CHAPTER - IV

SOCIO-ECONOMIC PROFILE
OF THE RESPONDENTS
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I. Introduction

There is need for developing non-farm sector in India, as a strategy of development both for short term and long term. As a short-term strategy it is needed to arrest the exodus of rural population seeking employment in urban areas, which are already over crowded causing pollution and other civic problems. It is also needed to reduce pressure of population on agriculture. So that its productivity could be increased. In the period of privatisation and globalisation it may help in capitalist agriculture, which may compete against foreign competitors. As a long term strategy if rural population funds viable industries in rural areas only for its absorption would pave the way for decentralisation and dispersal of industrial activity which will help in balanced regional development. Hence small becomes beautiful and machine will go to men rather than men going to machine, it saves the heavy social cost of preventing congestion, overcrowding population etc.

With the changing economic scenario and information technology many rural areas have exposed to urban living styles, their consumption pattern have undergone rapid transformation.
Against this background the potentialities of rural non-farm activities have to be properly explored and encouraged to face competition from urban industries. In this context let us examine the socio-economic status of the people engaged in the non-farm activities in the study area and also the conditions of these activities relating to the availability of raw materials, employment position etc. Such an analysis is made in respect of manufacturing, service, manufacturing-cum-service activities both in case of traditional and modern sectors. This will help us in understanding the differences between traditional and modern sectors, as regards the educational levels, land owned, worksheds, availability of inputs and employment etc, so that suitable suggestions can be made as regards their improvements.

II. General Information of the Respondents

Out of 200 respondents 28 respondents belong to Scheduled Caste, 14 of them belong to Scheduled Tribe and remaining 158 belong to other than SC/ST category*. The scheduled caste and scheduled tribe respondents are more in case of traditional activity as compared to the modern activity.

The educational level of the respondents shows that, quite majority of them i.e. nearly 80 percent are literate and only 20

* General or other category consists of Kumbar, Kammar, Badiger, Baligar, Hadapad, Lingayat, Reddi, Musilim etc, or other than SC/ST.
Table 4.1: Socio-Economic Profile of the Respondents

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Respondents</th>
<th>Cast</th>
<th>Educational Status</th>
<th>Land Holding</th>
<th>Purchase of inputs</th>
<th>Workshed</th>
<th>Use of hired labour</th>
<th>Employment availability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SC</td>
<td>ST</td>
<td>General</td>
<td>SC</td>
<td>ST</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>Traditional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>38</td>
<td>12</td>
<td>04</td>
<td>22</td>
<td>20</td>
<td>18</td>
<td>27</td>
<td>11</td>
</tr>
<tr>
<td>Service</td>
<td>22</td>
<td>--</td>
<td>01</td>
<td>21</td>
<td>02</td>
<td>20</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Manufacturing - Cum-Service</td>
<td>31</td>
<td>12</td>
<td>--</td>
<td>19</td>
<td>09</td>
<td>22</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Modern</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>12</td>
<td>--</td>
<td>--</td>
<td>12</td>
<td>--</td>
<td>12</td>
<td>06</td>
<td>06</td>
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<tr>
<td>Service</td>
<td>86</td>
<td>03</td>
<td>06</td>
<td>77</td>
<td>07</td>
<td>79</td>
<td>28</td>
<td>58</td>
</tr>
<tr>
<td>Manufacturing - Cum-Service</td>
<td>11</td>
<td>01</td>
<td>03</td>
<td>07</td>
<td>02</td>
<td>09</td>
<td>06</td>
<td>05</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>28</td>
<td>14</td>
<td>158</td>
<td>40</td>
<td>160</td>
<td>93</td>
<td>107</td>
</tr>
</tbody>
</table>


percent are illiterate. The illiteracy percentage is high in case of traditional category as compared to modern category. For instance, in case of modern category the proportion of literates is maximum i.e. 91 percent.

As regards the land holding of the sample respondents it is clear from the table 4.1 that more than 50 percent of the total respondents possess some land. The position is almost the same in case of modern category. But in case of traditional category it is the other way round 60 percent of the respondents do not possess land, hardly few of them have got some piece of land. It means modern activities are naturally started by those who posses some land holdings.

The required raw material and other inputs for traditional type of activities are purchased both locally and near by city markets, whereas in case of modern activity quite majority of them purchased the raw materials and inputs from the nearby city/town.

