

BID DOCUMENT NO.MIS/NeGP/CSC/08

**REQUEST FOR PROPOSAL
FOR SELECTION OF SERVICE CENTRE AGENCIES
TO SET UP, OPERATE AND MANAGE
TWO HUNDRED TWENTY FIVE (225)
COMMON SERVICES CENTERS IN THE STATE OF
MEGHALAYA**

**VOLUME 3:
SUPPLEMENTAL INFORMATION TO BIDDERS**

Date: _____

ISSUED BY

**MEGHALAYA IT SOCIETY
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On Behalf of
**INFORMATION TECHNOLOGY DEPARTMENT
GOVERNMENT OF MEGHALAYA**

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- 1. List of Websites of Megahalya**
- 2. List of BSNL rural exchange**
- 3. Ac Nielsen Study on Meghalaya (including Annexure-I & Annexure-II)**

List of BSNL Rural Exchanges

Annexure -3

Sl.No	Circle	SSA	SDCA	SDCC	Exchange details				
					Name	Type	Cap	Dels	No. of villages covered
1	NE-I	Meghalaya	Cherrapunji	Cherrapunji	Cherrapunji	MBMXR	744	513	
2	NE-I	Meghalaya	Cherrapunji	Cherrapunji	Laitryngew	ANRAX	248	59	
3	NE-I	Meghalaya	Dawki	Dawki	Dawki	SBM	360	356	
4	NE-I	Meghalaya	Dawki	Dawki	Amlaren	256P	152	66	
5	NE-I	Meghalaya	Phulbari	Phulbari	Phulbari	SBM	1000	815	
6	NE-I	Meghalaya	Phulbari	Phulbari	Rajabala	ANRAX	312	306	
7	NE-I	Meghalaya	Phulbari	Phulbari	Selsella	256P	152	92	
8	NE-I	Meghalaya	Phulbari	Phulbari	Holidayganj	256P	152	130	
9	NE-I	Meghalaya	Phulbari	Phulbari	Tikkrikilla	ANRAX	320	318	
10	NE-I	Meghalaya	Jowai	Jowai	8th Mile	ANRAX	248	110	
11	NE-I	Meghalaya	Jowai	Jowai	Kyndongtuber	ANRAX	152	89	
12	NE-I	Meghalaya	Jowai	Jowai	Nartiang	ANRAX	152	92	
13	NE-I	Meghalaya	Jowai	Jowai	Raliang	MBMXR	500	234	
14	NE-I	Meghalaya	Jowai	Jowai	Shanpung	ANRAX	248	236	
15	NE-I	Meghalaya	Jowai	Jowai	Ummulong	MBMXR	500	345	
16	NE-I	Meghalaya	Khileiriate	Khileiriate	Khileiriate	MBMXL	1128	708	
17	NE-I	Meghalaya	Khileiriate	Khileiriate	Ladrymbai	MBMXR	1128	305	
18	NE-I	Meghalaya	Khileiriate	Khileiriate	Lumshnong	ANRAX	248	177	
19	NE-I	Meghalaya	Khileiriate	Khileiriate	Rymbai	ANRAX	152	125	
20	NE-I	Meghalaya	Khileiriate	Khileiriate	Sutnga	ANRAX	248	183	
21	NE-I	Meghalaya	Khileiriate	Khileiriate	Umkiang	ANRAX	152	110	
22	NE-I	Meghalaya	Mairang	Mairang	Mairang	SBM	760	431	
23	NE-I	Meghalaya	Mairang	Mairang	Kynshi	ANRAX	248	59	
24	NE-I	Meghalaya	Mawkyrwat	Mawkyrwat	Mawkyrwat	SBM	760	392	
25	NE-I	Meghalaya	Mawkyrwat	Mawkyrwat	Pongkung	ANRAX	248	64	
26	NE-I	Meghalaya	Mendipathar	Mendipathar	Mendipathar	256P	272	218	
27	NE-I	Meghalaya	Mendipathar	Mendipathar	Bajengdoba	256P	304	164	
28	NE-I	Meghalaya	Mendipathar	Mendipathar	Kharkutta	256P	152	65	
29	NE-I	Meghalaya	Mendipathar	Mendipathar	Mendel	ANRAX	152	41	
30	NE-I	Meghalaya	Nongpoh	Nongpoh	Byrnihat	MBMXR	760	582	
31	NE-I	Meghalaya	Nongpoh	Nongpoh	Mawlein	ANRAX	248	152	

32	NE-I	Meghalaya	Nongpoh	Nongpoh	Umiam	OCB RSU	1000	817	
33	NE-I	Meghalaya	Nongpoh	Nongpoh	Umroi cantt	OCB RSU	1000	322	
34	NE-I	Meghalaya	Nongpoh	Nongpoh	Umsning	OCB RSU	1000	328	
35	NE-I	Meghalaya	Nongpoh	Nongpoh	Umden	ANRAX	152	142	
36	NE-I	Meghalaya	Nongpoh	Nongpoh	Umling	ANRAX	152	49	
37	NE-I	Meghalaya	Nongstoin	Nongstoin	Riangdo	ANRAX	184	62	
38	NE-I	Meghalaya	Nongstoin	Nongstoin	Malangkona	ANRAX	152	19	
39	NE-I	Meghalaya	Shillong	Shillong	Mawsynram	ANRAX	160	157	
40	NE-I	Meghalaya	Shillong	Shillong	Lawbah	ANRAX	152	41	
41	NE-I	Meghalaya	Shillong	Shillong	Mawrenkneng	ANRAX	248	161	
42	NE-I	Meghalaya	Shillong	Shillong	Sohrynkhram	ANRAX	248	160	
43	NE-I	Meghalaya	Shillong	Shillong	Smit	OCB RSU	1000	457	
44	NE-I	Meghalaya	Shillong	Shillong	Mawiong	OCB RSU	500	412	
45	NE-I	Meghalaya	Shillong	Shillong	Marbisu Sawlad	OCB RSU	1000	571	
46	NE-I	Meghalaya	Tura	Tura	Barengapara	ANRAX	448	446	
47	NE-I	Meghalaya	Tura	Tura	Rongram	ANRAX	280	280	
48	NE-I	Meghalaya	Williamnagar	Williamnagar	Rongjeng	ANRAX	152	148	
49	NE-I	Meghalaya	Williamnagar	Williamnagar	Songsak	ANRAX	152	57	
50	NE-I	Meghalaya	Baghmara	Baghmara	Nangalbibra	ANRAX	152	112	

