Truth resides in every human heart and one has to search for it there and to be guided by truth as one sees it. But no one has a right to coerce others to act according to his own view of truth.

Harijan, 24.11.1933, p.6.

CHAPTER II
RESEARCH METHODOLOGY

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CHAPTER II

RESEARCH METHODOLOGY

India, along with her independence inherited the problem of unemployment and poverty. Even after four decades of planned development programmes the country is still facing the problems seriously and the problems are growing with the rapid growth of population. This situation is more severe in rural areas where employment opportunities are less or negligible. The importance of village industries in job creation and economic rejuvenation is accepted by most economists, management theorists and policy makers.

2.1. Rationale of the Study

"Our villages are on the verge of destruction owing to the disappearance of village industries. They can be revivified only by the revival of village industries".¹ The Government of India has made various attempts for the revival of Indian villages through rural development programmes. In this regard the khadi and village industries programme has most befittingly enshrined the endeavour made by the Government. The Government has been

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¹ M.K. Gandhi, Harijan, 25.3.1939.
following a policy of promotion as well as protection of village industries sector. However there has been a wide gap between the percept and practice. Khadi and village industries are still suffering and struggling for existence in the midst of available facilities.

The social system of India is more rural centered and hence the livelihood of people depends upon the rural based occupation. There is no doubt that khadi and village industries play a vital role in the development of villages. However due to the various problems confronting the village industries, this sector cannot contribute much in the development of villages in India. Therefore to ensure a better progress to Indian villages, effort should be made to ensure a bright future for village industries. In a state like Kerala, where the problem of unemployment is very crucial the village industries sector can provide gainful employment to the rural unemployed in the state. Therefore it can be assured that the clearing out of the problems in village industries sector can contribute a lot in the village development of Kerala.

2.2. Objectives of the Study

It is in this context that the present study is carried out. The overall objective being an investigation into the nature, administration, status, problems and prospects of village industries in Kerala, not from the narrow point of financial returns but from
the point of a much broader criteria of social scientists. To be more specific the objectives of the present study are:

1. To study the nature, administration, status and scope of village industries in Kerala.

2. To examine the contribution of village industries in reducing the problem of rural unemployment.

3. To evaluate the role of village industries in the socio-economic development of villages.

4. To analyse the problems of village industries.

5. To examine the nature and magnitude of the impact of Gandhiji's idea of village industries for village development and its practical application at present.

6. To suggest suitable measures to solve the problems of village industries in Kerala.

2.3. Sources of Data

This is an empirical study based on data collected from two sources - primary and secondary. A lot of information required was collected directly from the field. This necessitated a thorough field work. As part of the field work, the units of village industries of all types were visited and relevant details were observed and recorded. With the help of this primary data the
following aspects have been studied.

i. The nature of entrepreneurship, profile of entrepreneurs and profile of the village industrial units.

ii. Profile of workers in village industries.

iii. Various problems confronting the village industries and the prospects of village industries in Kerala.

The major secondary source of information consists of publications of Khadi and Village Industries Commission, Kerala Khadi and Village Industries Board, Government of India, Bureau of Economics and Statistics and Planning Board. Unpublished data from Khadi and Village Industries Board on the various aspects of village industries in the state also were collected personally from their records. These secondary data were the basis for the discussion on the growth of village industries and for the assessment of the nature and magnitude of the overall impact of village industries in Kerala economy.

2.4. Universe and Sampling

The universe meant for the study was Kerala State, having 14 districts. For detailed field survey and data collection two districts of Kerala namely Thiruvananthapuram and Kottayam were selected by purposive sampling. Data on general characteristics and type of village industries in these two districts have been collected
from 25 and 26 industrial units from each district respectively. For this total number of functional units from the two sample districts were collected and from each district 15% sample of the units have been selected in such a way as to include all types of industries. This selection was made by simple random method from the classifications and the registers maintained by the Kerala Khadi and Village Industries Board.

2.5. Methods and Tools of Data Collection

The primary data were collected through two methods, viz. interview and observation. In the interview method the researcher personally interviewed the respondents and necessary informations were collected. These discussions helped in getting valuable insight into the attitudes, aspirations, beliefs and opinions of respondents on many relevant issues. The observation during the field work was helpful in studying and concentrating on the circumscribed elements essential to the analysis.

The interview schedule and interview guide constitute the tools used for the study. The interview schedules were meant for the entrepreneurers and workers in village industrial units. Separate schedules were used for both the categories and the questions were formulated in such a way as to cover the objectives of the study. Inorder to get accurate response, pretested standardised schedules were used for the interview.
Interview guide was used to collect necessary informations from the officials in Kerala Khadi and Village Industries Board.

2.6. Data Processing and Presentation

The data collected by using the interview schedule were classified and edited inorder to facilitate the analysis. The classified data were coded and entered into a master chart. With the help of the master chart the data were decoded and tabulated for statistical presentation. In addition to statistical methods discriptions, graphs and diagrams were also used for presentation. On the basis of this the data were analysed and generalisations were made. Selected case studies, illustrating various aspects of the theme of the study were also conducted, the reports of the same are presented in relevant contexts within the chapters.

2.7. Chapterisation

The report is compiled on the basis of the information evolved from the study and is presented as thesis having following chapters:

I. Village Industries - A Historical Review
II. Research Methodology
III. Review of Past Studies
IV. Village Industries for Village Development
V. Village Industries in Kerala - Past and Present
VI. Management of Village Industries
VII. Profile of Workers in Village Industries

VIII. Findings and Suggestions

2.8. Scope and Limitations of the Study

Although different studies reveal various aspects of small industrial sector in Kerala, no study yet has been made in search of the problems and prospects of village industries in Kerala. The Government of India on several occasions have appointed various commissions to evaluate the functioning of khadi and village industries at the national level as well as state level. The terms of references of these committees were limited to certain specific problems related to village industries. The present inquiries revealed that no comprehensive study has so far been carried out by any agency on this area of great interest and further any academic study is yet to be conducted in this subject. It is in this context, that the present study which deals with the nature, administration, status and scope of village industries in Kerala is carried out. Here an attempt is also made to assess the magnitude of the impact of Gandhiji's idea of 'village industries for village development' with reference to Kerala. It is expected that the study would help to evolve suitable policies and strategies for proper development of the village industries in the state.

The study is conducted in the lines of well approved scientific norms and practice. But it is not free from limitations. One of such limitations is that the study is conducted with a set of...
objectives, within a fixed period of time and resources. Since most of the industrial settings are located at the interior part of the villages, it was really difficult to reach the locations and that forced the researcher to limit the number of sample units and the number of respondents selected for the study. Further, some of the respondents were reluctant to give clear responses because of the fear that it would adversely affect their interests. However, these are not serious limitations as the focus of the study is on the problems and prospects of village industries in the state at large. Though having these limitations, the study is thematically worth, specially in the context of the nation celebrating the centenary of Dr. J.C. Kumarappa, the 'Doctor of Village Industries'.
In the scheme of reconstruction for free India, its villages should no longer depend, as they are now doing, on its cities, but cities should exist only for, and in the interest of the villages.


CHAPTER - III
REVIEW OF PAST STUDIES

3.1 Studies on Theoretical Aspects
3.2 Historical Perspective
3.3 Socio-economic Aspects of Small-scale and Village Industries