

Perception of rural people about the cottage industries in Dharwad Taluk of Karnataka

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ABSTRACT

Study was made on the profile of people engaged in cottage industries with the formation of Self Help Groups (SHGs) in Dharwad Taluka of Dharwad district of Karnataka. It was observed that most of the respondents (62%) were middle aged and with maximum of them (67%) having only primary education. They had very marginal land holding (67%) with majority of them (68%) having low income of ₹ 1000-3000. They were irregular (51%) in mass media participation with low (51%) standard of living. Nearly half of them (48%) were hygienic and possessed assets like television (44%), bullocks (36%) and agricultural implements (20%). Most of them saved their funds in financial institutions (41%). Majority (84%) had awareness about cottage industries with two third (75%) with the view that cottage industries provided them additional income.

Keywords: SHGs; cottage industries; respondents

INTRODUCTION

Today poverty and unemployment are the twin evils faced by many of the developing nations of the world. In the previous decades large number of people lived under poverty that has increased disproportionately now. The people contribute two-third of world work hours, comprise half of humanity yet they earn only one-third of total income and own less than one-tenth of the world resources (Anon 1975). Poverty is directly related to the absence of the economic resources including

credit land membership and inheritance, lack of basic education and lack of participation in decision making process.

In recent years to increase the income generation activities and to enhance economic conditions and boost social status of the human welfare in the society the concept of Self Help Groups (SHGs) emerged. The SHGs have become basic significant institutions for rural upliftment in the modern society. This has been observed particularly among rural poor who for their livelihood do not have enough financial support to take up business enterprises on

an individual basis. The group approach makes the available collective wisdom and combined resources for any type of task to be implemented. Thereby the SHGs encourage rural people to start various kinds of tasks so as to achieve different income generating activities through cottage industry approach within the available resources in village hamlet for improving economic status and towards livelihood security for rural poor. SHG is a small, informal, homogeneous and affinity group of people voluntarily coming together with others who are affected by a particular issue (experience, disadvantage, discrimination etc). Each SHG has a unique system of organizing and managing its own finances and operating as an independent unit. The SHG also provides a forum for social interaction which serves as an alternate social structure for peer level interaction (Anon 2006). The present study was undertaken to study the perception of rural people about cottage industries in transitional belt of Dharwad Taluk of Dharwad district, Karnataka.

METHODOLOGY

The study was conducted in transitional belt of Dharwad Taluk of Dharwad district, Karnataka. The rural respondents belonging to villages having cottage industries formed the population of the research study. In total 10 villages namely Kyarkoppa, Nagalavi, Mugad, Mummigatti, Garag, Nigadi, Halligeri, Murakatti, Mansoor and Amblikoppa were

purposively selected as in these villages the people were involved in various income generating activities other than the agriculture. From each village 10 respondents were selected. Thus the research study constituted of total sample size of 100 respondents. The data were collected through personal interview method with the help of interview schedule developed for the research study. The variables selected for the study were age, education, family income, land holding, cottage industry, health and hygiene, living standard, mobilization of funds, rural youth clubs, mass media participation and social participation.

Age refers to chronological age of the respondents in completed years at the time of investigation. The respondents were categorized into three age groups viz young (18-30 yrs), middle aged (31-50 years) and old (>50 yrs). Education refers to the number of years of formal schooling completed by the respondents. The respondents were grouped into four different categories viz primary level (1st to 4th std), middle level (5th to 7th std), high school level (8th to 10th std) and college level (11th and above). Categorisation wrt land holding was made on the basis of number of acres of land owned by an individual and on this parameter the respondents were divided in four categories viz farmers having marginal holdings (1-2.5 acres), small holdings (2.50-5 acres), medium holdings (5-10 acres) and big holdings (>10 acres).

Annual Income refers to total income earned by the respondents/participants from both agriculture and from other enterprises in one year as expressed by the respondents in rupees. The habits of listening to radio, viewing television, reading newspapers and magazines of the respondents were classified into regular, occasional and never categories that referred to mass media participation. Social participation of the individuals was studied wrt his/her participation in some formal organization which was categorized as member, non-member and office bearer and the extent of participation was categorized as regular, occasional and never. Standard of living in the existing society of the individuals was classified into very low, low and medium categories. Health and sanitation refers to degree to which the individual maintaining health condition to work in cottage industries and the sanitation maintained in and around cottage industry premises. This was categorized as less hygienic and more hygienic.

