No savings</td>
<td>Non-Institutional Savings</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>20</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td>19.05</td>
<td>64.76</td>
</tr>
<tr>
<td></td>
<td>32.79</td>
<td>21.25</td>
</tr>
<tr>
<td>Konanki</td>
<td>18</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>18.00</td>
<td>69.00</td>
</tr>
<tr>
<td></td>
<td>29.51</td>
<td>21.56</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>12</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>10.08</td>
<td>61.34</td>
</tr>
<tr>
<td></td>
<td>19.67</td>
<td>22.81</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>11</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>8.09</td>
<td>80.88</td>
</tr>
<tr>
<td></td>
<td>18.03</td>
<td>34.38</td>
</tr>
<tr>
<td>Total</td>
<td>61</td>
<td>320</td>
</tr>
<tr>
<td></td>
<td>13.26</td>
<td>69.57</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Spandana, Share, Chandamama and other local finance agencies to invest their surpluses. Similarly majority of the respondents have also choosen chit fund managers to lend their surpluses. The main intention for choosing these agencies are to gain maximum interest for the amount lent. It is also noticed that large number of respondents in the four sample villages are members in the locally organized chits. These chits are maintained by a few leaders in their locality/villages who are relatively financially sound. These leaders normally belong to socially upper caste in the village. As per the statistics in the Table, it is evident that it is only 14 per cent of the respondents have choosen the institutional sources such as banks and post offices to invest their surplus incomes. Similarly, the data on the level of savings of the respondents furnished in Table – 5.27 show that 60 per cent of the sample respondents are saving above Rs.40,000 per annum. This per cent is almost same among all the four villages. About 20 per cent of the sample are having savings of Rs.20,000 to 40,000 per annum, but the respondents having saving level of below 20,000 are very few (7 per cent only). However, it is also noticed during the field visits that more than 80 per cent of the sample households women are the members of SHGs in their villages. Being members of DWCRA groups the women have inculcated the habit of saving some amount regularly. It is also noticed that sample households are regularly obtaining certain amount of income through the sale of DWCRA products. Further it is observed that some of the sample household
Table – 5.27

TOTAL SAVINGS OF SAMPLE RESPONDENTS

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Level of Savings (in Rs.)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No Savings</td>
<td>Below 20000</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>19.05</td>
<td>7.62</td>
</tr>
<tr>
<td></td>
<td>32.79</td>
<td>25.81</td>
</tr>
<tr>
<td>Konanki</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>18.00</td>
<td>4.00</td>
</tr>
<tr>
<td></td>
<td>29.51</td>
<td>12.90</td>
</tr>
<tr>
<td>Ravipadu</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>10.08</td>
<td>12.61</td>
</tr>
<tr>
<td></td>
<td>19.67</td>
<td>48.39</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>8.09</td>
<td>2.94</td>
</tr>
<tr>
<td></td>
<td>18.03</td>
<td>12.90</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>61</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>13.26</td>
<td>6.74</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
members are actively involved as leaders and second leaders in the DWCRA groups. These leaders are supposed to play an active role in the day to day activity of the group and also for the effective functioning of group activity and to obtain the maximum profit for their involvement.

5.19 Dairying

The development of animal husbandry activities are inevitable to provide livelihood and supplementary income for weaker sections people particularly for SC, ST, BC and economically weaker in the country side. Apart from the development of allied activities such as poultry, sheep and goat rearing, piggery, development of dairy sector has occupied prominent position in the developing economies like Andhra Pradesh. Dairying being an ancient allied activity is providing gainful income and self employment to the lower income groups in rural areas. There has been substantial change in the rural areas as far as the breed of the milch cattle is concerned. Cross breed variety which are producing more milk is commonly reared in the major part of this district. In other words the local indigenous variety milch cattle are found with insignificant number in many parts of Prakasam district.

5.20 Experience in Dairying

The statistics regarding the experience of sample respondents engaged in dairying activity are presented in Table – 5.28. The data indicates that about 60 per cent of Martur mandal respondents have above six years of experience in this allied activity, while the
### Table – 5.28

**NUMBER OF YEARS IN DAIRYING ACTIVITY**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>No. of years in dairying</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 – 4</td>
<td>4 – 6</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>21</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>20.00</td>
<td>27.62</td>
</tr>
<tr>
<td></td>
<td>19.27</td>
<td>16.67</td>
</tr>
<tr>
<td>Konanki</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>20.00</td>
<td>15.00</td>
</tr>
<tr>
<td></td>
<td>18.35</td>
<td>8.62</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>32</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>26.89</td>
<td>51.26</td>
</tr>
<tr>
<td></td>
<td>29.36</td>
<td>35.06</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>36</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>26.47</td>
<td>50.74</td>
</tr>
<tr>
<td></td>
<td>33.03</td>
<td>39.66</td>
</tr>
<tr>
<td>Total</td>
<td>109</td>
<td>174</td>
</tr>
<tr>
<td></td>
<td>23.70</td>
<td>37.83</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
remaining sample have experience of less than six years. In case of Cumbum mandal more than 75 per cent of sample respondents have less than six years of experience and the rest of them have about 6 years experience. In the sense that relatively developed part of the district is identified with long association with the dairying activity, when compared to the relatively less developed region of the district.