List of Important Websites in the State of Meghalaya

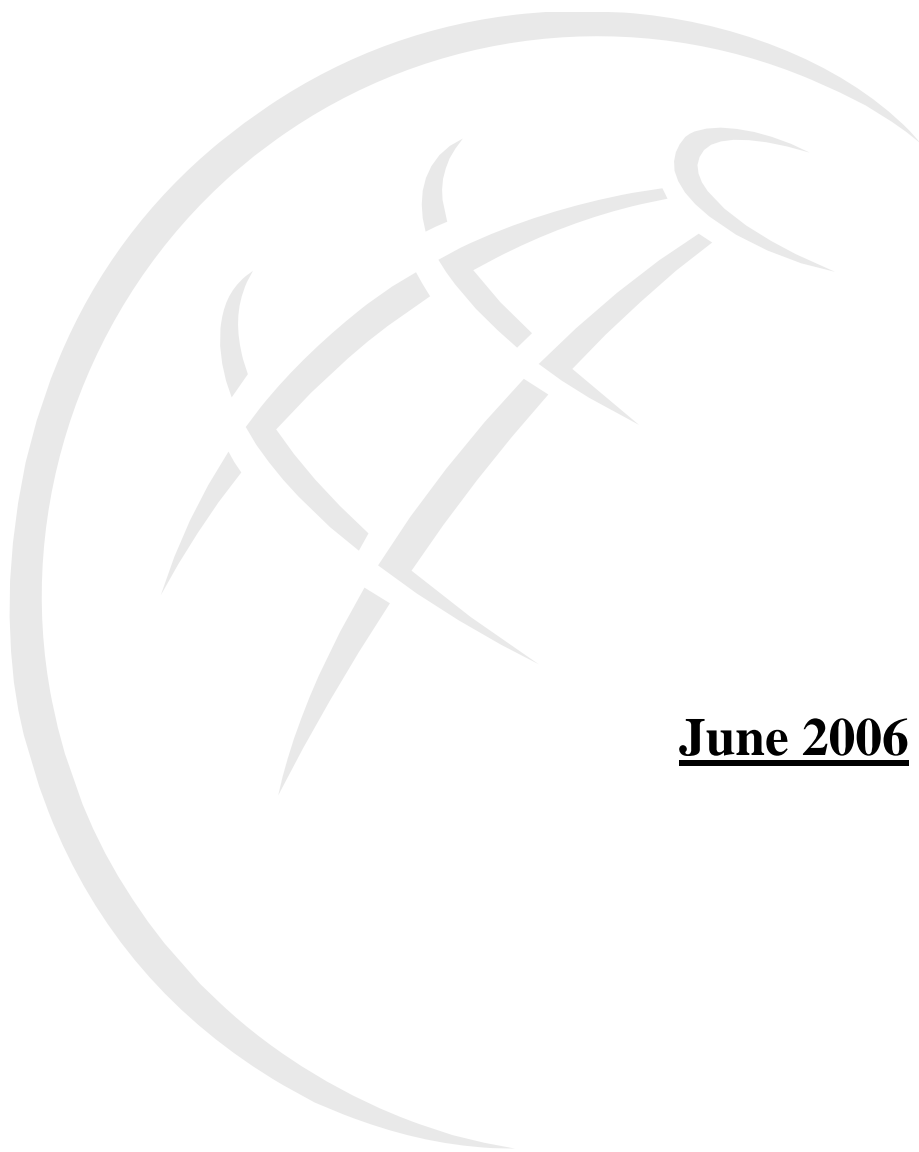
Sl No	Name of the Department	URL
1.	Agriculture Department	http://megagriculture.gov.in
2.	Agriculture Planning and Information Bank	http://megapib.nic.in
3.	Animal Husbandry & Veterinary Department	http://megahvt.gov.in
4.	Arts & Culture Department	http://megartsculture.gov.in
5.	Central Excise, Shillong	http://cexstshillong.gov.in
6.	Community & Rural Development	http://megcnrd.gov.in
7.	Cooperation Department	http://megcooperation.gov.in
8.	Customs (Preventive) Commissionerate, Shillong	http://shillongcustoms.nic.in/
9.	District Institute of Educational and Training, Baghmara	http://dietbaghmara.gov.in
10.	District Institute of Educational and Training, Nongstoin	http://dietnongstoin.gov.in
11.	District Institute of Educational and Training , Nongpoh	http://dietnongpoh.gov.in
12.	District Institute of Educational and Training, Tura	http://diettura.gov.in
13.	Election Department	http://ceomeghalaya.nic.in
14.	Forest and Environment Department	http://megforest.gov.in
15.	Home (Civil Defense & Home Guards)	http://meghomeguards.gov.in
16.	Home (Police)	http://megpolice.gov.in
17.	ICAR Zonal Co-coordinating Unit Zone-III, NEH Region	http://icarzcu3.gov.in
18.	Industry Department	http://megindustry.gov.in
19.	Information & Public Relations Department	http://megipr.gov.in
20.	Information Technology Department	http://ditmeghalaya.gov.in
21.	Meghalaya Board of School Education Examination Results	http://megresults.nic.in
22.	Meghalaya Legislative Assembly	http://megassembly.gov.in
23.	Meghalaya Rural Development Society	http://mrds.nic.in
24.	Meghalaya State Agricultural Marketing Board	http://megamb.gov.in
25.	Meghalaya State Electricity Board	http://meseb.gov.in
26.	Meghalaya State Portal	http://meghalaya.gov.in
27.	Meghalaya Urban Development Agency	http://mudashillong.gov.in
28.	North Eastern Council	http://necouncil.gov.in
29.	North Eastern Indira Gandhi Regional Institute of Health & Medical Sciences	http://neigrihms.gov.in
30.	North Eastern Electric Power Cooperation Ltd	http://neepco.gov.in
31.	North Eastern Police Academy	http://nepa.gov.in
32.	Office of the State Coordinator for Self-help Group	http://megselfhelp.gov.in
33.	Printing and Stationery	http://megpns.gov.in
34.	Public Health Engineering Department	http://megphed.gov.in
35.	Regional Vocational Training Institute fro Women, Tura	http://rvtitura.gov.in
36.	Sericulture & Weaving Department	http://megseriloom.gov.in
37.	Shillong Municipal Board	http://smb.gov.in
38.	Social Welfare Department	http://megsocialwelfare.gov.in
39.	Soil & Water Conservation Department	http://megsoil.gov.in
40.	State Cancer Society of Meghalaya	http://scsm.nic.in
41.	State Institute of Rural Development	http://megsird.gov.in

