

Sustainable Rural Development Towards Rural Poverty Alleviation in Chidambaram Taluk, Cuddalore District

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Abstract

Modernization is a composite notion. It is also an ideological concept. The Models of Modernization co-vary with the choice of ideologists. The composite nature of this concept renders it pervasive in the vocabulary of social sciences and evokes its kinship with concepts like "development" "growth", "evolution" and "progress". Its ideological mooring, however, suffuses it with value loads that render social scientists and the public equally ambivalent to its notion as modernization becomes a candidate for rejection or approval, prejudice or pride. Ideology also serves as a canopy under which the similarities and differences of contradistinction models of modernization can be examined and their relevance analyzed. The structural and existential issues in the modernization of societies, the changes in their material and technological conditions, Models of production distribution of wealth and power and relative deprivation of classes and sections of people in a society – all these processes tend to have a fit on a calculus of meaning that is ideological. The present study aims to find out the sustainable rural development towards rural poverty alleviation in Chidambaram taluk, Cuddalore district. A sample of 100 respondents selected randomly were studied. Primary data were collected by using a structured interview scheduled. All the respondents were asked some questions in the same fashion and they were informed the purpose of study. Cross tabulation and Percentage analysis were applied to test the hypotheses. The findings and observations are the result and outcome of the interpretations made during the study of analysis.

Key words: Sustainable Development, Rural Poverty and Demographic variables

1. Introduction

The study of social change is one of the most important areas of interest to sociologists. There are certain factors that can cause social change. Sociologists and anthropologists have focused their attention on five main kinds of social change factors, namely 1. The physical environment and population 2. Technology 3. Cultural values 4. Cultural diffusion and 5. Economic development of these five factors technology is considered as very important factors.

William Ogburn developed an influential concept called cultural lag "According to this idea most social change is triggered by changes in the material culture especially technological development" (*Social change and the feature in sociology* 22). Once material change takes place, the nonmaterial culture-values, meanings and social structure – most change to take it into account. From this perspective, therefore what we normally think of as cultural change typically lags behind material change.

In developing societies process is aimed mainly through western ideas and techniques in several aspects of economic and political life. It is believed that the changes in the method of agricultural production lead to economic development. Economic development leads to this approach of the scholars who earlier studied the impact of economic development particularly on industrialization, on social life was on general principles like division of labour, social

differentiation social integration and urbanization. It was shown that one of the immediate impacts of economic development was increasingly division of labour, finally leading to structural differentiation and reorganization. Increasing activities in any sector lead to transformation as a multifunctional role structure. The process of structural differentiation where by one social role of organization differentiates into two or more roles of organizations, which functions more effectively in the new historical circumstances results in increased division of labour and the appearance of more and more new occupations. The increasing differentiation leads also to an increase in the number of roles that a particular individual play in the society.

Economic development and concomitant social differentiation have their impact on social institutions. With it, many kinds of economic activities carried on within the family get transferred to other sectors, leaving it to take increasing wealth generated in the process of development enables its beneficiaries to evolve a pattern of living that is increasingly in conformity with the institutionalized values of the society.

With increase in economic activities and occupational specialized if the pattern of social relations changes. Exchange relations are replaced by Market relations based on universalistic and functionally specific relations. The introduction of new technology increasing control over nature functional specificity, etc., brings about a normative orientation emphasizing values like universalism, functional specificity and nationality.

The majority of India's population lives in villages. Seventy nine percent of its rural population depends directly upon agriculture and the rest depend indirectly upon it. This emphasizes the fact that if the goal of improved well-being for every rural person has to be achieved there must be an increased rate of agricultural development. The successive five-year plans in India, therefore, aim at bringing technological change in the field of agricultural as in the field of Industry. In the agricultural field the objective is to change to the farmer from his fixed traditional method of cultivation of the modern scientific and effective method by providing him with technological assistance and knowledge. It has been assumed by the agricultural specialists that rapid, diffusion of agricultural practices is one of the key factors in agricultural development.