5.21 Number of Buffaloes

Similarly with regard to the number of buffaloes owned by the sample respondents, the information furnished in Table – 5.29 shows that about 38 per cent of the respondents own two buffaloes in the study area. But it is only 15 and 10 per cent of the respondents own one and four buffaloes respectively. As far as the owning of buffaloes at village level reveals that about 50 per cent of respondents in Kolalpudi and Konanki villages of Martur mandal own 3 buffaloes whereas in case of Cumbum mandal 60 per cent of the respondents of Ravipadu and Kandulapuram own 2 buffaloes. The respondents of Martur mandal are owning more number of buffaloes when compared to the Cumbum mandal.

Regarding the number of the family members involved to attend the dairying work in the house are presented in Table – 5.30. The data reveals that more than 62 per cent of the respondents families are sparing two persons to pursue the dairying related works in the house. Only one person is attending to the dairying work in 30 per
**Table – 5.29**

**NUMBER OF BAFFALOES OWNED**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Number of Buffaloes owned</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>19</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>18.10</td>
<td>21.90</td>
</tr>
<tr>
<td></td>
<td>26.76</td>
<td>13.29</td>
</tr>
<tr>
<td>Konanki</td>
<td>13</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>13.00</td>
<td>30.00</td>
</tr>
<tr>
<td></td>
<td>18.31</td>
<td>17.34</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>19</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>15.97</td>
<td>47.06</td>
</tr>
<tr>
<td></td>
<td>26.76</td>
<td>32.37</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>20</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>14.71</td>
<td>47.06</td>
</tr>
<tr>
<td></td>
<td>28.17</td>
<td>36.99</td>
</tr>
<tr>
<td>Total</td>
<td>71</td>
<td>173</td>
</tr>
<tr>
<td></td>
<td>15.43</td>
<td>37.61</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
### Table – 5.30

**NUMBER OF FAMILY MEMBERS INVOLVED IN DAIRYING**

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Number of Family members involved in Dairying</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>34</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>32.38</td>
<td>62.86</td>
</tr>
<tr>
<td></td>
<td>23.94</td>
<td>23.08</td>
</tr>
<tr>
<td>Konanki</td>
<td>30</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>30.00</td>
<td>62.00</td>
</tr>
<tr>
<td></td>
<td>21.13</td>
<td>21.68</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>36</td>
<td>74</td>
</tr>
<tr>
<td></td>
<td>30.25</td>
<td>62.18</td>
</tr>
<tr>
<td></td>
<td>25.35</td>
<td>25.87</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>42</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>30.88</td>
<td>61.76</td>
</tr>
<tr>
<td></td>
<td>29.58</td>
<td>29.37</td>
</tr>
<tr>
<td>Total</td>
<td>142</td>
<td>286</td>
</tr>
<tr>
<td></td>
<td>30.87</td>
<td>62.17</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
cent of the respondent households in the study area. It is also observed that only 4 per cent of the respondents are employing one hired labour to look after the dairying works (Table – 5.31). 96 per cent of the respondents are alone attending to various works of dairying activity without hiring the labour. Dairying being a household activity, it is observed that both adult as well as both male and female children are also attending for the works. It is observed during the field visits that child labour is relatively more in the study area. However, the incidence of child labour is observed more in Cumbum mandal when compared to the Martur mandal. This is because of lower levels of literacy of parents and higher rates of school dropouts.