42	Taxation Department	http://megvat.gov.in
43	Transport Department	http://megtransport.gov.in
44	Tourism Department	http://megtourism.gov.in
45	Weights and Measures	http://megweights.gov.in
46	Khasi Hills Autonomous District Council	http://khadc.nic.in
District Web sites		
1.	East Garo Hills District	http://eastgarohills.nic.in
2.	East Khasi Hills District	http://eastkhasihills.gov.in
3.	Jaintia Hills District	http://jaintia.gov.in
4.	Ri Bhoi District	http://ribhoi.gov.in
5.	South Garo Hills District	http://southgarohills.gov.in
6.	West Garo Hills District	http://westgarohills.gov.in
7.	West Khasi Hills District	http://westkhasihills.gov.in

INFRASTRUCTURE LEASING & FINANCIAL SERVICES

MEGHALAYA

Baseline study to identify locational advantages and basket of priced services for ICT-enabled Common Service Centres (CSC)



June 2006

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Introduction

1.1 Project Background

The Department of Information Technology (DIT), Government of India recently announced a National Level Scheme to create a network of 100,000 access points termed Common Services Centres (CSCs) as outlets for essential services in rural India. The CSC would be ICT-enabled. ICT provides a powerful platform to enhance social empowerment. To be effective, however, ICT needs to be woven into existing systems and processes in a localized fashion, and not as an external variable. This would need innovative use of ICT-led interventions, in a collaborative framework, through:

- ⇒ an ingenious combination of structured environments;
- ⇒ rural entrepreneurship and market mechanisms
- ⇒ government policy and support

The challenge is not about setting up IT Infrastructure or providing access to content and services to rural villagers. The challenge is to build a sustainable business model that emerges out of the developmental needs of the rural population of India through:

- ⇒ focused collaborative efforts of various stakeholders
- ⇒ a non-exclusive, transparent and professionally managed process

To this effect, in August 2005, the Department of Technology (DIT), Government of India has formulated a “Draft Framework for Establishment of 100,000 Common Services Centers” that outlines the policy framework, structure, roles and responsibilities of stakeholders and contours of financial support of government, for rapid proliferation of CSCs across the country. It is intended that this Framework would create an enabling environment for establishment of 100,000 Common Services Centers in the rural areas by the year 2007, to provide all possible government and private services.

The Scheme is expected to be rolled out to establish CSCs across the country with an equitable geographical spread, to the extent feasible, through a three-tier structure for the States. At the first (CSC) level would be the local Village Level Entrepreneur (VLE- loosely analogous to a franchisee). At the second/middle level would be an entity termed the Service Centre Agency (SCA – loosely analogous to a franchiser). At the third level

would be the agency designated by the State to facilitate implementation of the Scheme within the State.

The project will be based on an integrated functioning of multiple stakeholders and an efficient system of management so that the services to the end user are delivered appropriately, accurately and in the least possible time. There are therefore well defined roles and responsibilities for all stakeholder linked in this service chain, which will be increasingly better defined with the operation of the project.

The role of IL&FS

Implementation of a mission-oriented project of this size and scope would pose significant challenges of project management at the national level as also in exploiting opportunities to achieve significant economies of scale in the identification, customization and implementation of the physical and digital infrastructure required for the project. Further, many of the potential citizen-centric services would lend themselves to aggregation at the national level. To serve the above objectives and to enable the State-specific implementation plans to benefit from such economies of scale, aggregation of best practices, content providers, etc. DIT would select a National Level Service Agency (NLSA). IL&FS is positioned as the NLSA for this project.

Challenges that face IL&FS in the design and initiation of the project include:

- Financial Support
- Policy and Regulatory Support
- Awareness amongst users
- Internet connectivity
- Regular capacity building and training
- Capabilities for rapid scale up
- Organizational design
- Standardization of products and services
- Customer service skills
- Administrative support from Government officials

The expected role as a NLSA would include:

- National level facilitation
- Technology – Hardware, Software, Back-end and Front-end Architecture
- Market Research and Field Surveys
- Training and Capacity Building
- Financial Support
- Content aggregation and management
- Digitalization of e-Government Data
- Private sector services like Micro-finance, Telemedicine, education, etc.
- Branding, advertising and marketing of CSCs

The role of the government

The government, as a partner will face the challenges of providing:

- Common Operational Platform
- Administrative Intent
- Replicable Business Model
- End-to-end service delivery
- Transparency
- Sharing Best Practices
- Optimum use of limited national resources
- Leveraging economies of scale
- Investment in building e-Governance service platforms

The expected role of the government will be:

- Payment Gateway
- In-house digitalization of sensitive data
- Data Centers and Servers
- Policy and Regulations – Legal, IPR, Tax, IT, etc.
- Bidding and selection processes
- Physical, administrative and connectivity infrastructure
- Financial Support and Grants for non-viable CSC locations

What are CSCs?

A typical CSC would be a retail outlet of services that are offered in a structured framework of ICT Infrastructure (PCs, Printers, Scanners, Digital Camera, Projection Systems, Tele-medicine Equipments, etc.), rural entrepreneurship and market mechanisms. The CSC will be established through a bottom-up approach and will be customer centric and be a single window for all IT-related services and other retail functions. The CSC has been visualized as a self-sustaining viable rural business, with neither capital cost nor operating subsidies.

The CSC is envisaged to offer different kinds of functions:

- Providing e-governance services within easy reach and thereby save consumer's costs on distant and repeated travel
- Providing critical information on available government developmental programmes, beneficiary criteria and present beneficiary list to bring in transparency and efficiency in the programmes and an opportunity for development of the marginalized sections of the community
- Providing information and opportunities for income enhancement/generation
- Providing the platform for e-communication
- Providing avenues for e-marketing and e-shopping
- Providing other services required by the community and linked to the usage of the ICT infrastructure

1.2. Need for the study

To roll out a project of this dimension, an initial feasibility study is critical to understand (i) where to establish these centres, or what maybe locational advantages in different regions/states; (ii) what should be the services offered; and (iii) at what cost, so that the CSCs would be viable business entities.

1.3. Study objectives

This study is being undertaken to provide the initial directions and guidelines pertaining to the establishment and operation of the CSCs. It is part of a detailed benchmark study in different regions of the country to assess demand and viability, identify content, create appropriate service package, evaluate the suitability of a location for establishing a CSC, etc. The key objectives of this study are therefore:

1. To test the criteria for selection of the CSC locations
 - a. Minimum size of the population to be covered by each CSC, and the number of villages to be included in the cluster
 - b. The factors that affect the sustainable use of the CSCs
2. To identify the mix of services that are required by the community within easy reach pertaining to:
 - a. The e-governance related service requirements which translate to (requiring front-end and back-end applications) income saving and access to efficient services
 - b. Services linking to income enhancement opportunities (requiring front-end and back-end applications)
 - c. Development related information and services (requiring front-end and back-end applications)
 - d. Other services (requiring only front-end applications)
3. The costs presently incurred for procurement of these services, and the affordability and willingness to pay for these services if they are available in a CSC (especially the price point for government services). This will provide information on the rural community's disposable income that can accessed by the project.
4. To identify the reasons for good and unsatisfactory performance of the different initiatives pertaining to ICT-enabled village services centres.

