

CHAPTER-III

PROFILE OF THE SONYAL VILLAGE

- 3.1 Introduction
- 3.2 Location of the village
- 3.3 Population of the village
- 3.4 Agewise distribution of population
- 3.5 Education
- 3.6 Income groups of village families
- 3.7 Occupational structure
- 3.8 Agriculture land use pattern
- 3.9 Transport facilities
- 3.10 Communication
- 3.11 Banking facilities
- 3.12 Village industries
- 3.13 Other institutions.

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### 3.1 INTRODUCTION :

This Chapter discusses the various characteristic features of the study area i.e. the Sonyal village. It includes the features and the statistical data relating to the village. Its location, demographic features and the pattern of consumer behaviour. The discussion of these points are attempted here with a view to provide a significant understanding of the study area.

### 3.2 LOCATION OF THE VILLAGE :

The village 'Sonyal' is situated in the Jath Tahasil of the Sangli District from Maharashtra State. It is comparatively a small village located in a traditionally dry area. In fact, the entire Jath Tahasil is considered as a drought prone area. It is actually in the eastern area of the Jath Tahasil and is at 30 Kilo meters distance from the Tahasil place while 130 Kms. from the district place. The state boundry between Maharashtra State and Karnataka State is very much near just about 23 Kms. away from this Sonyal village. The nearest township for the Sonyal village is the holy city of Pandharpur, which is 35 Kms. away from Sonyal. Sonyal is in a sense a sub central village which has market significance for surrounding hamlets numbering seven.

### 3.3 POPULATION OF THE VILLAGE :

The population of the village Sonyal as per 1981 census was 2836 distributed over 390 families out of this population, the earning population was 1562.

The sexwise distribution of this population is shown in the following table.

TABLE 2.1

Sexwise distribution of population of Sonyal  
village

Particulars	Male Population	Female Population	Total Population
A) Adult	736	1,100	1,836
B) Children	569	431	1,000
Total (A+B)	1,305	1,531	2,836

(Source : Grampanchayat of Sonyal village)

The above table indicates that of the total population of 2,836, 46% is the male population while the remainder i.e. 54% is the female population. It is thus clear that female population is larger than male population in this village.

### 3.4 AGEWISE DISTRIBUTION OF POPULATION :

The table 2.2 below gives the breakup of the total population in the various age groups, such as 5 to 12, 13 to 21, 22 to 35, 36 to 50, 51 and above.

TABLE 3.2

Agewise Distribution of Population

Particulars	Male	Female	Total
a) 5 to 12 years	209	192	401
b) 13 to 21 ,,	360	239	599
c) 22 to 35 ,,	300	391	691
d) 36 to 50 ,,	266	320	586
e) 51 and above	170	389	559
Total (a+b+c+d+e) :	1,305	1,531	2,836

(Source : Grampanchayat of Sonyal village)

It is evident from the above table that the population in the age group of 13 to 50, which may be considered as working population is 66% of the total population. This is significant for our analysis since, most of the

customers going for the convenience goods will be coming from this age group.

### 3.5 EDUCATION :

There are two primary schools in Sonyal village, one of them imparts education in Kannada language while the other in the Marathi language. There is one highschool which imparts education only in Kannada language. Higher education facilities are available at the places like Jath, Solapur, Utgi and Sankh etc. These places are at a distance 30 Kms., 112 Kms., 7 Kms. and 13 Kms. respectively from Sonyal village. The following table gives data regarding educational status of people in Sonyal.

TABLE 3.3

Education status of the population

Particulars	: Illite- : rate :	: S.S.C. : :	: Under : gradua- : tes	: Grad.& : Post- : Grad.	: Total :
A) Adult male	576	90	11	3	690
B) Adult Female	569	69	21	-	659
C) Children	1,286	180	21	-	1,487
D) Total (A+B+C=D)	2,431	339	53	3	2,836

(Source : Grampanchayat of Sonyal village and personal survey).

The Table No.3.3 shows high percentage of illiterate people. The illiteracy percentage is 83.46 in the adult male population, 82.46 in female population and 86.48 in children.

Education provides thinking power. Educated people are expected to judge the merits of different type of goods and services before they buy them. It is normally believed that uneducated people either go by tradition or seek advice from others. Therefore, marketing men must study the educational status of markets to be served.

### 3.6 INCOME GROUPS OF VILLAGE FAMILIES :

The Income of the Sonyal village families is low, because Sonyal is normally known as a dry village.

On the basis of the Table No. 3.4, it is observed that 249 families are under poverty line, having income below 4,000. And 41 families are above poverty line.

TABLE 3.4Income group of village families

Income Group	No. of families
a) 1,000 to 2,000	124
b) 2,001 to 4,000	125
c) 4,001 to 6,000	180
d) 6,001 to 10,000	45
e) 10,001 to 15,000	12
f) 15,001 to 25,000	4
g) 25,001 to above	0
h) Total (a+b+c+d+e+f+g = h)	390

(Source : Grampanchayat of Sonyal Village & District Z.P. Office).

### 3.7 OCCUPATIONAL STRUCTURE :

The occupations of the people determine their income and influence their consumption pattern. Therefore, the study of occupational structure assumes importance. As pointed out earlier the earning population of village Sonyal was 1562 as per 1981 census. The table No.3.5 gives occupational distribution of this population.

TABLE 3.5

Occupational Structure of the Population in  
Sonyal village

Name of the occupation	<u>No. of persons belonging</u>		Total
	Male	Female	
a) Farmers	372	44	416
b) Agri. Labourers	172	65	237
c) Workers	240	150	390
d) Livestock orchards	75	40	115
e) Mines & quarries	7	0	7
f) Household Industry	30	2	32
g) Other than Household Industry	2	0	2
h) Construction	14	0	14
i) Trade & Commerce	23	4	27
j) Transport & Storage Communication	5	0	5
k) Other services	22	0	22
l) Non-workers	43	1,226	1,289
Total :	1,305	1,531	2,836
Earning Members	1,257	305	1,562

(Source : District Statistical Land Survey Office).