5.22 Sale of Milk

Marketing of milk and milk products occupies prominent place in dairying activity. Now-a-days almost every village is being covered by either cooperative milk producers society or the private dairy. These societies are procuring milk from the producers on a competitive price. Added to this, individual producers are also selling the milk to neighbours, relatives, friends and others in their locality. The data pertaining to category of milk buyers in the study area are presented in Table – 5.32. It is seen from the data that about 88 per cent of the sample respondents have choosen cooperative societies to market their products. However, it is only about 4 of the respondents
<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Hired Labour used in Dairying Activity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No Hired Labour</td>
<td>1 &amp; above hired Member</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>102</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>97.14</td>
<td>2.86</td>
</tr>
<tr>
<td></td>
<td>23.08</td>
<td>16.67</td>
</tr>
<tr>
<td>Konanki</td>
<td>94</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>94.00</td>
<td>6.00</td>
</tr>
<tr>
<td></td>
<td>21.27</td>
<td>33.33</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>115</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>96.64</td>
<td>3.36</td>
</tr>
<tr>
<td></td>
<td>26.02</td>
<td>22.22</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>131</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>96.32</td>
<td>3.68</td>
</tr>
<tr>
<td></td>
<td>29.64</td>
<td>27.78</td>
</tr>
<tr>
<td>Total</td>
<td>442</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>96.09</td>
<td>3.91</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
## Table 5.32

### CATEGORY OF MILK BUYERS

<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Category of Milk Buyers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Private Dairy</td>
<td>Co-operative society</td>
</tr>
<tr>
<td>Kolalapudi</td>
<td>75</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>71.43</td>
<td>22.86</td>
</tr>
<tr>
<td></td>
<td>22.12</td>
<td>23.08</td>
</tr>
<tr>
<td>Konanki</td>
<td>68</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>68.00</td>
<td>29.00</td>
</tr>
<tr>
<td></td>
<td>20.06</td>
<td>27.88</td>
</tr>
<tr>
<td>Ravipadu</td>
<td>78</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>65.55</td>
<td>31.09</td>
</tr>
<tr>
<td></td>
<td>23.01</td>
<td>35.58</td>
</tr>
<tr>
<td>Kandulapuram</td>
<td>118</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>86.76</td>
<td>10.29</td>
</tr>
<tr>
<td></td>
<td>34.81</td>
<td>13.46</td>
</tr>
<tr>
<td>Total</td>
<td>339</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>73.70</td>
<td>22.61</td>
</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
are selling the milk to neighbours, relatives and others respectively. Regarding the selling price of milk per litre, it is found that 90 per cent of the respondents are securing Rs.25 and above per litre (Table – 5.33). The higher rate per litre is being obtained for higher quantity of milk being sold by the individual respondent.

5.23 Summary

About 50 per cent of the sample milk producers in the two mandals belong to the age group of 41 – 65 followed by an average of 34 per cent belong to 26 – 40 years. About 55 per cent of the sample respondents engaged in dairying activity are males and the remaining are females. One fourth of the respondents belong to OC category in the study area who are rearing the cross breed cattle. About 50 per cent of the respondents belong to BC category, while the remaining are SC and ST category respondents. About 70 per cent of the sample respondents households have the family size of two members. More than half of the sample respondents are illiterates in the study area. Significant (88 per cent) per cent of the sample respondents have studied upto primary and secondary level of education.

All the sample respondents are dwelling in their own houses except 6 persons. Out of these 6 members 5 are dwelling in rented accommodation, and the other one is staying in occupied accommodation. About 13 per cent are living in sheds and the persons with tiled houses and thatched sheds are 7 per cent and 5 per cent respectively. More than 65 per cent of the sample respondents
<table>
<thead>
<tr>
<th>Name of the Village</th>
<th>Selling Price per Litre (in Rs.)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Below Rs.25</td>
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<tr>
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</tr>
<tr>
<td></td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
are engaged in agricultural activities since significant per cent of the sample milk producers are small farmers and agricultural labourers. Significant part of the working time is left for the main activity in which the sample respondents work followed by dairying and other household activities. About 40 per cent respondents are earning an amount of Rs.3000 – 6000 per month.

Another 36 per cent of respondents are obtaining an amount of Rs.6000 – 9000 per month. With regard to the level of income, about 37 per cent of the sample respondents report that the dairy activity income consists the share of 37 per cent in their total income. About 60 per cent have taken loan on an average Rs.17,260 from SHGs. But this debt varies from one village to another village in between Rs.16,270 and Rs.19,230. 60 per cent of the sample respondents are saving above 40,000 per annum. This per cent is almost same among all the four villages. With regard to the expenditure in dairying, about 60 per cent of Martur mandal respondents have above six years of experience in this allied activity, while the remaining sample have experience of less than six years.

It is noticed that child labour is relatively more in the study area. However, the incidence of child labour is observed more in Cumbum mandal when compared to the Martur mandal. This is because of lower levels of literacy of parents and higher rates of school dropouts. About 88 per cent of the sample respondents have choosen cooperative societies to market their products. However, it is only about 4 of the respondents are selling the milk to neighbours, relatives and others respectively.