1.4 Sampling Methodology and Sample Coverage

All States and Union Territories in the country, excepting Delhi and Chandigarh were selected for the survey. 40% of districts in each state were selected using a combination of two parameters:

1. Development Indices for each district as developed by Institute of Economic Growth (IEG)
2. Rural population of each district

All districts in each state were arranged in descending order of their development indices (more developed districts were placed at the top) and the corresponding rural population pertaining to this district was placed alongside. In each state, 40% of the districts were then selected using probability proportionate to size (PPS) sampling method.

The list of all districts for each state and UT were sent to ILFS Ecosmart who then carried out the next stage of the sampling. In this stage nodal villages in each district were found out – i.e. all the villages of the selected districts were divided into village clusters, centred around a nodal or higher order village. To understand possible different factors that account for population agglomeration, and also therefore potential CSC use, nodal villages were identified with different combinations of characteristics. The following five categories were identified in each selected district:

1. **Gram Panchayat (GP) with Post & Telegraph (P&T) office + Higher Secondary school/senior secondary school/junior college (HSS/SSS/JC) only & not Major District Road (MDR)/Other District Road (ODR) or Khadi Village Industry Centre (KVIC)**
2. **GP with P&T office + having major district road / other district road (MDR/ODR) within 2 km (in lieu of bus stop) only & not HSS/SSS/JC or KVIC**
3. **GP with P&T office + having KVIC village only & not MDR/ODR or HSS/SSS/JC**
4. **GP with P&T office + having at least two of the following features - viz. HSS/SSS/JC, MDR/ODR and KVIC**
5. **Only GP and PTO**

Along with each such nodal village falling in any one of the above categories a group of villages forming a cluster along with the nodal villages was also identified. In any such village cluster all the cluster villages were within a radius of 5 km from the nodal village and together with the nodal village there was a total population of 7500 or more. Groups of such cluster villages and nodal village were given as outputs by Ecosmart, using GIS technology. The rationale for the selection of such nodal and cluster villages was that the nodal village would be the most developed village in the group and the cluster villages would depend on the nodal village for their day-to-day requirements. Thus it was envisaged that the nodal villages would be ideal choices for setting up of the kiosks and the population from the cluster villages as well as the nodal village would be served by each kiosk that would be set up.

Once the list of all nodal-cluster villages was provided by Ecosmart, the total population in each of these clusters (including the population of the nodal and the cluster villages) were found out. The proportion of each category of nodal village by their population to the total population of that district was found out. This proportion was the basis of allocating the sample of 10 village clusters that had to be surveyed in each district (as per ToR). Once the number of nodal villages by type in each district was ascertained, PPS random sampling was done on these to select the allocated sample in each category.

A habitation survey was carried out at each nodal village so selected and 15 households were also surveyed in that village. A randomly selected cluster village associated with the nodal village was also surveyed and 5 households were surveyed there. The households were selected using systematic sampling from the villages based on their APL/BPL status

and occupation. In this way 10 habitation questionnaires and 200 household questionnaires were canvassed in each district. Thus in Meghalaya, where there are 7 districts, a total of 3 districts was selected for the survey. 30 habitation schedules and 595 household schedules were canvassed in the state (Refer Table 1.1).

Table 1.1 Sample of districts and villages covered for survey in Meghalaya

District	Nodal Village	Node	Nodal	Cluster
Jaintia Hills	Raliang	B	2304	3888
	Umkiang	B	2006	5676
	Nongtalang	B	2443	5963
	Mupyut	B	1235	15183
	Khliehriat West	B	2443	26334
	Thadmuthlong	B	2782	29385
	Mynso	B	2561	31549
	Shiliangmyntang	E	632	2026
	Sahnsiang	E	2306	8163
	Mukhaialong	E	1106	12986
East Garo Hills	Mendal	B	1052	5564
	Gokulgre	B	1100	9592
	Bolkinggre	B	342	11478
	Darugre	B	790	12115
	Bangsi Apal	B	525	13686
	Songsak Agitokgre	B	810	15855
	Baringgre Wadro	B	363	29388
	Chilpara	B	401	36277
	Bakenang Rabha	E	295	6614
	Rongronggre	E	225	11403
West Khasi Hills	Pyndeng Nongbri	B	856	7466
	Kynshi Bangla, Mawria	B	2739	9101
	Mawsaw	B	750	11222
	Kynrut Incl. Haitbyrsu	E	1070	5900
	Nongjri	E	408	9376
	Nongum Incl. Mawphansniang	E	680	11061
	Nongkhlaw	E	1300	11342
	Aradonga	E	491	12072
	Laitkseh A & B	E	1524	13888
	Rangthong Nongbah	E	582	16479

1.5 Analysis Methodology

At the outset, it was observed while checking the data for suitability of kiosk locations, that the buying behaviour and the expenditure patterns (especially towards coping) of consumers varied significantly depending upon the topography and the size of the habitation. Hence, in each state, the habitations were broken up into mainstream topography (plains/riverine/coastal) and difficult terrain (forest/desert/hilly) topography

and analysed separately for villages having household sizes less than 500, between 500 and 1000 and beyond 1000. This was done, because the survey data showed marked differences in the buying and expenditure patterns of people living in different village sizes.

The crux of the analysis was based upon the inputs from the three following sections of the household questionnaire:

Section 8: Willingness to Pay for Services

Section 7: Present buying behaviour and coping costs of the household; and

Section 6: Present Expenditure on all Household Items

Section 8 asked the household about their willingness to pay for a set of 30 services/products that may be available from the kiosk. For each such service, a set of price ranges that the consumer may be willing to pay for the service (stated prices) was shown to the consumer and he was prompted to choose the one that he would be willing to pay. If he wanted to choose the lowest price for a service, he was told of the advantages of getting the service for the kiosk and the savings that he/she would make from the coping costs on transportation, including repeated visits to procure the service, if he/she were to avail the product/service from the kiosk. In this manner, the household was persuaded to revisit their willingness to pay for the service by going for higher prices levels within the limits of affordability. This method of eliciting the response for the willingness to pay is known as Contingent Valuation Method (CVM). The consumer was informed specifically that all his visits to the kiosks would lead to effective transactions – meaning that the amount of time and resources that he may presently be investing in obtaining the similar services through multiple visits to the procurement centre would drastically go down when such services would be available at the kiosk.