The entire process of agricultural development has been assumed to involve research extension and adoption. New farm practices involve care devised by scientists in the laboratory and experimental field. The extension men teach the farmers better methods of farming and communicate to them the knowledge acquired from research stations. The farmers in their turns learn and adopt the new practices. The training and visit system was initially developed by "Danial Benor". It was first used by the World Bank of India in early 1970's. In India, it has been found very effective when introduced throughout the area served by specific irrigation projects. This programme system has been put to an end in the year 1987. The Indian Government is yet to decide whether it can adopt the system again or not. In this condition, it is very essential to study the impact of this system on economic development and thereby changes in beliefs values and attitudes.

2. Review of Literature

Alexander, K.C., (2017) Irrigation, Agricultural Development and Social Change. In this study, K.C.Alexander has made an attempt to understand the social impact on economic development set in motion through the introduction of canal irrigation, more particularly, its impact on occupational structure, employment of women and children, Social Mobility, beliefs and values. The study area is in Sambalpur district of Orissa State. The approach was a comparative analysis of the feature of the social structures of two areas, having differentiating

levels of economic development. Two areas namely Attabira and Rengali blocks which have different levels of economic development were selected for a study. Attabira depended on canal irrigation while the Rengali on rain. 100 respondents from each block were selected on the basis random sampling method. To sum up, canal irrigation in certain parts of Sambalpur led to substantial increase in agricultural production, increased incomes, increased employment opportunities, greater division of labour, occupational specialization and modernization of beliefs and values. Social and geographic mobility were induced in an otherwise static society. Thus, initiating a process of social change.

Rajamanickam. G., (2017) Modernization of Agriculture: Role of Training and Visit System. At first the author describes the advantages of the system in the following ways: The system has been put in to operation only among the small farmers who are using low-level technology and usually traditional methods. Although the system reaches a large number of farmers its cost is low in comparison with the involvement values of production achieved. The village level workers are given regular training in the production methods, which they disseminate through selected farmers, and others who adopt the new methods and compare the results with that part of their fields cultivated by normal practices. The "Contact farmers" are being fed regularly the latest agricultural technology so that they not only changing their traditional pattern but also becoming the "change agents" of the community.

Initially, the concentration is on improving their agricultural management practices. These practices include better land preparation improved seed and nursery maintenance, use of good seed (including appropriate improved varieties), seed treatment, timely operations, weeding, proper spacing of plants, etc., Most of their non-monetary inputs can be followed even by small and marginal farmers and require little cash outlay. Thus by changing their traditional practices, their contact farmers will be able to motivate other farmers to follow new methods.

After improving their management practices income of the average farmers will be higher and they will be financially better able to adopt more extensive practices (like the use of fertilizers) or new recommendations (like new varieties of cropping pattern). Even though they have been advised to try their practices on a small piece of their land so that they can see the differences compared to their traditional pattern. This reduces the farmer's risk and hesitation. This gives them confidence in the extension system and they become good communication agents in the society.

After analyzed the advantages of the system he has also reviewed the achievement of the system. According to him, only 93% of the contact farmers and 64% of the non-contact farmers are aware of the scheme. But awareness is different from adoption.

In this study, it is noticed that around 74% of the contact farmers have received the message. Adoption rates for recommended practices for the paddy crop for example, are the following variety 94% seed treatment 15% Basal application 62%. Top dressing 96% plant protection measure with required concentration is 30%. Similarly, rates vary for other crops. Only about 57% of the contact farmers communicate the message to their farmers.

Desirable changes in the agricultural practices are the expected outcome of the Training and Visit system, Since 86% of the farmers belong to the small and marginal category, greater attention is paid to low monetary inputs and non-monetary inputs, so that they may be able to adopt them without much financial outlay and see the appreciable changes. "Spacing" is a non-monetary input but adoption is only around 40%. Similarly, adoption of application of plant protection measures with required concentration is only 30%. These clearly show that extension agency has gone a long way in motivating the farmers to change their traditional practices.