As regards employment of labour in these activities it is evident that majority of the respondents do not hire labour, this is more so in case of traditional activity as compared to modern activity. Another related aspect of employment in both the categories is that, the employment is by and large available
throughout the year, only in case of few activities it is seasonal in nature. This is very much in tune with the hiring of labour which is non existent in both categories indicating the fact that, these activities mainly depend on family labour naturally they will be working throughout the year. Only in case of hired labour the employment may be of seasonal in nature.

III. A. Traditional Rural Non-Farm Activities (TRNFA) :
   Manufacturing

1. Basket making

   Basket making is an important non-farm activity pursued in rural areas. Generally people engaged in this activity are locally called as “Medar Community”. Since it is a hereditary activity the skill of making the basket is known to these families. Most of them are producing Baskets of different sizes, Fans, Mats, Plates, Bag type of baskets etc. Along with these articles they are making big mats which are used to store the agricultural produce for short period of small quantity especially during the harvesting season. Hence, there is high demand for it from farmers during harvesting season. The important raw material is Bamboo, sometimes they are using other than bamboo like material which are available at rural surroundings with free of cost.
As shown in the table 4.2 all persons engaged in this activity belong to Scheduled Caste category since it is a hereditary and caste bound activity. Most of them are illiterates, at the same time all of them do not possess any land holdings. It is reported that all of them purchased necessary inputs from the local market and they do not use hired labours. They mainly depend on family labour. It is found that all respondents do not have suitable work shed. The employment availability from this activity for five respondents is throughout the year and in case of 6 it is seasonal.

Recently basket making is facing keen competition in rural areas because large quantity of plastic basket in different varieties is available at lower prices, naturally people would prefer to buy plastic goods instead of costly bamboo baskets. Still there is a scope for further improvements in this activity. In agriculture still there is demand for bamboo made goods. It is suggested that basket makers can take up to produce various artistic goods like flower basket, letter boxes, staircases and cane work etc, which will have good market in urban areas. Naturally their products can compete well with plastic goods. Then only they can survive under liberalization policy.

2. Brick making

Brick making is another kind of non-farm activity found in rural areas. It provides lot of employment opportunity to rural
people except in the rainy season. It does not require special skill to manufacture. In recent years construction works mainly depend on bricks both in rural and urban areas. There are two types of bricks burnt bricks and mud bricks (non-burnt), burnt bricks require coal and fuel wood to burn them, sometimes husk of groundnut and paddy is also used for this purpose. To lay the bricks separate field is required on the outskirt of the village.

It is not a hereditary activity because it has no caste base and also it is not skill-based, so that majority of people involved in this activity belong to general category. Most of them are literates, as many as 6 out of 8 persons own lands. It is convenient for them to make use of their own land for this purpose. All of them are purchasing fuel from city market according to their requirements. Since it is a labour intensive activity all of them are using hired labourers on daily wage basis. All persons engaged in this activity do not own any work shed to store fuel wood and coal ash and surplus bricks which are not sold in time. The employment availability from this activity is fully seasonal. It is not possible to undertake this activity in rainy season the table 4.2 shows the same.

Recently demand for bricks is increasing due to high rate of housing construction both in rural and urban areas. Study has indicated that even though it is a seasonal activity it has got good
Table 4.2: Socio-Economic Profile of the Respondents: Traditional Sector (Manufacturing)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Respondents</th>
<th>Caste</th>
<th>Educational Status</th>
<th>Land Holding</th>
<th>Purchase of inputs</th>
<th>Workshed</th>
<th>Use of hired labour</th>
<th>Employment availability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SC</td>
<td>ST</td>
<td>General</td>
<td>Illiterate</td>
<td>Literate</td>
<td>Land owned</td>
<td>Local Market</td>
</tr>
<tr>
<td>Basketmaking</td>
<td>11</td>
<td>11</td>
<td>---</td>
<td>---</td>
<td>09</td>
<td>02</td>
<td>11</td>
<td>---</td>
</tr>
<tr>
<td>Brickmaking</td>
<td>08</td>
<td>---</td>
<td>01</td>
<td>07</td>
<td>02</td>
<td>06</td>
<td>02</td>
<td>---</td>
</tr>
<tr>
<td>Lime burning</td>
<td>10</td>
<td>01</td>
<td>03</td>
<td>06</td>
<td>06</td>
<td>04</td>
<td>09</td>
<td>03</td>
</tr>
<tr>
<td>Pottery</td>
<td>09</td>
<td>---</td>
<td>---</td>
<td>09</td>
<td>03</td>
<td>06</td>
<td>05</td>
<td>04</td>
</tr>
</tbody>
</table>

* SC: Scheduled Castes, ST: Scheduled Tribes*
profit margin. This is an industry considered highly labour-intensive, using local resources and it has local demand also. Therefore, it plays a crucial role in rural areas as it provides employment to large number of people and also there in good future for this industry. It needs to be encouraged in all respects.