Excerpts form the Household Questionnaire before the Willingness to Pay section

These kiosks will be linked to different government departments and private companies and provide services through the computers placed at these kiosks. These services will range from government services, market related information (which will help you to buy and sell products at the most competitive prices), information about government programmes (which you may not know about presently, but are eligible for); knowledge about other work opportunities, facilities to allow you to undertake health diagnostic services (like x-rays, blood pressure check, etc.), besides opportunities to use the available infrastructure for computer based education, IT training, movies, games, photography, browse for information or undertake plain electronic typing and print-outs.

These kiosks will be a single location from where many distant services and information will be easily accessed, but at some nominal charge. The kiosks will be located at nodal villages, which maybe Panchayat villages. The maximum distance that you would have to travel would not be more than 3 km. You will have the convenience of accessing most of the services that you need from one location. The kiosk will be located in a place which is accessible to men, women and children. You will not have to face problems of bureaucracy or corruption when you avail of services from the kiosk.

While the data from section 8 provided the feedback on consumers willing to buy and pay, data from section 7 and 6 were used as sanity checks – i.e. to see how much the

consumer pays presently on his coping, whether he is presently using the services that he has said he would be willing to buy and pay for in section 8.

The data on Section 8 was analysed to find out the percentage of consumers willing to use a particular service, the willingness percentages at each price ranges and the mean number of annual visits that a consumer may do at the kiosk in order to avail the service.

Once the data on price wise willingness to pay was obtained for a service, the cumulated percentage of households who would be willing to use the service at that price range was obtained. The rationale for this is that any consumer who is willing to pay a higher price for a service would obviously pay a lower price for the service. Once all such cumulated percentage figures were obtained, these were multiplied with the mean number of visits for a hypothetical 100 households to obtain the revenues that may be accrued from each stated price ranges for the service. The price at which the revenue came out highest for a service was taken as the best price for the service and the subsequent revenue determination analysis was done on the basis of this price.

In order to find out the revenue that may be accrued from a product/service, the best price for the service was multiplied with the cumulated usage percentage at that price for a base of 100 households in each category. The annual revenues for each service so obtained were added to get the total annual revenues and monthly revenues (division by 12) that may accrue to category wise villages having hypothetical 100 households. This analysis was undertaken for mainstream and difficult terrain villages, and within both these group, by the size of the nodal village.

Chapter 2: State-wise findings on current buyer behaviour, preferred basket of services and CSC locational criteria

2.0 Secondary information on the status of development

This chapter discusses the current consumer expenditure patterns and willing to buy behaviour for the state of Meghalaya.

With an area of 22,429 sq. km and population of 23,06,069, Meghalaya is one of the seven North East states of the country. Agriculture is the main economic activity. For long, the tribes practiced shifting cultivation but are gradually moving to more settled ways of life. The more important crops are rice and maize. Oranges, pineapples, and potatoes are also grown, as are areca nut, ginger, turmeric, betel leaf and black pepper.

Source: www.webindia.com

2.1 Current Buyer Behaviour

This section presents the expenditure levels and patterns of the survey households. Considering that 75% of the sample households are residents of some or the other category of nodal villages, it may represent affordability levels higher than the overall rural population of the state. If one is to assume that BPL households mostly spend what they earn, then the first group of households (Refer Table 2.1) maybe termed as the poor and account for about 40% of the total households. The second lowest expenditure level of Rs. 1561 – Rs.3000 is accounted for by another 35% households. The remaining 25% of the households have middle to high levels of expenditure, and may be the group which will go for multiple transactions for different services.

Table 2.1: Distribution of households by mean monthly expenditure

Expenditure Patterns of Surveyed Households		% of households
Total Monthly Expenditure Rs.	<1560	39.3
	1561 – 3000	34.9
	3001 – 5000	14.6
	5001 – 7500	6.6
	>7500	4.7
Total		100.0

Mean monthly expenditure for about 40% of the people surveyed were below the BPL figure for Meghalaya (about Rs.18,720 a year). The percentage of rural BPL households

in Meghalaya is 40.04 (Source: Planning Commission, 1999-2000). Thus the survey actually covered the same sample of BPL households compared to what the actual values are.

Table 2.2 shows the breakup of household expenditure among different items across the different expenditure group categories. As about two fifths of the surveyed households have expenditure levels, which suggests that they are mostly BPL, the mean monthly expenditure among surveyed households is low, at Rs.3179. Of this the maximum amount of expenses is incurred on household goods items (52.2%). An analysis of the mean spending for different other domestic expenditure reveals the second highest expenditure is incurred on transport costs (17.4%) followed by that on education and tuition (5.4%). Medical expenses (common medical expenses, expenses related to pregnancy, infant issues, etc. and those requiring advanced treatment) is at 4.3% of total household expenses, followed by that on communication (1.9%). Expenses incurred in the purchase of agricultural investment are high (11.5). Apart from these, entertainment and leisure forms 0.2% of household expenditure and expenses on social and cultural functions form 1.3% of total household expenditure.

Of the expenses on different items, let us review what can be fully or partially accessible to the CSC from an average rural Meghalaya household.

- At least 25% of the expenditure on 'other transport cost' (16.2%), as this could be the saving if a large part of the services for which transport is presently incurred, is available at the CSC. This will account for 4% of the total household expenditure.
- The total expenditure on tuition classes (0.3%)
- At least 50% of the expenditure on medical expenses on common illnesses and on pregnancy related check-ups and diagnosis (0.5%). This will account for 0.25% of the total household expenditure.
- The total expenditure on communication (1.9%)
- 50% of the expenditure on entertainment leisure (0.2%). This will account for 0.1% of the total household expenditure.

Therefore, a conservative estimate of the total expenditure that a household could spend on a CSC for different services will be 6.55% or Rs.200.

The expenditure on different items is found to vary with the income levels. For some items like agricultural inputs, household consumption, medical expenses, transport, litigation, insurance, interest on loans, is found to be very high among the high income groups, although the same level of variation is not observed in terms of tuition and basic education expenses. For the BPL households the proportion of income that they may spend on the CSC could be 7.6 %, which would be a total of Rs.84 per month. Thus in Meghalaya, the CSC may expect to earn most of its revenue from less than half the households which are APL, but they can also expect the remaining BPL households to also contribute.