Dube, S.C. (2018) Modernization and education in modernization of under developed societies. According to S.C. Dube education can be a most potent instrument of modernization directly it seeks to promote knowledge and to develop skills both of which are essential for the

furtherance of the goals of modernization. Some of the ways in which education is functional to the programmes of modernization. The author has summed up finally that education can make a meaningful contribution to the attainment of modernization.

3. Objectives of the Study

1. To study the role of training and visit system on economic development.
2. To understand that impact of economic development on occupational structure employment of women and children, social mobility, attitude beliefs and values.

4. Universe

The study has been conducted in Chidambaram Taluk in Cuddalore District. The Training and Visit system had been introduced in the area in the year 2019.

5. Method of Sampling

By direct contact with the farmers, the investigator was able to identify the farmers who did not adopt the training and visit system. The total number of such farmers was 100. All these 50 farmers are accepted non-adopters of Training and Visit system. 50 farmers were selected by tippet's random sampling procedure. The data have been collected on the basis of the interview schedule. The author has collected the data by directly interviewing the respondents. He has approached the respondents in the field at the leisure time. He had harmonious relationship with the respondents and had no problems in collecting the data. After the collection of data, they had been scrutinized and tabulated.

6. Analysis and Discussion

Table 1
Percentage distribution of the respondents by their age

S.No	Age	Adopters	Non-adopters
1	20-30	8 (16%)	6 (12%)
2	31-40	16 (32%)	7 (14%)
3	41-50	16 (32%)	15 (30%)
4	51-60	8 (16%)	15 (30%)
6	60 & above	2 (4%)	7 (14%)
		50	50

The average age of the adopters and non-adopters was 31–50 respectively. This shows that majority of the adopters are younger than the non-adopters usually older people are not to accept changes. This has been proved by the data.

Table 2
Percentage distribution of the respondents according to their educational status

S. No.	Education	Adopters	Non-adopters
1.	Illiterate	7 (14%)	22 (44%)
2.	Primary	10 (20%)	12 (24%)
3.	Secondary	29 (58%)	16 (32%)
4.	Degree	2 (4%)	0 (0)
5.	Post-graduate	2 (4%)	0 (0)
	Total	50	50

It is known from the above table that 44% of the non-adopters are illiterates when only 14% of the adopters are illiterate. Majority of the adopter (58%) have at least a secondary level education and few others a post-graduate level. This indicates that education and adopters of Training and Visit system are positively correlated. Regarding religion of the respondents, it is observed that all of them except one are Hindus. There is only one Muslim. The caste composition of Hindus are given below:

Table 3
Percentage distribution of the respondents by caste

S. No.	Caste	Adopters	Non-adopters
1.	Scheduled Caste	6 (12%)	3 (6%)
2.	Vellalar	22 (44%)	32 (64%)
3.	Vanniyar	14 (28%)	9 (18%)
4.	Udiyar	8 (16%)	4 (8%)
5.	Maniyakar	-	1 (2%)
	Total	50	49

The vellala caste is the predominant caste in the block. As agriculture is the main occupation of this caste all of them possessing at least a few acres of land. Among the contact farmer (adopters) vellalars are dominant, as the agriculture department has given importance to the farmers, who have more acres of lands. So, the majority of the adopters are vellala. Hence, it can be said that caste does not have any influence in the adoption of Training and Visit system.

7. Awareness of Training and Visit system

As agriculture is the main occupation, the Government of India has introduced several schemes to improve agriculture production. It wants to change the traditional method of cultivation. Due to the development of science and technology it is possible to introduce new techniques of cultivation. Improved seeds are supplied to farmers. Loans are given to dig wells and to buy tractors, fertilizers and pesticides. More attention is given for rural development in the five-year plans. Here the investigator wants to know whether the people are aware of various schemes introduced by the Government.

