



AWARENESS AND TRAINING ACTIVITIES OF THE SELECTED BENEFICIARY HOUSEHOLDS

(A STUDY OF SOCIAL EDUCATIONAL AND ECONOMIC DEVELOPMENT SOCIETY (SEEDS) VOLUNTARY ORGANIZATION IN GUNTUR DISTRICT OF ANDHRA PRADESH)

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ABSTRACT

The development of rural infrastructure is crucial for the growth of rural economy as well as welfare. It contributes directly or indirectly to the improvement of living conditions of the people. Infrastructure facilities and rendering services can reduce the costs and time of the various economic and social activities taken up by the rural people. Rural development has merely been a routine based on bureaucratic exercise and even often in decades of independence, it has not been able to become a people's movement. The success of the rural development, it is largely because the target groups, for whom the programmes are meant and designed, are simply ignorant of these programmes. The problems like mass illiteracy, over population, terrorism, unemployment, malnutrition, poor health, hunger and pollution call for intensive efforts towards their elimination. The Organisation from its inception has been working for the health, socio-economic and environmental development and in particular for the development of the poor and downtrodden in Coastal Districts of Andhra Pradesh and with special emphasis in Guntur and Prakasam districts, SEEDS serves the poor, needy, down trodden and weaker sections irrespective of caste, creed and religion and it is a non-profit and secular organisation.

KEYWORDS: *Development, living standards, rural people, Infrastructure facilities*

INTRODUCTION

Development, in the contemporary context, means improving the well being of people. Hence, raising living standards and improving the education and health of the people is very important economic is an essential means for enabling development.

It has been recognized that the development of rural people is an important factors that influences the productivities and economic growth of the nation as a whole, because one of the prime objectives of government is to ensure as a whole, because one of the prime objectives of governments is to ensure better life of the people in rural areas. hence, the rural development contains all aspects of improvement in the living conditions by extending the benefits of development to the poor people.

The development of rural infrastructure is crucial for the growth of rural economy as well as welfare. It contributes directly or indirectly to the improvement of living conditions of the people. Infrastructure facilities and rendering services can reduce the costs and time of the various economic and social activities taken up by the rural people.

Rural development has merely been a routine based on bureaucratic exercise and even often in decades of independence, it has not been able to become a people's movement.

The success of the rural development, it is largely because the target groups, for whom the programmes are meant and designed, are simply ignorant of these programmes. The problems like mass illiteracy, over population, terrorism, unemployment, malnutrition, poor health, hunger and pollution call for intensive efforts towards their elimination.

“ Social Educational and Economic Development Society, in short Social Education and Economic Development Society (SEEDS) is a Non-Governmental Social Service Organisation registered under Societies Registration Act XXI of 1860 in 1986 and also registered under Foreign Contribution (Regulation) Act with FC (R) A No. 010190088 dated 3rd April, 1987.

It is an inter-disciplinary group with committed participants drawn from various fields of activities - mostly from Education, Social Sciences, Health and Social Work.

The Organisation from its inception has been working for the health, socio-economic and environmental development and in particular for the development of the poor and down-trodden in Coastal Districts of Andhra Pradesh and with special emphasis in Guntur and Prakasam districts, SEEDS serves the poor, needy, down-trodden and weaker sections irrespective of caste, creed and religion and it is a non-profit and secular organisation.

AIMS AND OBJECTIVES of SEEDS

The chief objectives of the organisation as follows.

- i. To organise and build the communities words self-reliance, unity and awareness of their rights, duties and responsibilities through formal, non-formal, adult and other educational methods.
- ii. To take up social programmes to eradicate in justice and inequality of the under privileged sections of the society
- iii. To under take community health, hygiene, child-care and family welfare programmes for improvement of health conditions of the people who suffer from lack of minimum health and nutritional requirements.
- iv. To organise and promote programmes for the benefit of the land less poor, marginal and small farmers
- v. To promote the self-help economic development project and reduce the rate of dependency among the target groups.