Table 2.2: Mean monthly Expenditure on Different items of Household Consumption

	Total Monthly Expenditure Rs.					Total
	<1560	1561 – 3000	3001 – 5000	5001 – 7500	>7500	
Transport – bus pass	1.63	66.95	28.18	135.90	56.23	39.68
Other transport cost	169.16	476.47	540.94	1535.57	2156.36	513.16
Household goods (milk, grocery, other food items, electricity, clothes, etc.)	814.58	1142.75	2316.10	3184.45	8433.60	1658.82
House Rent	0.54	18.74	27.48	328.38	180.32	40.81
Education - school	50.36	108.98	228.03	206.95	944.47	148.64
Education - College	4.64	1.08	36.31	22.00	50.48	11.29
Education - Tuition	1.14	2.87	8.12	12.31	121.03	9.08
Medical expense – for common illnesses (Fever/Cough/Diarrhoea, etc.)	36.27	61.24	67.32	99.00	1264.29	110.78
Medical expense – Diagnosis for pregnancy, infant issues, child diseases, etc.	5.47	8.20	3.20	8.97	12.31	6.64
Medical expense – Advanced treatment for TB/malaria/Pneumonia, etc.	0.08	0.13	22.23	0.00	163.81	10.94
Medical expense – Advance treatment – for heart diseases/cancer, etc.	0.00	0.18	1.30	0.00	2.71	0.38
Medical expenses – on diagnostic tests (blood reports, x-rays, ultra sound, etc)	0.00	2.19	46.77	38.53	0.00	10.13
Medical expense – on major operation in the past 2 – 3 years	0.00	0.00	0.09	0.00	0.00	0.01
Communication (postage, phone, telegram, etc.)	23.91	61.79	84.33	117.80	198.50	60.25
Entertainment and leisure (cable charges, movies etc.)	2.32	4.18	10.68	18.90	27.55	6.45
Expenses on social and cultural function	28.34	39.94	68.59	41.61	58.39	40.52
Expenses due to agricultural investment	30.91	102.06	84.35	35.47	6530.39	366.22
Expenses due to litigation	0.57	0.00	0.00	0.00	0.00	0.22
Interest on loan	0.00	3.84	0.00	0.00	52.44	3.78
Premium paid on	0.26	29.02	91.73	49.91	518.83	51.03

insurance						
Any other (specify)	10.14	79.13	266.15	107.75	225.99	88.01
Total Monthly Expenditure Rs.	1180.33	2209.74	3931.89	5943.50	20997.70	3176.85

2.1.1 Service Usage Pattern and Coping Costs on Transport

The following table gives the mean number of visits by consumers who are presently using the services as shown and the associated mean transport costs of attaining those services. The total number of respondents in Meghalaya is 595.

Meghalaya being an agriculture dependent state, so far as occupation of people is concerned, the percentage of respondents who have said that they are presently using agriculture-related services (including marketing facilities) is fairly high. The number of visits to procure agriculture input related services like seeds fertilizers and insecticides is however low but the costs on transport is high. The survey results show that in Mizoram, most of the respondents engaged in agriculture were small or medium farmers (compared to mainland India) who do 1-2 crops in a year. Also around 30-40% of the surveyed respondents did jhum cultivation requiring only one or two visits in a year for agricultural procurements. Hence the number of visits to procure agricultural inputs is low but since procurement facilities are located only in major towns or district headquarters, the costs associated with such visits are high. Since the terrain is undulating all across Meghalaya, going from rural areas to the neighboring big towns can also be a costly exercise.

Formal primary and secondary education and illnesses (mainly common illnesses and advanced treatment) form the other major sources of high usage and associated coping costs. Mean number of visits are high, especially for education, with associated high transport costs, especially for secondary education. Medical infrastructural facilities are scarce and thus transport costs associated with availing such facilities is high.

Photocopying and download of all types of application forms related to employment are common activities, as reported from the survey. The later activity is quite common among educated unemployed youth (who constitute a significant percentage among all youth) in Meghalaya.

Table 2.3: Average number of visits for availing different private services and average transport cost

Services	Valid N	% of N	Mean number of trips	Annual Mean Transport Costs
Procurement of agricultural seeds	270	45	8	579
Procurement of agricultural fertilizers	138	23	4	55
Procurement of agricultural insecticides & pesticides	22	4	5	58

Services	Valid N	% of N	Mean number of trips	Annual Mean Transport Costs
Agricultural inputs - information	0	0	0	0
Agricultural consultancy	0	0	0	0
Marketing facilities to the farmers for their produce	88	15	59	19
Primary education classes	180	30	184	37
Secondary education classes	99	17	188	243
Higher Secondary education	36	6	190	584
College	20	3	190	1181
Vocational education	0	0	0	0
Basic computer training	0	0	0	0
Tuition – primary school	2	0	236	0
Tuition – secondary school	1	0	219	833
Tuition – Hr. Sec. school	0	0	0	0
Tuition – College	0	0	0	0
Download of Marksheets/Admission forms	34	6	1	2
Prescription for common illnesses (Fever/Cough/Diarrhoea, etc.)	497	83	8	29
Prescription for pregnancy, infant issues, child diseases, etc.	226	38	2	11
Prescription for advanced treatment for TB/malaria/Pneumonia, etc.	107	18	3	5
Prescription for advanced treatment – for heart diseases/cancer, etc.	8	1	8	0
Medical expenses – on diagnostic tests (blood reports, BP checking etc)	100	17	4	44
Retail banking services	102	17	12	229
Entertainment - movies	42	7	15	307
Information on Loans and Insurance	3	1	3	1
Non-banking financial services for loans/credit	1	0	1	47
All types of application forms	108	18		

Services	Valid N	% of N	Mean number of trips	Annual Mean Transport Costs
Crop insurance (Application and payments)	0	0	0	0
Internet browsing and email (includes information search)	0	0	0	0
E-daak	0	0	0	0
Bio data Maker	17	3	0	22
Tickets - Rail/Road/Air	67	11	1	59
Long distance Telephony through internet (ISD)	4	1	4	61
Photocopying	216	36	11	11
Desk Top Printing (DTP) services	9	1	1	9
Astrology	7	1	1	4
CD burning	3	0	12	0
Digital Photographs	46	8	1	11
Soil Testing	0	0	0	0
Land ownership certificate	58	10	1	59

The government services which are most availed is the different kinds of certificates, examination results, application for Voters ID card and the payment of utility bills. Cost on transport is fairly high, meaning that people have to travel long distances along the mountaneous terrain to access these.

Table 2.4: Average number of visits for availing different government services and average transport cost

Services	Valid	Mean	Transport
Certificates available at GP (Birth/ Death certificate)	91	2	27
Certificates available outside GP	88	3	81
Examination results	66	1	11
New bus pass	1	2	13
Bus pass renewal	2	2	4
Application for Voters ID/PAN card	86	1	13
Payment of taxes	3	2	21
Payment of utility (electricity, telephone, property tax, water bills)	333	1	15

2.2 Basket of Services as per buyer preference

The following Table gives the cumulative percentage of buyers who are willing to buy a product/service at the best price. Given Meghalaya's occupational background in

agriculture and the abundance of especially small and medium farmers in the survey, there is an overall interest in the buying of agricultural procurements and services.