3. Lime burning

Lime burning or lime manufacturing is also another type of traditional rural non-farm activity in most of the villages. It provides employment to some rural families. Generally they are using traditional method of lime-burning. The raw lime-stones and charcoal are the important raw materials needed for this activity which they purchase in bulk with co-producers. Some times they get advanced orders to supply the lime by urbanites. They also sell it in local markets and go to villages carrying on head for sale.

Out of 10 persons engaged in this activity 6 of them belong to general category and four of them belonged to scheduled caste and schedule tribe category. Most of them are illiterate and do not own any piece of land. It may be a fact that landlessness might have made them to take up this kind of activity to earn their livelihood. Majority of them purchase basic inputs from city market or market situated in faraway places. They opined that none of them are using hired labour. Majority of them do not own separate work
shed to store their input or product. It is reported that employment availability from this activity is generally throughout the year this can be seen from the table 4.2.

There is a competition by other modern goods like paints and distemper which will be available in different colours as well as non-stitching but lime produced by these people is not so. Still there is a good demand for it from rural people because they are not able to purchase high priced paint and other modern paints. Further they are bound to use lime on some religious beliefs.

However lime burning activity has better future as it provides employment to large number of poor and backward people throughout the year. Hence, it needs to be encouraged in all respects. First of all there is need for supplying raw material at reasonable prices and provide better market. For this government can undertake research in the use of lime in ceramic industry as well as in tiles production and also multi-coloured lime burning. If this is accomplished it will open up a great market for lime producers.

4. Pottery

The pottery in one of the traditional rural non-farm activity found in villages. The people of certain community known as "Kumbars" are engaged in it. Generally pottery is also one of the
Caste based hereditary activity it requires special skills to produce the things. They are producing varieties of pots of different sizes. They are capable to produce from small tea cups to big pots which some times are used to store and to protect food grains. In earlier days almost all utensils were made by earthen wares only. Recently metallic utensils have substituted them. The important raw materials for pottery is soil and fuel wood, since it requires particular variety of soil, it involves transportation cost some times these people collect huge quantity of soil in summer season because it may be difficult to get the soil during the rainy season. Similarly fuel wood is needed to burn them and sufficient stock should be maintained to use it throughout the year. Nowadays demand for pottery items is more both in urban and rural areas because people demand pots for keeping water cool, still it works as a poor mans refrigerator in rural areas.

As shown in the table 4.2 all persons engaged in this activity belongs to general category, one third of them are illiterates, 4 persons out of 9 persons do not own any piece of land. It is reported that they are buying raw materials from local market. Most of them do not use hired labour, only family labour is used. It is observed that most of them do not own proper workshed.

Though pottery is considered to be traditional manufacturing activity. There is a lot of scope to develop it in rural areas with the
application of new technique. Potters have to produce more and more goods according to market demand and consumers taste. They have to produce flowerpots, Jars, Mugs, Glazed tiles, decorative clay materials etc, which is in good demand. Hence there is need for improving the techniques of pottery to suit to changing consumers tastes.

B. Traditional Rural Non-Farm Activities : Service

1. Kiranashop (Grocery shop)

Grocery shop is service activity in rural areas, almost all villages have grocery shops they are selling all types of articles needed to the families including stationery items and fancy goods. Recently people engaged in this occupation have undertaken grains trade along with this activity.

It is clear from the table 4.3 that, except one person all other people belong to the general category. Most of them are literate and two third of them owned land, 11 person out of 12 reported that, they purchase materials from city market. Majority of them do not employ labours and didn't own any separate shop. It is reported that employment available from this activity is throughout the year.