OBJECTIVES OF STUDY

The aim of the study is to understand importance of voluntary action for rural development. In order to study them the following objectives have been formulated:

- To Portray the profile of the voluntary organisation under studies.
- To Examine the impact of various programmes.
- To Analyse the strategies adopted for implementing various programmes.

METHODOLOGY

In order to study the above objectives, one of the voluntary organisations in Guntur district of Andhra Pradesh has been selected. A multi-stage random sampling procedure has been adopted so as to select the "The SEEDS" Social Education and Economic Development Society, since, the SEEDS has been undertaking training and income generation activities to the people. To examine the impact of the activities, the beneficiaries who were trained and benefited by the voluntary organisation from 2013 to 2015 were considered.

Tools of data collection

The data for the present study is collected from the sources of primary and secondary data were collected for the study. The primary data were collected by scheduled method and covering the aspect of social-economic profile of the beneficiaries, the impact of voluntary action on income and employment aspect have been covered. Today the practice of the participatory rural appraisal and focussed group discussion techniques have been so much popularised and glorified in social research. The secondary data were obtained from the records of SEEDS, official records in the offices of the District Rural Development Agency (DRDA), Guntur district, National Institute of Rural Development (NIRD), Panchayat Raj Hyderabad, besides other published and unpublished reports.

Tools of analysis

A simple statistical tools such as averages, percentage has been used for the purpose of analysing the data. The main goals of the paper is to analyse chief awareness and training activities of the selected beneficiary house holds under the study area of social education and economic development society (seeds) voluntary organisation.

Table - 1

Have you aware of the Rural Development Programmes

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Yes	255	85.00
2.	No	45	15.00
Total		300	100.00

Source : Field Survey

The government has introduced and implemented the various rural development programmes for the rural people. Every programmes has been designed for the SC and ST, BC rural youth, unemployed person, women, and for workers they are designed and to introduced the schemes and benefitted for the every sector of the rural people. The question is

"Have you aware of the Rural Development Programmes" 85percent of the respondents said yes they are aware of the rural development programmes, only 15 percent of the respondents said no they did not aware of these rural development programmes. Majority of the respondents in rural area are utilizing the Government schemes successfully.

Table - 2

How did you come to know about Rural Development Programmes

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Through Newspapers	75	25.00
2.	Through village leaders	30	10.00
3.	Through Government officials	60	20.00
4.	Through voluntary agency workers	84	28.00
5.	Through Friends/Relatives	51	17.00
Total		300	100.00

Source : Field Survey

The rural development programmes are categorized into five types are Through Newspaper, Through village leaders, Through Government officials, Through Voluntary agency

workers, Through Friends/Relatives. 28percent of the respondents are know about the programs through voluntary agency workers, 25percent of the respondents are aware of

this programmes through Newspapers, 20percent of the respondents are aware of this programmes through government officials, 10percent of the respondents are know about this

programmes through village leaders, 17percent of the respondents are know this programmes through Friends/ Relatives.

Table - 3
What do you understand about the Rural Development Programmes

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Programmes only for the BPLs	129	43.00
2.	For the benefit of the society as a whole	63	21.00
3.	For the benefit of the rural people	108	36.00
Total		300	100.0

Source : Field Survey

The Government of India has introduced the various rural development programmes are poverty alleviation in rural India, Integrated Rural Development Programme (IRDP) and Allied Programmes, Training of Rural Youth for Self-Employment (TRYSEM), Supply of Improved Toolkits to Rural Artisans (SITRA), DEVELOPMENT OF WOMEN AND CHILDREN IN RURAL AREAS (DWCRA), Jawahar

Rozgar Yojana (JRY), Integration of Poverty Alleviation Programmes with Sectoral Programmes. 43percent of the programmes are benefitted for the below poverty line youth, 36percent of the respondents said that these programmes are benefitted for the rural people, 21percent of the respondents said that these programmes are benefitted for the society and the whole.