When the question is asked whether they know that the Government has introduced various schemes, cent of the respondents reveal that they are aware of various schemes like I.R.D.P., C.D.P., I.A.D.P., I.A.A.P., H.Y.V.P., Under the Training and Visit system it is expected that contact farmers should be aware of the system initially and through them the messages are expected to be disseminated among the non-adopters farmers in course of Training and Visit system.

Table 4
Awareness of Training and Visit System

S. No.	Awareness	Adopters	Non-adopters
1.	Yes	50 (100%)	36 (72%)
2.	No	-	14 (28%)

It is found that 100% of the adopters and 72% of the non-adopters are aware of the scheme. But the awareness is different from adoption. With regard to getting message from the village extension workers, it is noted that all the adopters (100%) have received the message. Among the non-adopters out of 74% who are aware of Training and Visit system, only 33%

have received the message from the contact farmers. The rest of the (41%) adopters have got the message from other farmers of the village.

8. Adoption of Training and Visit system

It is expected that all the farmers in the villages should adopt Training and Visit System. But due to the failure of the contact farmers to communicate the messages to the other farmers in the villages, they do not adopt Training and Visit system. Even though some of the practices by timely operations proper spacing of plants etc., do not require a lot of many the farmers do not adopt them. This is due to lack of communication. Except the contact farmers all other farmers (97%) are not adopting Training and Visit system in Menasi block, because the contact adopters in this study. However, the contact adopters in the various practices of Training and Visit system. So, the contact farmers are considered as adopters are asked what type of procedures they are following in the adoption of Training and Visit system they reveal the following information.

Table 5
Adoption of Training and Visit system

S. No.	High Yielding Varieties	New Techniques	Farm Protection	Fertilizer	Farm maintenance
1.	46 (92%)	41 (82%)	40 (80%)	38 (76%)	14 (28%)

Adoption rates of recommended practices for the paddy crop are as follows: High yielding varieties (92%), New techniques (82%), Farm protection (80%), Fertilizers (76%), Farm maintenance (28%).

Since, the study area is a drought area paddy is not cultivated in all fields, so the Training and Visit system is not adopted in the entire field of the farmers. Even though they are adopting Training and Visit system only in the part of their field they tell that their protection has been increased.

9. Conclusions

Modernization is a process through which the traditional society is changed into modern society by application of modern technology. The results will be change in value orientation, norms and motivation.

William Ogburn developed an influential concept called cultural lag. According to this idea most social change is triggered by changes in the material culture, especially technological development. Once material change takes place, the non-material, culture-values meanings and social structure-must change to take it on to account. From this perspective, therefore what are normally think of as a cultural change typically lags behind material change.

It is believed that the changes in the method of agricultural production lead to economic development. The institutions of new technology, increasing control over natural functional specificity, etc., bring about normative orientation emphasizing values like universalism functional specifying and nationality.

The majority of India's population lives in villages. Seventy-nine per cent of this rural population depends directly upon agriculture and the rest indirectly upon it. The successive five-year plans in India, therefore, aims at bringing technological change in the field as in the field of industry. In the agricultural field, the objective is to change the farmers from his fixed traditional method of cultivation to the modern, scientific and effective method by providing him with technological assistance and knowledge.

When studying the impact of economic development on value orientation and attitude it came to understand that there is no significant relationship between attitudes and values of the

respondents and adoption of Training and Visit system. But from this study we cannot generalize that economic development does not lead to modernization. It may take a long time to change the attitude and values of the people even though they have increase in economic development. Training and Visit system has been adopted recently and there is improvement in economic condition. This improvement has made changes in the occupational structure. But it will take some more time to change the attitudes and values of the people. Another factor may be that the rural people will not accept changes as easily as the urban people. So, we can conclude that adoption of Training and Visit system has brought about changes in occupational structure. It may take time to bring changes in beliefs and values and attitudes of the respondents.

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