Since grocery shop activity does not require any skills any body can undertake it without much training in this field. But it
### Table 4.3: Socio-Economic Profile of the Respondents: Traditional Sector (Service)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Respondents</th>
<th>Caste</th>
<th>Educational Status</th>
<th>Land Holding</th>
<th>Purchase of inputs</th>
<th>Workshed</th>
<th>Use of hired labour</th>
<th>Employment availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiranashop (Grocery shop)</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SC</td>
<td>ST</td>
<td>General</td>
<td>Illiterate</td>
<td>Literate</td>
<td>Land less</td>
<td>Land owned</td>
</tr>
<tr>
<td></td>
<td></td>
<td>01</td>
<td>11</td>
<td>01</td>
<td>11</td>
<td>04</td>
<td>08</td>
<td>01</td>
</tr>
<tr>
<td>Hair cutting shop (Saloon shop)</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SC</td>
<td>ST</td>
<td>General</td>
<td>Illiterate</td>
<td>Literate</td>
<td>Land less</td>
<td>Land owned</td>
</tr>
<tr>
<td></td>
<td></td>
<td>01</td>
<td>09</td>
<td>08</td>
<td>02</td>
<td>08</td>
<td>02</td>
<td>06</td>
</tr>
</tbody>
</table>
has got its own limitation in a village where there cannot be more than one or two such shops.

2. Hair Cuttingshop (Saloonshop)

Haircutting/Saloon shop is a traditional hereditary activity found in rural areas. It is caste-based occupation, provides enough employment throughout the year. Since this activity does not require costly materials profit margins is relatively moderate. In almost all villages we find this activity. Generally people belonging to “Hadapad” community are engaged in it.

It is clear from the table 4.3 that all respondents belong to Hadpad community, educational status is very satisfactory, most of them do not own any piece of land. Usually they purchase necessary inputs from city market. Two third of them are using hired labour, wage is decided by the work done by a labourer. Six persons out of ten persons own suitable shops others do not have shops. It is observed that employment is available throughout the year in this activity.

Saloon shop is essential service activity and it provide employment opportunities to few people in rural areas. In the modern fashions era it gives them good job. But rural saloon shops do not offer modern service as in the city shops. If they provide all
facilities available in the city shops customers will not go to cities, so more work will be available in the villages itself.

C. Traditional Rural Non-Farm Activities: Manufacturing-Cum-Service

1. Blacksmithy

Blacksmithy is one of the traditional rural non-farm activity practiced in rural areas. They undertake both manufacturing and service works related to agricultural equipments such as plough, weeding equipments etc. In some cases both blacksmithy and carpentry will be undertaken by a single person as they are co-related activities. Since it is a skill based activity it gives good income to the families engaged in it.

All persons engaged in this activity belong to “Kammar Community,” it falls under general category in our analysis. Educational status is quite satisfactory, nearly 60 percent of them own some land holdings. It is observed that, they purchase inputs from both local and city markets. Most of them do not use hired labour because family labour is enough. Regarding work shed most of them do not have suitable work shed. It is reported that employment available from this activity in throughout the year, it can be seen from table 4.4.
Table 4.4: Socio-Economic Profile of the Respondents: Traditional Sector (Manufacturing-Cum-Service)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Respondents</th>
<th>Caste</th>
<th>Educational Status</th>
<th>Land Holding</th>
<th>Purchase of inputs</th>
<th>Workshop</th>
<th>Use of hired labour</th>
<th>Employment availability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SC</td>
<td>ST</td>
<td>General</td>
<td>Illiterate</td>
<td>Land less</td>
<td>Land owned</td>
<td>Local Market</td>
</tr>
<tr>
<td>Blacksmithy</td>
<td>09</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>05</td>
</tr>
<tr>
<td>Carpentry</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>07</td>
</tr>
<tr>
<td>Cobbler</td>
<td>12</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td>08</td>
<td>09</td>
<td>04</td>
</tr>
</tbody>
</table>
Though blacksmithy is a traditional age old activity still it has its own importance for agriculture, Tractorization in agriculture has put some hurdles on blacksmithy, which use substitute to equipments made by persons engaged in blacksmithy. It is necessary to find out new areas of demand. They have to produce goods like Door frames, Windows frames, Cots, Chairs, Toys, Welding gates etc, along with their traditional agricultural implements and other works. Then only they can compete well with modernization and survive in rural areas.

2. Carpentry

Carpentry in rural areas is one of the important non-farm activity. Carpenters undertake both manufacturing and service work. Carpenters manufacture almost all farm implements. Along with this they undertake wood decorative works and furniture work, sometimes a single person can undertake both carpentry and blacksmithy which are co-related activities.