Table - 4
Did you avail any following Poverty Alleviation Programmes

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Self Help Groups	99	33.00
2.	SGSY	30	10.00
3.	JAY	54	18.00
4.	PMGSY	45	15.00
5.	MGNREGSs	30	10.00
6.	Land Distribution	30	10.00
7.	Housing Programmes	12	4.00
8.	Others	-	-
Total		300	100.00

Source : Field Survey

The government has introduced the various poverty alleviation programmes are Self Help groups, SGSY, JAY, PMGSY, MGNREGSs, Land Distribution, Housing programmes. 33 percent of the respondents are utilized the programme of SHG programmes, 10 percent of the

respondents known about the programmes of SGSY, MGNREGSs, Land Distribution programmes, 18 percent of the respondents are avail of JAY, 15 percent of the respondents are avail of the PMGSY programmes, 4percent of the respondents are avail of the housing programmes.

Table - 5
Do you attend any training programme

Sl. No.	Particulars	No of Respondents	Percentage
1.	Yes	255	85.00
2.	No	45	15.00
Total		300	100.00

Source : Field Survey

The government has conducted the various training programmes for the rural people in the villages for generating them to the employment opportunities, encourage and cope up with the new skills, in the rural areas. 85percent of the

respondents said yes they have attended training programmes, remaining 15percent of the respondents said no they are not attended any training programmes.

Table - 6
If Yes give details

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Doll Making	20	7.84
2.	Tailoring	71	27.84
3.	Weaving	17	6.66
4.	Poultry	11	4.31
5.	Dairying	14	5.49
6.	Candle Preparing	20	7.84
7.	Vegetable selling	41	16.07
8.	Pot Making	23	9.01
9.	Carpenter	14	5.49
10.	Pickle making	08	3.13
11.	Petty shop	08	3.14
12.	Beedi workers	08	3.13
Total		255	100.00

Source : Field Survey

In the Rural Development Programmes to improve the economic status of the rural people to provide the supplementary income. For this purpose different income generating activities depends upon the main occupation and the skills acquired by them in training. The above table represents the sample respondents. Above 27.84 percent of the respondents are engaged in tailoring, Nearly 16.07 percent

of the total respondents are engaged in vegetable selling, However about 9.01 percent of the respondents engaged in the pot making, followed by the 7.84 percent of the respondents are in the doll making and candle preparing, only 3.13 percent of the respondents are constitutes in the pickle making, petty shop, beedi workers.

Table - 7
Under which scheme you have received training

Sl. No.	Particulars	No. of Respondents	Percentage
1.	IRDP	60	23.52
2.	TRYSEM	73	28.64
3.	DWACRA	40	15.69
4.	Gramodaya	25	9.80
5.	SC Corporation	53	20.79
6.	Others	04	1.56
Total		255	100.00

Source : Field Survey

The government has introduced various schemes for the development of the rural people. These training schemes are IRDP, TRYSEM, DWARCA, Gramodaya, SC Corporation . under all these system the respondents are utilized and benefitted which they belong to these schemes. Majority of the respondents 28.64 percent are utilized and benefitted under this scheme of TRYSEM, whereas 23.52 percent of the

respondents are benefited through IRDP programmes, while 20.79 percent of the respondents are in the SC corporation, followed by 15.69 percent of the respondents are utilized the DWCRCA Programme, about 9.80 percent of the respondents are in the gramodaya programmes, remaining 1.56 percent of the respondents belongs to others.

Table - 8
Why did you select this scheme give the reasons

Sl. No.	Particulars	No. of respondents	Percentage
1.	For Interest	57	19.00
2.	More remunerative	99	33.00
3.	Less Investment	45	15.00
4.	To acquire skill	69	23.00
5.	To start own business	30	10.00
Total		300	100.00

Source : Field Survey

The above table represents why did you select this schemes give the reasons. The interest of the respondents categorized into six types are for interest, More remunerative, less investment, to acquire skill, to start own business, for others. 33 percent of the respondents are select this scheme

for more remuneration, followed by 23 percent of the respondents select this scheme to acquire skills, where as 19 percent of the respondents are shown for interest in the scheme, and for other reasons are nil.