There is a strong present enrollment in primary and secondary schools and there is also a good institutional setup for tuitions. Most people surveyed said that they sent their wards to nearby tuitions in villages. There is a strong demand for vocational education and a moderate demand for basic computer training.

Present demand for medical services is high across all categories of households and there is a corresponding high willingness to use the services if they are available at the kiosk. This is more so as such facilities are not readily available near the villages.

Most private services like photocopying, digital photography, forms and marksheets (all downloads), astrology, ticketing, as well as movies are also expected to be in high demand as CSC services. Demand for e-governance services such as certificates, payment of utility bills, grievances and ration cards range from moderate to very high. However, apart from utility bills and grievances these services are required once in more than a year's time.

Table 2.5: Usage, Mean Number of Visits and Revenue for Meghalaya

Services	Usage	Price	Annual Mean Number of visits	Annual Revenue for 100 households (Rs.)
Agricultural procurements	44.1	5	3.7	809
Agricultural consultancy & marketing facilities to the farmers for their produce	28.6	10	23.5	6708
Vocational education	21.2	200	9.6	4235
Basic computer training	13.0	450	4.7	5860
All tuitions	9.8	100	20.0	985
Forms and marksheets (all downloads)	22.0	5	1.3	142
Tele-medicine	76.4	10	8.6	6575
Entertainment – movies	20.6	10	13.3	2738
Internet browsing and email (includes information search)	0.4	10	45.4	203
E-daak	0.0	0	0.0	0
Bio data Maker	4.0	10	0.3	12
Ticketing - Rail/Road/Air	17.8	15	0.6	148

Services	Usage	Price	Annual Mean Number of visits	Annual Revenue for 100 households (Rs.)
Long distance Telephony through internet (ISD)	0.1	1.5	1.0	0
Photocopying	31.9	1	1.9	60
Desk Top Printing (DTP) services	0.8	8	4.6	30
Astrology	25.1	20	1.8	925
CD burning including CD cost	2.4	15	33.6	1216
Digital Photographs – passport size	22.1	3	0.9	63
Digital Photographs – postcard size	14.5	5	0.8	57
Soil Testing	0.1	20	0.4	1
Land records	15.0	30	0.8	69
Ration cards – issue of new cards/ change of name/ change of name	60.5	5	1.9	112
Bus pass	1.7	10	4.1	68
Certificates available at GP (Birth/ Death certificate)	16.6	10	0.9	145
Certificates available outside GP (Residency/caste/income/marriage/power of attorney/unemployment/disability certificate)	20.9	20	0.9	364
Application for New passport/renewal/change of name & address	3.5	75	0.5	14
Payment of all bills	45.9	4	11.6	2128
Grievances	43.8	10	0.7	329
Total Annual Revenue (Rs.)				33996
Total Monthly Revenue (Rs.)				2833

(For all services, the yearly revenue was obtained by multiplying the usage percentage with 100, with the mean annual number of visits with the price willing to pay for the service. The exceptions to this are for the

services – Vocational education, Basic computer training and all tuitions – where the mean number of visits was not multiplied to arrive at the revenue. This was done because for these services, the usage was asked for per service, and not on the number of trips. Also, for services such as land records and ration cards, we have assumed an usage of once in five years and for change of name/address in passports we have assumed a usage of once in ten years.)

2.3 Top 80% Revenue Generating Services

The major revenue generating services amongst the top 80% services are basic computer training, vocational education, telemedicine, agricultural consultancy and payment of bills. Some interest can also be seen in entertainment through movies.

Table 2.6: List of services accounting for top 80% CSC revenue in mainstream nodal villages

Services	Annual Revenue for 100 HHs
Agricultural consultancy & marketing facilities to the farmers for their produce	6708
Tele-medicine	6575
Basic computer training	5860
Vocational education	4235
Entertainment - movies	2738
Payment of all bills	2128

The following Table 2.7 gives the reasons behind the differences in Meghalaya in the service usage patterns as compared to the other states. The reasons are mostly compiled from the primary database collected during the survey as well from common secondary sources such as the Census, data on migration, occupational pattern, patterns of employment, etc.

Table 2.7: Comments and Remarks on Usage Patterns of Services in Nagaland	
Agricultural procurements	Willing to use these services is high as most surveyed people are small farmers. Agriculture is the main occupation of about 86% of the surveyed population. The value for agricultural procurements is higher than the national average while that for agricultural consultancy is lower than the national average.
Agricultural consultancy & marketing facilities to the farmers for their produce	

Vocational education	The spate of unemployment in the North Eastern states is very high. Hence unemployed youth look forward to getting opportunities for training so that they can get gainful employment. This is the reason for demand for vocational education to be almost at par with the national average.
Basic computer training	The spate of unemployment in the North Eastern states is very high. Hence unemployed youth look forward to getting opportunities for training so that they can get gainful employment. This is the reason for demand for basic computer training. However the value is lesser than the National average, as qualitative data shows present exposure to computers in the rural areas is minimal.
All tuitions	Surveyed people were poor to afford tuitions – for them education is only through schools.
Forms and mark sheets (all downloads)	This service is in demand by educated unemployed youth in the rural areas.
Tele-medicine	The poor medical infrastructure (PHCs, subcentres and hospitals), absenteeism of doctors, dispensing of medicines by pharmacists without due consultation, are all reasons, which make tele-medicine attractive for the villagers.
Entertainment - movies	Entertainment options include movies and people are interested in it to affair degree, though not as high as the National average.
Internet browsing and email (includes information search)	People are poor and they do not have computing facility available. The entire idea of internet browsing and its ramifications did not draw on the people during the survey.
E-daak	This figure is negligible, as people have no idea what purpose this would serve.
Bio data Maker	The demand is lower than the national average. People are mostly engaged in agriculture and job opportunities within the state are few; hence the demand for this so low.

Ticketing - Rail/Road/Air	Ticketing demand is lower than the national average, as Meghalaya does not have a steady stream of migration throughout the year. The only response to this has come from the students who migrate to other parts of the country for studies.
Long distance Telephony through internet (ISD)	There is not enough international migration, and hence the figure for this negligible.
Photocopying	The demand for photocopying is high, but less than the national average.
Desk Top Printing (DTP) services	The demand for desk top printing is less than the national average.
Astrology	The demand for astrology in eastern and north east India is high. People wear rings on their fingers and almost everybody has visited some idea of astrology.
CD burning including CD cost	Knowledge of computing technology is low and hence the demand for this is low.
Digital Photographs – passport size	There is sizeable demand among unemployed youth, but lesser than the national average.
Digital Photographs – postcard size	
Soil Testing	Demand for soil testing is low as the farming community does not practice large scale extensive agriculture.
Land records	There is very little demand for land records as land is a common property and the Village Councils distribute land to every family each year on a rotation basis.
Ration cards – issue of new cards/ change of name/ change of name	The demand for ration cards and amendments to names and addresses in ration cards is almost at par with the National average.
Bus pass	Bus services are practically non existent and thus demand for bus passes is low.