In rural areas generally carpentry is a hereditary activity so that only people belonging to “Badiger Community” caste are engaged in it. They fall in others category in our study. All 10 respondents belong to this community, Literacy level is satisfactory, because all persons are literate. 70 percent of them own some piece of landholdings. Most of them are purchase
necessary inputs from local market. It is observed that most of them do not use hired labour at the same time they don't have proper work shed except few of them. Employment availability from this activity is throughout the year. It can see from table 4.4.

In rural areas they undertake mostly service work such a work is sufficiently available to them so that they are not undertaking manufacturing work without any prior orders. There is a good scope for this activity in rural areas, as raw materials are available at minimum price. But they have got marketing problems, because of this they are not ready to undertake this kind of work. Nowadays demand for wooden goods is gradually going down because of substitutes like Iron, Steel and Fiber items. So carpenters should search new types of manufacturing activities such as toy making, decorative goods, idols etc. Then they will able to get handsome income with full working hours.

3. Cobblery

Shoemaking and repairs/mending of Chappals is another non-farm activity in rural areas. Cobblers undertake both service and manufacturing works, some of them are producing new shoes and marketing them in weekly market. It is also hereditary and caste bound activity.
It can be seen from the table 4.4 that, all people engaged in this activity belong to Scheduled Caste category. Most of them are illiterates and except few other do not own any piece of land. They purchase necessary inputs from city markets. It is found that generally they do not use hired labour because it is a tiny activity. Two third of them do not own suitable work shed. Employment available from this activity is generally throughout the year.

The people engaged in this activity are usually facing problems such as competition from fiber and plastic shoes manufactured by big industries in urban areas. Not only such things are available according to consumers tastes but also at a competitive price. Another problem is lack of proper skill, they are using indigenous methods of production. In fact there is good scope for further development of this activity in rural areas by adopting new methods and techniques for example, Kolhapuri Chappals are famous all over India because of special type of manufacturing. Similarly the cobblers can also adopt some new methods and popularize their products.

IV. A. Modern Rural Non-Farm Activities : Manufacturing

1. Welding shops

Welding is modern type of non-farm activity found in rural areas. As a result of mechanization of agriculture various modern farm equipments like tractor, pump sets, sprayers, weeding
machine, harvesters are being used. Whenever these machines go out of order they need to be repaired. Sometimes they need to be welded. So welding shops are simply innovation of blacksmithy, they are manufacturing all kinds of equipments repaired by farmers. Mainly they are making agricultural implements, apart from that they also make Doors, Window cases, Gates etc. Demand for these goods is increasing day by day due to its durability on the one hand and high price of wooden goods on the other hand.

All the respondents in this category belong to general category. Educational status of these respondents is very good i.e. all are literate. It is observed that half of them are landless, They purchase necessary inputs from city market. Two third of the respondents employ labour in their trade. It is found that two third of them do not own a suitable workshed. Employment from this activity is available throughout the year. It can be seen from the table 4.5.

It is one of the industry, which has got very good scope for further development in rural areas, because people's tastes have undergone change and now they prefer using things produced by welding shops. It is argued that people with good skill may be involved in this occupation. They can make various home appliances and other farm-related equipments, which can not only provide good income but also better employment in rural areas.
Table 4.5: Socio-Economic Profile of the Respondents: Modern Sector (Manufacturing)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Respondents</th>
<th>Caste</th>
<th>Educational Status</th>
<th>Land Holding</th>
<th>Purchase of inputs</th>
<th>Workshed</th>
<th>Use of hired labour</th>
<th>Employment availability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SC</td>
<td>ST</td>
<td>General</td>
<td>Illiterate</td>
<td>Literate</td>
<td>Land less</td>
<td>Local Market</td>
</tr>
<tr>
<td>Welding shop</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td>12</td>
<td>12</td>
<td>06</td>
<td>06</td>
</tr>
</tbody>
</table>
B. Modern Rural Non-Farm Activities : Service

1. Bangle Trade

Bangle trade is another non-farm activity in rural areas. Some merchants sell bangles from door to door by carrying them in the festival and marriage seasons. Generally we find that people who are engaged in this trade are not only engaged in bangles trade but also do side by side selling of fancy goods, cosmetic and stationery goods. Now advancement of technology has been able to provide all the goods at a cheaper rate and of different varieties according to consumers taste.