The data were analyzed by using appropriate tools such as frequency and percentage.

RESULTS AND DISCUSSION

Profile characteristics of the respondents

The socio-economic profile of the respondents is given in Table 1. The data

show that most of the respondents (62%) were middle aged whereas 22 and 16 per cent were young and old respectively. Majority of them were just at primary level (67%) followed by middle level (17%), high school level (10%) and college level (6%). Most of the respondents (67%) had marginal holdings of 1-2.5 acres. Only 18 per cent had small holdings of 2.5-5 acres followed by 9 per cent having 5-10 acres and 6 per cent having 10 or >10 acres.

The study also showed that most of the respondents (68%) had low annual income of ₹ 1,000-3,000 whereas 22 per cent had medium (₹ 3,001-5,000) and high income (₹ 5,001 and above). Most of the respondents (58%) were irregular participants of mass media followed by regular (36%) and those who never participated in media (16%). Most of the respondents had low (51%) standard of living whereas 37 per cent had very low and 12 per cent medium standard of living. Majority of them (48%) fell in the category of hygiene whereas 36 per cent in less hygiene and 16 per cent in medium hygiene categories.

Only 44 per cent of the respondents possessed television and 36 per cent had bullocks and 20 per cent agricultural implements. 41, 36 and 20 per cent of the respondents made their savings in financial institutions, mutual funds and cooperative credit societies respectively.

Table 1. Socio-economic profile of the respondents (n=100)

Variable	Frequency	Percentage
Age		
Young (18-30 yrs)	22	22.00
Middle (31-50 yrs)	62	62.00
Old (50 and above)	16	16.00
Education		
Primary school (1 st to 4 th std)	67	67.00
Middle school (5 th to 7 th std)	17	17.00
High school (8 th to 10 th std)	10	10.00
College level (11 th std and above)	06	06.00
Land holding (acres)		
Marginal Holding (1-2.5)	67	67.00
Small holding (2.5-5)	18	18.00
Medium holding (5-10)	09	09.00
Big holding (10 and >10)	06	06.00
Annual income		
Less (1,000-3,000)	68	68.00
Medium (3,001-5,000)	22	22.00
More (5,001 and above)	0	10.00
Mass media participation		
Regular	36	36.00
Irregular	58	58.00
Never	16	16.00
Standard of living		
Very low	37	37.00
Low	51	51.00
Medium	12	12.00
Health and hygienic		
Less hygienic	36	36.00
Medium hygienic	16	16.00
Hygienic	48	48.00
Material possession		
Television, radio, sewing machine	44	44.00
Motor cycle, VCR		
Bullocks	36	36.00
Agricultural implements	20	20.00
Saving of funds		
Financial institutions	41	41.00
Mutual funds	36	36.00
Co-operative credit societies	20	20.00

Perception about the cottage industries

The data on perception of the respondents about the cottage industries are given in Table 2. The results show that the most of the respondents (84%) had awareness about the cottage industries and 75 per cent were of the view that cottage industries provided them additional income. About half of the respondents (51%) opined that cottage industries helped them increasing their standard of living. They (48%) also reported that the health hazards were reduced due to the cottage industries. In

these villages 34 per cent were engaged in village cottage industries.

The study shows that cottage industries are sources of additional income to the rural people. These are a good source of income generating activities for the rural people. The initiative to open a cottage industry may be taken by forming self help groups wherein the group members start a venture collectively. More and more cottage industries should be opened in the villages for overall development of rural India.

Table 2. Perception of respondents about cottage industries

Particular	Frequency	Percentage
Provide additional income	75	75.00
Reduce health hazard	48	48.00
Increase standard of living	51	51.00
Employed in cottage industries	34	34.00
Awareness about cottage industries	84	84.00

CONCLUSION

In the study it was observed that most of the rural people in the study area were less qualified, had marginal land holdings, had low annual income, were irregular participants of mass media and had low standard of living. The people had a positive view about the cottage industries. Most of the respondents had awareness about the cottage industries and were of the view that cottage

industries provided them additional income. About half of the respondents opined that cottage industries helped them increasing their standard of living. They also reported that the health hazards were reduced due to the cottage industries. The study shows that cottage industries are sources of additional income to the rural people and more and more of them should be opened in the villages through the self help groups for overall development of rural India.

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