

# ENABLING VILLAGE CLUSTERS DEVELOPMENT THROUGH TECHNOLOGY INTERVENTION

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**College** : *Siddaganga Institute of Technology, Tumakuru*

**Branch** : *Department of Marketing*

**Guide(s)** : *Dr. C Somashekar  
Dr. S Panneerselvam*

**Student(S)** : *Mr. Kushal Kumar T. V  
Mr. Likhith M J  
Ms. Likhitha J Reddy  
Mr. Manjunatha K K*

## **Keywords:**

Self-Sustainability, Agro-Produce, Rural Eco-system, Village cluster, Technology intervention.

## **Introduction:**

The objective of rapid development of rural population in a sustainable manner with a view to bridging the urban-rural divide would require leveraging knowledge and technology in an environment conducive for innovation. An agglomeration of small-scale industrial units, cluster is a thriving ecosystem for sustainable and inclusive economy. It is not just the catalyst for enterprise development but can also provide a conducive ecosystem for their sustenance. In order to strengthen micro entrepreneurs, farmers and artisans, and enable them to realize economies of scale. These interventions are focused at value chain development or build local ecosystems so that capacity building, technology, and marketing support services are made available to entrepreneurs on a sustained basis.

“ENABLING VILLAGE CLUSTER DEVELOPMENT THROUGH TECHNOLOGY INTERVENTION” is a voluntary, non-political, self-organizing association with the following main objectives: Achieving competitiveness of traders, manufacturers and organizations participating in the Cluster by: 1. Internationalization of the e-business of the cluster members. 2. Application of the collective principles in the e-business to increase sales of goods and services everywhere in the world. 3. Implementation of the latest marketing products of the social networks and the network economy in trade between manufacturers and traders. 4. Expansion of the e-commerce, the mutually beneficial cooperation and the implementation of the latest hardware and software practices such as B2B, B2C and C2C to increase the volumes of traded goods and services of the members of the Cluster.

The main objective of “ENABLING VILLAGE CLUSTER DEVELOPMENT THROUGH TECHNOLOGY INTERVENTION” is to ensure better income for the producers through an organization of their own. Small producers do not have the volume individually (both inputs and produce) to get the benefit of agricultural produce on large scale. Additionally, in agricultural marketing, there is a long chain of intermediaries, through which the producers/farmers receive

only a small part of the value that the ultimate consumer pays. So, to increase the income of the farmers we educating them about how to make an effective use of their product and provide end-to-end support and services to farmers and cover technical services, marketing, processing and other aspects of cultivation outputs. Few obstacles such as financial limitations, inexperience, no standout idea (not having a solid business plan) current responsibilities, fear of failure and aversion to stress or hard work are stopping a farmer to start his own business so they are selling their raw materials to others, So our organization will educate them.

**Objectives:**

1. To assess the potential of transformation of agro-produce other than primary produce.
2. To find out the appropriate technologies to transform the agro-produce.
3. To determine the financial feasibility of the product.
4. To connect/Link farm products to the market.

**Methodology:**

1. We are considering a cluster of 3 villages (Palasandra, Shettihalli, Gangasandra) we intended to create a hub where the necessary infrastructure will be built.
2. Trying to ascertaining the Areca, Coconut and Ragi.
3. To scan for the technology.
4. To connect / Link farm produce to the market.
5. Sample size: 10 farmers for synopsis, after this we will collect around 100 samples.
6. Sample unit: Now we have collected data from selected villages(Palasandra, Shettihalli, Gangasandra) for analysing data.
7. Sampling technique: Simple random Sampling.
8. Statistical techniques: The research will use descriptive and quantitative statistics techniques to study the objectives.
9. Tools: Through Google form we have collected the data from farmers and we used EXCEL and SPSS for analysis.