It is observed from the table 4.6 that all those who are engaged in this trade belong to other than SC and ST categories. Further all are literate and most of them are land less persons. Majority of them purchase necessary inputs from city market. They rarely employ hired labour. It is found that except few, rest of them do not own proper shop. Employment available from this trade will be throughout the year.

Recently demand for bangles is falling due to the influence of western culture. So that people engaged in this trade are forced to change and adopt other activities which are related to this trade like selling of fancy goods and stationery goods etc, which will compensate them the loss in bangles trade.
Table 4.6 : Socio-Economic Profile of the Respondents : Modern Sector (Service)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Respondents</th>
<th>Caste</th>
<th>Educational Status</th>
<th>Land Holding</th>
<th>Purchase of inputs</th>
<th>Workshed</th>
<th>Use of hired labour</th>
<th>Employment availability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SC</td>
<td>ST</td>
<td>General</td>
<td>Illiterate</td>
<td>Literate</td>
<td>Land less</td>
<td>Land owned</td>
</tr>
<tr>
<td>Bangle trade</td>
<td>08</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>05</td>
<td>03</td>
</tr>
<tr>
<td>Cycle repair shop</td>
<td>13</td>
<td>01</td>
<td></td>
<td>12</td>
<td>02</td>
<td>11</td>
<td>10</td>
<td>03</td>
</tr>
<tr>
<td>Electrical shop/repairs</td>
<td>08</td>
<td></td>
<td>01</td>
<td>07</td>
<td></td>
<td>08</td>
<td>02</td>
<td>06</td>
</tr>
<tr>
<td>Fertilizer/Pesticide shop</td>
<td>09</td>
<td></td>
<td>01</td>
<td>08</td>
<td></td>
<td>09</td>
<td></td>
<td>09</td>
</tr>
<tr>
<td>Flour mill</td>
<td>10</td>
<td></td>
<td></td>
<td>10</td>
<td></td>
<td>10</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Pendal/Mike sets</td>
<td>08</td>
<td>01</td>
<td></td>
<td>07</td>
<td>03</td>
<td>05</td>
<td>05</td>
<td>03</td>
</tr>
<tr>
<td>Radio/TV repairs</td>
<td>10</td>
<td>01</td>
<td>02</td>
<td>07</td>
<td></td>
<td>10</td>
<td>02</td>
<td>08</td>
</tr>
<tr>
<td>Tea stall (shop)</td>
<td>11</td>
<td></td>
<td>02</td>
<td>09</td>
<td></td>
<td>02</td>
<td>04</td>
<td>07</td>
</tr>
<tr>
<td>Thrasher</td>
<td>09</td>
<td></td>
<td></td>
<td>09</td>
<td></td>
<td>09</td>
<td></td>
<td>09</td>
</tr>
</tbody>
</table>

101
2. Cycle Repairshop

Bicycle is an important vehicle used by large number of people in rural areas, due to lack of proper transport facilities in villages and very low maintenance cost. Now almost all villages have bicycle/repair shops, along with this some bicycles are kept for hire purchase also, so that bicycle shops will be able to provide employment to few people in rural areas.

Bicycle shop is one of the modern non-farm activities. All people engaged in this trade belong to general category. It is reported that all are literates, 10 persons out of 13 persons are land less. Generally they are purchasing necessary bicycles other spares from city market. Majority of them does not employ hired labour and most of them do not have suitable work shed. The employment availability from this activity is year through it can be seen from table 4.6.

Bicycle shops have good prospect because the cycle users are increasing day by day for its convenience and economy. The price of petrol product is increasing day by day and naturally bicycle business has got good future in rural areas. Bicycles are very common with school children, petty businessmen and traders, teachers and others. Many improvements are made in bicycles, which have minimized strain on the rider. Though rural
transportation is improved in recent years, still bicycle is considered as best friend in rural areas. Hence, there is good prospect for this business in rural areas.

3. Electrical Shops/Repairs

Electrical shops/repairs is another type of modern non-farm activity found in rural areas. Profit margin is high, in case of electrical repairs. They are undertaking sales of electrical equipments along with wiring of newly constructed houses, motor rewinding and repairs of submersible pump sets which have been used by farmers for borewells and other related works.

Out of 8 persons engaged in this trade 7 persons belong to general category and remaining one person belonged to Scheduled Caste. All persons are literate and most of them own some piece of land. They purchase necessary materials from city markets because they are not available in the local markets. Most of them do not use hired labour except in some cases. Out of them only 4 persons had suitable work shed. The employment available from this trade is continuous. This can be seen from the table 4.6.