Table - 9
How did you come to know about Rural Development Programmes

Sl. No.	Particulars	No. of Respondents	Percentage
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Table - 10**Do you attend any training programme**

Sl. No.	Particulars	No of Respondents	Percentage
1.	Yes	255	85.00
2.	No	45	15.00
Total		300	100.00

Source : Field Survey

The government has conducted the various training programmes for the rural people in the villages for generating them to the employment opportunities, encourage and cope up with the new skills, in the rural areas. 85 percent of the

respondents said yes they have attended training programmes, remaining 15 percent of the respondents said no they are not attended any training programmes.

Table - 11**Duration of the training Programme**

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Between 1 month-3 months	177	59.00
2.	Between 3 months- 6 months	90	30.00
3.	Above 6 months	33	11.00
Total		300	100.00

Source : Field Survey

The training programs should depends on the various programs, suppose if the respondents involves in the doll making the training program should be 15 days to 01 month, while in the tailoring the programmes depends on 3 months because it is the long term process to stitch the clothes, and for carpentering the program duration is 2 months are above,

for vegetable selling, pot making, pickle making the program depends on the below 15 days. The duration of the training programme between 1 month – 3months are 59percent, Between 3 months -6 months the duration of the training is 30percent, and above 6 months are 11percent.

Table - 12**Were you satisfied in training**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Yes	224	87.84
2.	No	31	12.16
Total		255	100.00

Source : Field Survey

After the training is received for the respondents, the questions posed by the researcher are you satisfied with training. Majority of the respondents are satisfied with training

shows the value of 78 percent, remaining 22 percent of the respondents are not satisfied with the training programmes.

Table - 13**How this training is useful to you**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Useful	217	85.00
2.	Not Useful	33	12.94
Total		255	100.00

Source : Field Survey

The above table represents “How this training is useful to the respondents”, 85 percent of the respondents are said yes this training is useful for them because they run their business of themselves, they take huge orders from customers

like doll making , pickle making products, cloth making, candle preparing. Remaining 12.94 percent of the respondents said that this training is not useful to them.

Table - 14**After training program have you take any loan**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Yes	96	32.00
2.	No	204	68.00
Total		300	100.00

Source : Field Survey

For the growth of the business and the bulk of orders coming the customer the respondents prefer loan after training programme. Interestingly 68percent of the respondents did

not get loan after training programs, 32percent of the respondents get loan after training program.

Table - 15**Are you satisfied with the present occupation**

Sl. No.	Particulars	No of respondents	Percentage
1.	Yes	234	78.00
2.	No	66	22.00
Total		300	100.00

Source : Field Survey

The above table represent the “Are you satisfied with the Present occupation”. 78percent of the respondents are satisfied with the present occupation, 22percent of the respondents are not satisfied with the present occupation.

Table -16

If no what are the reasons

Sl.No.	Particulars	No. of respondents	Percentage
1.	Income generation is low	30	45.00
2.	Market is dull related to occupation	36	55.00
Total		66	100.00

Source : Field Survey

The above table states the “ If No what are the reasons” while in the above table represents are you satisfied with the present occupation, nearly 22percent of the respondents said

no , continued to that question, 45percent of the respondents said that income generation is low, 55percent of the respondent said that market is dull related to occupation.

Table -17

If you are producing marketable products, can you market them

Sl. No.	Particulars	No. of respondents	Percentage
1.	Yes	210	70.00
2.	No	90	30.00
Total		300	100.00

Source : Field Survey

They are various products produced by the rural people are doll making, tailoring the cloths, weaving , pot making, carpentry, pickle making petty making, vegetable selling, all these products required the markets. Nearly 70percent of the

respondents said that yes are marketing the products, 30percent of the respondent said that no that they are not producing the marketing of products.

