

# Sustainable Living and Self Employment Strategies in Koochivari Palli – A Case Study

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**Abstract:** - A shift has been observed in the balance of farm and non-farm self-employment activity among families who live in villages. Historically, India is known to be an agricultural country and most of the revenue is generated from farm products in earlier days. The workers in the rural areas were farm self-employed, compared to non-farm activities. However, farm self-employment has been steadily declining in the last two decades due to economic and technological change in agriculture. However, the overall area under cultivation has remained fairly stable. The families who live in rural areas are earning money through dairy and other non farm products. Also, the share of workers engaged in non-farm pursuits has been increasing; following the national trend of more self-employment in the labour market overall. Since the mid-1990s, more workers in rural areas were moving towards labour market as daily wage workers. But family with self employment strategies are slowly growing and dependency on labour market is neglected. In some rural areas, the men depend on labour employment and women in making agro products and dairy development. A case study is conducted in Koochivari Palli, Chittoor District, Andhra Pradesh, India to find the employment generating avenues and also dairy development for the self sustenance of the families.

**Keywords:** employment, farm activity, dairy, rural area

## I. INTRODUCTION

Rural Development in India is one of the most important factors for the growth of the Indian economy. India is primarily an agriculture-based country. Agriculture contributes nearly one-fifth of the gross domestic product in India. In order to increase the growth of agriculture, the Government has planned several programs pertaining to Rural Development in India. The Ministry of Rural Development in India is the apex body for formulating policies, regulations and acts pertaining to the development of the rural sector. Agriculture, handicrafts, fisheries, poultry, and dairy are the primary contributors to the rural business and economy.

Rural development can be richer and more meaningful only through the participation of clienteles of development. Just as implementation is the touchstone for planning, people's participation is the centre-piece in rural development. People's participation is one of the foremost pre-requisites of development process both from procedural and philosophical perspectives. For the development planners and

administrators, it is important to solicit the participation of different groups of rural people.

## II. AIM AND OBJECTIVES

Rural development aims at improving rural people's livelihood in an equitable and sustainable manner, both socially and environmentally, through better access to assets (natural, physical, human, technological and social capital), and services, and gain control over productive capital (in its financial or economic and political forms) that enable them to improve their sustainable and equitable livelihood.

The aim of the present study is to find the economic status of the families residing in koochivari palli and dairy development in the village. The idea behind this study is to know about the alleviation of poverty and generating revenue though dairy development. It also aims at providing training in basic farming and dairy development.

## III. DISCUSSION

Rural livelihoods are enhanced through effective participation of rural people and rural communities in the management of their own social, economic and environmental objectives by empowering people in rural areas, particularly women and youth. Rural communities in India are still facing with challenges related to access the basic services, economic opportunities and some degree of incoherence with regard to environmental protection, and education. Beyond meeting basic needs, investments must be linked to the potential to raise productivity and income. The rural population in order to overcome financial crisis, they sell milk, agricultural products and even manure. The success of sustainable development depends on their planning in farming activities and live stock development.

The primary purpose of this study is to measure the overall importance of non-farm self-employment in the koochivari palli and also dairy development as a source of income to the families. The label "self-employment activity" is used to distinguish from the stricter definition of "main job" self-employment. Using data from the koochivari palli, it is understood that there is a marginal increase in the number of cows in each year (Table 1) and hence in the growth of the

milk production.

It is observed that the total number of families staying in the village are 75 and they have 107 cows as on today. Also, it is observed that only 6 families are working in Government sector and 38 families are working in private firms including nearby educational institutions. Remaining families (nearly 40%) solely depend on farm activities and milk production. The milk production in the village was 600 liters in 2012 and increased to 900 liters in 2017. After their usage they are selling to dairy and earning an amount of Rs. 5000 per month.

Table 1 Number of cows

S. No	Year	No. of Cows
1	2012	60
2	2013	67
3	2014	78
4	2015	83
5	2016	96
6	2017	107

The families in the village also have goats and they are earning a little amount of nearly Rs. 1000 by selling meat. Hence, it is understood that the families staying in the village are in sustainable living and self employed.

*Steps to be taken for better living:*

1. Promoting poverty eradication programmes in the village so that all can understand the importance of self employment.
2. Promoting pro-poor planning and budgeting at the local levels.
3. Addressing basic needs and enhancing live stock development and engagement in productive activities.
4. Providing social protection programmes to benefit, the vulnerable households, in particular the aged, persons who are unemployed.
5. Empowering women and farmers through education and Government supported plans.
6. Promoting modern technologies with traditional and indigenous knowledge for sustainable development.
7. Providing access to credit and other mechanisms as well as resources for farm-based activities, especially for small-scale farmers, including women in particular who are living in the village.
8. Educating on resources available in the nearby areas and effective use of such resources.
9. Improving access of information, education, extension services and learning resources, knowledge and training facilities with panning and decision-making.
10. Providing appropriate land-use frameworks in order to support the establishment of agricultural activities,

both agricultural and non agricultural services related to sustainable development.

11. Provide entrepreneurial training, credit and other support to off-farm and other non-primary production activities.
12. Supporting the development, transfer and use of safe and environmentally sound construction technologies and practices, in particular for housing, to improve living standards and to create employment in rural areas.

Understanding the Government's policy and programmes which have laid emphasis on poverty alleviation through the generation of employment and creating income opportunities, and provision of infrastructure and basic facilities, to meet the needs of rural poor. Agriculture, poultry, and dairy are the primary contributors to the rural business and economy in Koochivaripalli. Hence, people staying in this village should be given effective education for better growth and employment. Various ministries in the Central Government are engaged directly or indirectly for implementation of many programmes and schemes for the development of rural areas like Ministries of Agriculture, Health and Family Welfare, New and Renewable Energy, Science and Technology, Women and Child Development and Tribal affairs etc.

#### IV. CONCLUDING REMARKS

The rural economy is an integral part of the overall Indian economy. As majority of the poor reside in the rural areas, the prime goal of rural development is to improve the quality of life of the rural people by alleviating poverty through the self-employment and wage employment programmes, by providing community infrastructure facilities such as drinking water, electricity, road connectivity, health facilities, rural housing and education. Appropriate rural technology should be implemented which are simple and within the reach of the ordinary people for their own benefit and the benefit of their community to harness the local or regional capacity and to meet the local needs without increasing dependence on external factors.

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