Demand for electrical repairs work is increasing day by day because people in rural areas are using more and more electrical goods in their daily life. These electrical shops are not capable to serve sufficiently the demand by customers due to lack of skill as
well as modern equipments. If the people engaged in this trade overcome those problems, this activity seems to be most promising.

4. Fertilizer/Pesticide shops

Fertilizer and pesticides shops have recently entered the non-farm sector after Green Revolution. It is a modern trade, due to modernization of agriculture there is increasing use of modern inputs like HYV seeds, chemical fertilizers, pesticides and insecticides etc. In order to supply these inputs to farmers in rural areas fertilizer, seeds, pesticides shops have been established. They are having good business and also high profit margin. It is very good business in rural areas in recent years, naturally many shops have been set up in villages.

Out of 9 persons only one person belong to scheduled tribe category rest of them belong to the general category. All of them are literate and also they own some land. They purchase all materials from city market. About 60 percent of them are using hired labour 5 persons out of 9 do not own suitable shops. As regards employment 4 respondents reported that they will be having work throughout the year and other said it is seasonal (see table 4.6).

This trade has got very good scope in rural areas. It is better if they start providing service and extensive work like how to apply fertilizer and in what quantity, how to spray the insecticides and
they should also undertake the activities such as soil testing, land leveling, even cultivating on scientific lines etc. Totally such agro-centers should be able to cater to all services required by farmers like “Farmers Service Centre”. They have to make some demonstration plots in their own lands, this has double advantage it will encourage farmers to take to scientific and modernized farming, as a result demand for these modern inputs like fertilizers, HYV seeds and pesticides will increase. This trade will offer lot of scope for self-employment for educated youths in rural area.

5. Flourmill

Flourmill is one of the non-farm activity existing in rural areas, along with flourmill chilly powder mill, tiny rice mill are also in operation. It is also one of the modern service type of non-farm activity. They offer service to the customers who brought coarse grains to make flour. For its better and convenient service almost all people gave up old method of flour making. Now we do not find any village without flourmill.

All people engaged in this trade belongs to general category and all respondents are literate. Besides all of them own some land holdings. It is found that 3 out of 10 persons are using hired labour. Majority of them own suitable work shed. It is reported that
employment available from this trade is continuous it can be seen from the table 4.6.

Flourmill operation is good employment and income generation activity in rural areas. There is need for some improvement in this trade. They have to start making readymade pockets of flour and then directly sell it to customers or town shops. Flourmill should become a Flour Sales Depots then only large employment may be generated from this trade, this would be a step nearer to consumer then the habit of buying cleaned and packed goods will gain popularity.

6. Pendal /Mike Sets

Pendal/mike sets and decorative light work is another type of non-farm activity in rural areas. It is completely a modern activity and seasonal business. They are supplying and making decoration during times of cultural, religious and marriage ceremonies. Even they are supplying electrical decorative lights etc.

As shown in the table 4.6 persons engaged in it belong to general category except one who belongs to scheduled caste, 5 persons out of 8 persons are literates and, most of them are landless. Generally they are purchasing necessary materials from city market. It is reported that none of them use hired labour in regular activity except on some occasions. Most of them do not
have suitable work shed and employment available from this trade is seasonal.

7. Radio/TV Repairs Shop

Radio and TV repairs are another modern non-farm activity located in rural areas. This activity requires some skill, generally young people are engaged in it. In recent years because of easy availability of TV, Tape recorders, Radio etc, at low prices has encouraged rural people to own such electronic goods. Naturally there is lot of scope for sale and repairs of these appliances. They undertake selling of these goods along with repair work. Some persons are selling even cassettes of Tape recorders, clock and watches etc. Besides they undertake TV cable network.

It is observed from the table 4.6 that, out of 10 persons engaged in it as many as 7 persons belong to general category another two persons belong to scheduled tribe, remaining one person belong to scheduled caste. The educational status is very good, all persons are literates, some of them have completed job-oriented courses. Most of them own some piece of land. All of them purchased necessary input from city market and most of them do not use hired labour. It is reported that none of them has got proper work shed and employment available from this activity is throughout the year.
There is high scope for development of this activity in rural areas, long working hours will be available if they are able to offer good service as available in the city shops. Since users of these services in rural areas is gradually increasing day by day.