Table -18

What is you intention about educating your children

Sl. No.	Particulars	No. of respondents	Percentage
1.	For Job	159	53.00
2.	For good future	81	27.00
3.	Not to be depend on parents	60	20.00
Total		300	100.00

Source : Field Survey

To educate the children of every parent intention is to get job and earn for themselves and support for the family requirement. It can be categorized into 3 types are For job, For good future, Not to be depend on parents. However 53percent of the respondents said that they educate their

children for good job, 27percent of the respondents said that that educate their children for good future, 20percent of the respondents said that they educate their children not to be depends on parents.

Table - 19

Were you interested in training or did you join for the sake of stipend

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Yes	255	85.00
2.	No	45	15.00
Total		300	100.00

Source : Field Survey

The above table represents the were you interested in training or did you join for the sake of stipend. 85percent of the respondents are interested in the training programmes, the respondent opine differently to their interest in the training first reason is that for the sake of self employment they are

interested in the training, and for the second reason they interested in training programmes for their livelihood, and remaining of the respondents are interested in the training programmes for their family.

Table - 20

If you like to develop your skills further idea

Sl. No.	Particulars	No. of respondents	Percentage
1.	Yes	195	65.00
2.	No	105	35.00
Total		300	100.00

Source : Field Survey

For the business development and occupation of the rural people have to develop their skills further idea because to generate more income, and provide employment

opportunities for workers, 65percent of the respondents said yes that they like to develop their skills, 35percent of the respondents are not interest to develop their skills.

Table - 21**If yes, what type of skills you want to develop and for what purpose**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Self employment	100	51.29
2.	For family requirements	95	48.71
Total		195	100.00

Source : Field Survey

The main purpose to develop the skills the respondent for self employment and for family requirements. 51.29percent of the respondents said that Yes they generate

the self employment to develop their skills, 48.71percent of the respondents said that No to generate the self employment to develop their skills.

Table -22**Do you engage your children in the present occupation**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Yes	174	58.00
2.	No	126	42.00
Total		300	100.00

Source : Field Survey

The above table represents the does the respondent engage their children in the present occupation. Nearly 58percent of the respondents said yes that they engage their

children in the present occupation, 42percent of the respondents said No that do not engage their children in the present occupation.

Table - 23**If no what type of occupation do you prefer for your children**

Sl. No.	Particulars	No. of respondents	Percentage
1.	For private job	45	35.73
2.	For self employed	50	39.68
3.	For Govt. Job	31	24.59
Total		126	100.00

Source : Field Survey

Most of the rural respondents are not interested to prefer their children in occupation, 35.72percent of the respondents said that they prefer their children engaged in the private job,

39.68percent of the respondents said that they prefer for self employed, 24.59percent of the respondents said that they prefer their children to do govt. job.

Table -24**If you are satisfied with the activities of Social Education and Economic Development Society**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Yes	265	88.33
2.	No	35	11.67
Total		300	100.00

Source : Field Survey

The above table represent If you are satisfied with activities of Social Education and Economic Development Society (SEEDS). Nearly 88.33percent of the respondents are satisfied with the activities of Social Education and Economic Development Society (SEEDS), 11.67 percent of the respondents are not satisfied with the activities of Social Education and Economic Development Society (SEEDs).

CONCLUSION

Social Educational and Economic Development Society (SEEDS) voluntary organization has played very major role includes providing awareness and training on livelihood activities for selected beneficiaries in the study area. But the awareness and training is necessary but not the sufficient conditions as linkages in terms of modern lines and enterprise management are essential for success of livelihood activities. There is a need for a state level and national level organization to coordinate the financial resources to the selected beneficiaries and capacity building resources to the voluntary organizations. Though Council for Advancement of People Action For Rural Technology (CAPART), district agencies, state and national agencies are performing this function presently. A separate independent organization at district level, focused exclusively

on voluntary organizations, will be more effective and efficient in a strong, Vibrant, sustainable and self-reliant voluntary organizations movement. Thus the study substantiates that the voluntary organization has made a head way in attainment of its primary goal of overall empowerment of poorest among poor in the study area.

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