It is clear from the Table No.3.5 that agriculturiers farmers and labourers and workers constitute the major source of income for the major segment of the population in Sonyal. About 85% of the population is engaged in agriculture and occupations allied to agriculture.

It is interesting to note that a small segment of the people engaged in various services also exist in this market. As shown in the above table 2% of the earning population exclusively depend on services. The village has very small number of landless labours. Another small segment of the earning population is the people engaged in different vocations and occupations. To sum up agriculture is the main occupation of the people in Sonyal village. A detailed picture of agriculture in Sonyal is therefore, presented in the following paragraphs.

### 3.8 AGRICULTURE LAND USE PATTERN :

TABLE 3.6

#### a) Distribution of cultivable land in Sonyal village.

Description	Land belonging in acres
a) Irrigated land	296 Acres
b) Non-irrigated Land	7,841 ,,
c) Cultivable waste	2,505 ,,

Table No.3.6 - (Contd...)

Description	Land belonging in acres
d) Forest	267 Acres
e) Non available for cultivation	692 ,,
Total (a+b+c+d+e) :	----- 11,601 Acres

(Source : District Statistical Survey Office).

It is seen from the above table that the Irrigated land constitutes only 3.63% of the total cultivable area in this village and as such to take most of the farmers are not able to take cash crops.

b) Cropping pattern :

The following table gives the cropping pattern in Sonyal Village.

TABLE 3.7

Cropping pattern in Sonyal Village

Name of the Crop	Area under crop in acres
A) <u>Food grains</u> -	
1. Jowar (Rabi) :	2,220 Acres
2. Jowar (Hybrid) :	1,027 ,,

Table No.3.7 - (Contd...)

Name of the Crop	Area under crop in acres
3. Bajara	3,100 Acres
4. Paddy	40 ,,
5. Wheat	1,000 ,,
6. Maize	64 ,,
B) Pulses	300 ,,
C) Oil seeds groundnuts	150 ,,
D) Sugar cane	150 ,,
E) Vegetables onions	10 ,,
F) Other misc. crops	56 ,,
G) Grass/Fodder crop	26 ,,
Total Cultivable Land :	8,137 Acres

(Source : District land survey office & Talathi of village).

The analysis of the above table shows that more than 75% of the cropped area is devoted to food crops. In food crops food grains occupy the top position and jowar ranks first the area under all crops. A small portion of land goes to vegetable and other crops. It may be mentioned here that cropping pattern is subject to

change. For example, sugarcane was not grown in Sonyal village before 1950. Also the hybrid Jowar was not grown before 1975. After the severe drought in 1972, the people used hybrid Jowar, because of the more production of the hybrid Jowar. So the people started another hybrid products since 1972 continues.

### 3.9 TRANSPORT FACILITIES :

Transport is an essential input of the marketing and it is an important tool for the development of the market. Most of the rural markets in India are not developed mainly because of non-availability of the means of transport. The village Sonyal, as pointed out earlier, is situated in the eastern part of the Jath Tahasil. It is in hilly areas. The village is connected only by Kachha roads, therefore, means of quick transport like trucks, tempoes, jeeps are not available or are very rarely seen in this part. The only means of transport is bullock cart, which is very slow, unsafe and has very limited capacity. Recently some of the progressive agriculturists have purchased tractors which are also used for goods transport and occasionally for passenger transport also. The buses of State Transport Corporation run through this village, but the frequency is very low. Non availability of transport has hampered the development of markets considerably.

### 3.10 COMMUNICATION :

There is a post office in Sonyal village but there are no telephone and telegraph facilities.

### 3.11 BANKING FACILITIES :

The village of Sonyal does not possess any bank branch and obviously people have to depend upon the local money lenders. Only a few persons have bank accounts and are aware of the banking facilities as they have their bank account with the nearest bank branch in Madgyal. The Sangli District Central Co-operative Bank has its branch office at Madgyal, which is 5 Kms. away from Sonyal.

### 3.12 VILLAGE INDUSTRIES :

There is no large scale industry and not even a small scale industry in the village. There are only a few rural artisans engaged in their traditional activities. The break-up of these artisans is given in the Table No.3.8.

TABLE 3.8

Break-up of Rural Artisons

Type of Artisons	No. of persons
a) Carpenters	5
b) Goldsmith	4
c) Shoe makers	5
d) Rope makers	5
e) Blacksmith	1
f) Pot maker	1
g) Woolen Blanket maker	1
Total :	22

(Source : Through personal survey).

It is evident from the above informations that the village is still industrially backward.

### 3.13 OTHER INSTITUTIONS :

Sonyal village has a grampanchayat, a co-operative (Multi purpose) Society, a co-operative milk society and labour society. These Institutions have affected rural life in different ways, for example - Gram Panchayat has

created political awareness. New economic activities are generated by co-operative societies.

Social Institutions :

In the Sonyal village there is no youth club, Mahila mandal, there is a Bhajani mandal. This mandal is established by adult people who are interested in Bhajan and Kirtan etc. They arrange the programmes of Bhajan and Kirtan once in a month. It is mainly a religious kind of institution.

CONCLUSION :

The above narrated features of the Sonyal village are self explanatory and they make us to conclude that it is a typical tradition bound, poverty stricken agricultural village, where even agricultural sector is not properly developed. The average standard of living of the people is very low and as is normally believed the poor customers are not insistent in respect of specific brands of the nonessential goods.