**DATA WE COLLECTED:**

**AGE**

		Frequency	Percent
Valid	26-35	1	10.0
	36-45	2	20.0
	46-55	4	40.0
	56-65	3	30.0
	Total	10	100.0

### FAMILY\_SIZE

		FREQUENCY	PERCENT
Valid	3	2	20.0
	4	6	60.0
	5	2	20.0
	Total	10	100.0

### If\_Yes/What\_is\_the\_capacity\_of\_the\_tank\_in\_liters

		Frequency	Percent
Valid		5	50.0
	4000 liter	1	10.0
	8000.	1	10.0
	Hospet	1	10.0
	MYSORE	1	10.0
	Tumkur	1	10.0
	Total	10	100.0

### How\_many\_acres\_of\_agricultural\_land\_are\_you\_holding

		Frequency	Percent
Valid	1-5	6	60.0
	6-10	3	30.0
	Not more than 1 acre	1	10.0
	Total	10	100.0

### Acres\_of\_land\_allocated\_for\_different\_crops

		Frequency	Percent
Valid		7	70.0
	India	2	20.0
	Yes	1	10.0
	Total	10	100.0

### •ARECA

	Frequency	Percent
Valid	2	20.0

.	1	10.0
2.	3	30.0
4	1	10.0
acre		
4.	1	10.0
No	1	10.0
Yes	1	10.0
Total	10	100.0

**•COCONUT**

	Frequency	Percent
Valid	2	20.0
.	1	10.0
0.	2	20.0
1.	1	10.0
2	1	10.0
acre		
2.	1	10.0
Yes	2	20.0
Total	10	100.0

**•RAGI**

	Frequency	Percent
Valid	6	60.0
.	1	10.0
1	1	10.0
acre		
2.	1	10.0
No	1	10.0
Total	10	100.0

**•MAIZE**

	Frequency	Percent
Valid	6	60.0
.	1	10.0
0.	1	10.0
2	1	10.0
acre		

Yes	1	10.0
Total	10	100.0

**•ARECA**

	Frequency	Percent
Valid	5	50.0
.	1	10.0
18 quintal	1	10.0
36 quintal	1	10.0
4 quintal	1	10.0
7 qtl	1	10.0
Total	10	100.0

**Monthly\_Income**

		Frequency	Percent
Valid	20,001 to 30,000	5	50.0
	40,001 to 50,000	1	10.0
	Not_more_than_20,000.	4	40.0
	Total	10	100.0

**Savings\_per\_month**

		Frequency	Percent
Valid	5,001 to 15,000	4	40.0
	Not_more_than_5,000.	6	60.0
	Total	10	100.0

**Information\_related\_to\_Areca**

**What\_is\_the\_yield**

	Frequency	Percent
Valid		
.	1	10.0
1 acre	1	10.0
20		
bags		
maize		
10qtl	1	10.0
18	1	10.0
quintal		
20 to	1	10.0
30 ton		
36	1	10.0
quintal		
4 bags	1	10.0
6 to 7	1	10.0
quintal		
No	1	10.0
Up to	1	10.0
10000		
Total	10	100.0

**Total\_yield\_of\_areca(in\_quintals)per\_year**

	Frequency	Percent
Valid		
.	2	20.0
10 qtl	1	10.0
10.	2	20.0
18.	1	10.0

6 to 7 quintal	1	10.0
7.	1	10.0
9 quintal/acre	1	10.0
No	1	10.0
Total	10	100.0

  

	Frequency
Valid	7
.	1
1500	1
4000	1
Total	10

**•Labour\_cost**

	Frequency	Percent
Valid	5	50.0
.	1	10.0
3000.	1	10.0
4000	1	10.0
to		
5000		
5000.	1	10.0
8000.	1	10.0
Total	10	100.0

**Fertilizers**

	Frequency	Percent
Valid	6	60.0
10000.	1	10.0

12000.	1	10.0
6000.	1	10.0
Less than 10,000	1	10.0
Total	10	100.0

**For how many years you are doing areca business**

	Frequency	Percent
Valid	5	50.0
.	1	10.0
18 years	1	10.0
6 years	1	10.0
7 years	1	10.0
7.	1	10.0
Total	10	100.0

**How much quantity of areca you are selling**

	Frequency	Percent
Valid	5	50.0
.	1	10.0
10 qtl	1	10.0
18 quintal	1	10.0
35.	1	10.0



6 quintal	1	10.0
Total	10	100.0

**Results and Conclusion:**

1. Effective utilization of secondary agro-produce from farmers from and increasing secondary income.
2. Increase in farmers income.
3. Connecting the farm produce to the international market.

**Scope for Future Work:**

1. How useful scaling up the villages
2. How useful for policy makers
3. How it is useful for economy of the nation
4. Retailing and exporting the final products in other states and countries.