

RESOURCE BASED RURAL INDUSTRIALISATION

[DINDIGUL DISTRICT, TAMIL NADU]

By

M. ANNADURAI

CENTRE FOR RURAL DEVELOPMENT AND TECHNOLOGY

Submitted

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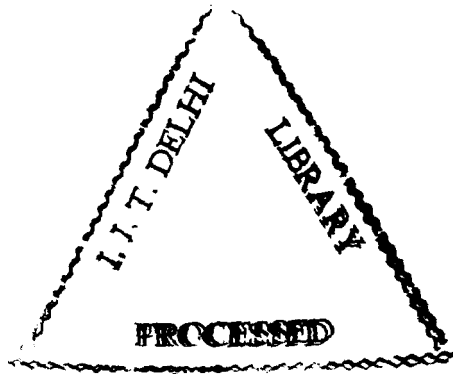
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CERTIFICATE

This is to certify that this thesis entitled **RESOURCE BASED RURAL INDUSTRIALISATION, DINDIGUL DISTRICT, TAMIL NADU** being submitted by **Mr. M. Annadurai** to the Indian Institute of Technology, Delhi, India, for the award of the degree of **Doctor of Philosophy in Rural Development and Technology**, is a record of bonafide research carried out by him. Mr. M. Annadurai has worked under our guidance and supervision and has fulfilled the requirements for submission of this thesis, which to our knowledge has reached the requisite standard.

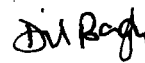
The results contained in this thesis have not been submitted, in part or in full, to any other University or Institute for the award of any degree or diploma.



(Dr. Vinod K. Sharma)

Professor

Indian Institute
of Public Administration
New Delhi 110 002.



(Dr. Dil Bagh Kaur)

Senior Scientific Officer I

Centre for Rural Development & Technology
Indian Institute of Technology
New Delhi 110 016.

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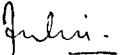
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ABSTRACT

India is a country of villages. It is essential to improve the levels of living of the rural masses for the country's development. However, due to rapid population growth and excessive pressure on agricultural land, agriculture and other land-based activities are unable to provide employment to the ever-growing rural labour force. Hence, under these circumstances, rural industrial sector provides a tremendous rationale.

Literature has been reviewed on four major areas namely, (I) Rural entrepreneurial studies, (ii) Studies on people's attitude (iii) studies on rural industrialisation. The review of literature has identified the following research gaps: most of the studies on entrepreneurship have confined themselves to studying the profiles of entrepreneurs. No study has been reported on the important aspects like entrepreneurial talents of the rural people, their interest in improving / learning their existing / new skills and their entrepreneurial interests. In fact, these aspects determine the entrepreneurial effectiveness and success. Similarly, no study has been reported on attitude towards rural industrialisation and its products. This aspect is to be studied since attitudes of the rural people determine the acceptance of rural industries and its products their participation at every stage of a programme. Studies on rural industrialization have not taken into account the important aspects like resources, both human as well as natural and the human factors in rural industrial development. In short, these aspects determine the success of any rural industry oriented development programme or project.

The major objective of the present study is to find out the availability of various resources and to study the attitude of rural people towards rural industrialisation and its products. Another important objective is to find out the entrepreneurial talents of the rural people. The main aim of the study is to develop a

resource based rural industrialisation model based on the above objectives for the achievement of sustainable rural development.

For the purpose of this study, Dindigul District in Tamil Nadu State has been selected. It consists of two revenue divisions comprising of 14 blocks under six taluks. For the purpose of data collection, 14 blocks were divided into three groups viz., industrially developed, industrially developing and industrially backward based on the number of industries, industrial output and the number of people employed in (industrially developed) Oddanchatram (developing) and Natham (backward) were selected. From each sample block 20 per cent of revenue villages were selected and from each village 10 per cent of the households were selected. Data were collected from rural people by using a semi-structured and pre-tested interview schedule. Personal interview technique was employed for data collection. In addition, secondary data were collected from various government offices and other published sources.

The collected data were compiled, thoroughly checked and coded for feeding into the computer. Simple statistics like central tendencies, percentages, chi-square test, bivariate correlation and step-wise multiple regression were calculated.

The major findings show that the study area was endowed with adequate human as well as natural resources. The results also show that majority of the rural people were semi-skilled, not much interested in improving their entrepreneurial skills and were less inclined to become entrepreneurs. While most of the people had favourable attitude towards rural industrialisation, only about 40 per cent of them had shown favourable attitude towards rural industrial products. The results did not differ significantly on the basis of sex and caste. But, some other socio-economic factors like age, type and size of family, education, occupation, annual income and value of assets had significant relationship on the results of the study. Some of these factors

were found to significant predict the people's attitude towards rural industrialisation and their entrepreneurial talents and interests.

Based on the above results, a resource based rural industrialisation model was developed for the rural industrial development of Dindigul district based on the natural resources, human resources and the said human factors. It also predicts the employment creation, production capacity / capabilities and investment requirements for different kind of industries in each village over a time period. In addition, this model pays greater attention to awareness, education and training of the rural people about the importance of rural industries, their role in today's economy, and various aspects like counseling, managerial, financial, entrepreneurial and marketing aspects for rural industrialisation.

In addition, it provides information about the various available financial sources and the ways and means to approach them. The model also discusses about the available and modern, improved technologies in the area of rural industries. It envisages a clear role for technical institutions in the promotion of rural industries. Finally, it discusses about various organizations that are to be involved in the planning, implementation and monitoring of the plans and suggests the ways of achieving proper coordination between them.

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