8. Tea Stalls (Tea Shops)

Tea stall is another tiny trade found in rural areas. Almost all villages have got tea stalls, some of them have undertaken both tea stall and grocery shop together. Business will be high during harvesting season than in other seasons because people have got high income and able to spend more on it.

It is clear from the table 4.6, 9 persons out of 11 belong to general category, remaining 2 persons belong to Schedule Tribe. Most of them are literates and one third of them do not own any piece of land. Generally they purchase necessary inputs from both city and local market, majority of them use hired labours. It is observed that 5 persons have got suitable shop and only one do not posses the shop. Employment available from this activity is throughout the year.

Tea stalls in rural areas can provide employment to more number of families, if they start preparing new items according to the tastes of the customers.
9. Thrasher

Thrasher operation is another activity found in rural areas in the harvesting season. It is an activity directly related to agriculture, farm mechanization has brought such equipment into the agriculture sector. The crops such as Maize, Jawar, Wheat, Gram, Ragi etc are being harvested with the help of Thrasher. It is very convenient equipment to the farmers and would minimize harvesting cost to the farmers. In the harvesting season the farmers are facing acute labour shortage, and Thrasher would help them in timely harvesting. It is completely a seasonal and service type of activity, which does not require much labour for its operation.

It is found that all persons engaged in it belong to general category. Educational status is good and all are literates. It is observed that all 9 persons engaged in it own some land, this might have encouraged them to undertake this kind of activity. As many as 4 persons out of 9 are using hired labour. It is found that employment available from this trade is seasonal because it is related to agriculture. (see table 4.6).
C. Modern Rural Non-Farm Activities : Manufacturing-Cum-Service

1. Tailoring Shop

Tailoring is also an important non-farm activity. It provides employment opportunity to some families in rural areas. This is both service and manufacturing activity. Women are also employed in this activity.

It is clear from the table 4.7 that, as many as 7 persons belong to general category, 3 persons belong to Scheduled Tribe. Most of them are literate and 6 of them are landless. They purchase raw materials both from city and local market. It is observed that most of them do not use hired labour. The employment available from this activity for majority is continuous, in case of others it is seasonal.

Though tailoring is considered to be an important activity it is facing problems like competition from ready-made garments from big garment firms. They are well advanced and capable of producing garments according to consumers taste, naturally consumers prefer such readymade garments, and another problem faced by rural tailors is lack of skill and training. Therefore they need to be trained then only they can compete and survive in rural areas.
Table 4.7: Socio-Economic Profile of the Respondents: Modern Sector (Manufacturing-Cum-Service)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Respondents</th>
<th>Caste</th>
<th>Educational Status</th>
<th>Land Holding</th>
<th>Purchase of inputs</th>
<th>Workshed</th>
<th>Use of hired labour</th>
<th>Employment availability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SC</td>
<td>ST</td>
<td>General</td>
<td>Illiterate</td>
<td>Literate</td>
<td>Land less</td>
<td>Land owned</td>
</tr>
<tr>
<td>Tailoring shop</td>
<td>11</td>
<td>01</td>
<td>03</td>
<td>07</td>
<td>02</td>
<td>09</td>
<td>06</td>
<td>05</td>
</tr>
</tbody>
</table>
The above analysis of socio-economic profile of respondents engaged in both traditional and modern non-farm activities clearly shows that in the traditional sector, majority of the respondents engaged in various activities belong to SC/ST categories. Quite majority of them are illiterate and they do not have any training facility. Their occupations are by and large hereditary. They do not own any landed property. In case of some activities the employment available in seasonal and in case of others it is continuous. We also found that in this sector there is hardly any hiring of labours. Generally the members of the family will be assisting in the activity, because it is hereditary, they learn the job from elders. And it is devotion and hardwork which will help them to earn their livelihood. Therefore, respondents engaged in these activities are socially and economically backward.

In contrast to this in the modern rural non-farm sector we, by and large find respondents belonging to other than SC/ST category. They are literate and skilled. They also possess landed property. These activities are not caste-bound and hereditary. Those who have real aptitude and taste towards a particular activity will be undertaking this work. These activities use more of hired labour than family labour. The nature of employment in majority cases is continuous. These activities are started in the light of modernisation. Naturally the use of modern machines and tools is prominent here. Further, these activities are able to provide employment to educated un-employed youths in rural areas.