Certificates available at GP (Birth/ Death certificate)	Willingness to use figure are low, as most certificates are not required for any official purposes. The only reason why the figures are at this level is that caste certificates are required for getting benefits to different programmes.
Certificates available outside GP (Residency/caste/income/marriage/power of attorney/unemployment/disability certificate)	
Application for New passport/renewal/change of name & address	Not enough international migration exists from Meghalaya, and hence the demand for passports is low.
Payment of all bills	There is almost at par demand for this with the National average.
Grievances	There is a high demand for this, as people believe this would be an easy way to complain about corruption and ill-handlings in the hands of bureaucracy.

2.4 Location of Kiosks

As per the findings of the survey, in Meghalaya, all nodal villages, which are Panchayat villages and having a Post and Telegraph office (GP + PTO), having a market attending to local needs within 15-18 km of the habitation and having population of more than 795 households are possible candidates for kiosk locations. The basis for this is the revenue model estimated which shows that villages having more than 795 households would give more monthly income as compared to the benchmark of Rs. 22,500 as set up by ILFS.

Findings on profile of nodal (CSC) villages and buyer profiles

3.1 Profile of Nodal Villages

The national level scheme for providing ICT enabled services envisages a three-tier structure to execute its functional priorities. All the three levels are crucial in building a sustainable business model that plan to function as a platform for providing all possible government and private services in the nodal level. This chapter attempts to map the profile of the nodal villages in the state of Meghalaya to observe the state specific peculiarities that are vital in the planning and execution of the scheme in the state that best addresses the development needs of its people.

3.1.1 Distribution of Nodal Villages by Topography and Villages Sizes

In Meghalaya, the villages located in the plains and riverine areas are considered as mainstream villages, while those located in forested and hilly/undulating terrain were considered as difficult terrain villages. In each of the above categories, there was a further classification in terms of village size. Three size categories included:

- Villages that have less than 500 households,
- Villages having 500 to 1000 households, and
- Villages having more than 1000 households.

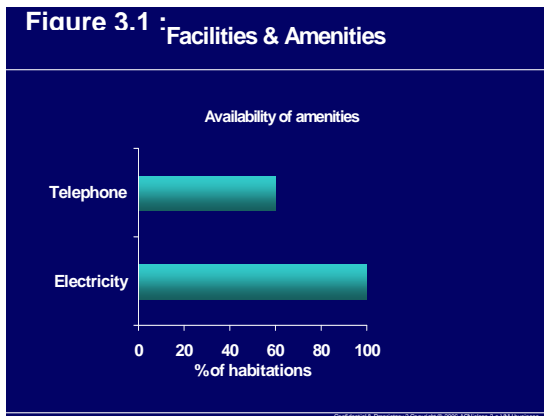
In Meghalaya, about 20% percent of the survey was done in the mainstream habitations that formed plains, while the remaining 80% were in difficult terrain. Of the difficult terrain, 90% were hilly, 40% forested and 20% riverine. Regarding the size of the villages, more inhabitants lived in villages that have less than 500 households.

3.1.2 Road Connectivity

Majority of the selected nodal villages (53%) have all weather roads connecting to nodal villages, while 47% were found to be not accessible across all the seasons (Refer Table. 207 for details). The fact that a around half of the cluster villages have good road

connectivity with nodal villages would probably positively impact the level of usage of the CSCs that would be located in the nodal villages.

3.1.3 Rural Electrification and Telephone Connectivity



Reported by 100% households, the presence of electricity was found in all the sample villages of Meghalaya. Even the average daily supply of electricity was quite good (for 15 hours daily) across the areas that are electrified. In one-fourth of the villages the supply of electricity was for 9-12 hours, 37% if was for 13-18 hours while in 30% villages it was for more than 18 hours. Though there are no definite timings for the power supply or its failure 60% villages, the morning and

afternoon are found to be the lean time for the electricity supply (40%). In terms of electricity based operations, the evening times seem to be most dependable and suitable, and considering this is the time that most male members are free from daily chores, the presence of electricity in the evening is quite helpful for all important activities including the services of CSCs in future.

Around 60% of the identified nodal villages have telephone connections in their village.

For communication, all of the total villagers utilized postal services while 70% resorting to telephones. Around 89% of the connections were available at home, while half of the users made use of PCOs also (Refer to Table no. 506 for details). The connectivity and working conditions do not seem to have any impediments in most of the cases (72%).

Aroundt one-fourth of the telephone exchanges are situated within two kilometers of the village, while another one-fourth has the facility within a range between 5 to 14 kilometers.

3.1.4 Distribution of Facilities and Amenities

Around one-third of the nodal villages have Primary Health Centres (PHCs). The proportion of villages having Health Sub Centres was found to be 63%. The availability of services of the private doctors was found only in 3% villages. The distribution of

chemists found to be low with an average of 7% across the surveyed areas. In none of the villages the presence of private hospitals was reported. In terms of the possible use of the CSCs, the above distribution of facilities would mean that villages not having doctors would opt for tele-medicine services, which can generate prescriptions. There are private doctors, some part of the doctor's clientele would opt for tele-medication, if the queue time and the cost per service is lower than that at the private doctors. The services will also need careful marketing to emphasize that high quality advice is available through the CSC. The use of tele-medicines in areas having PHCs maybe less popular, as there is faith in the government doctors, and there is further incentive to use, as medicines for some common illnesses are distributed without cost. However, the presence of doctors on a reliable basis, doctor's treatment of patients and the queues for accessing services, maybe factors which may influence households to try alternative channels.

There is, reportedly, good presence of Anganwadis (83%) in the villages. About 47% of the villages under survey in Meghalaya have Fair Price Shops. In case of Post and Telegraph, 47% villages have such services.

The access to bus stops in nodal villages of Meghalaya is just average, with 50% reporting the presence of bus stops within one kilometer of distance. Majority of the villages are not close to railway station as only 3% confirmed the presence railway stations within one kilometer of distance. The services regarding road transportation were reported by two-third villages.

In case of banks, only 13% of villages have bank facility and the prevalence of private moneylenders was reported by 27%. The presence of general stores was found better (73%).

While, on an average, 3% of the villages only had CD and Cassette shops, 27% of the villages were connected to cable TV network. On the other hand, only 3% of the villages under survey in Meghalaya had cinema halls. The option of including entertainment services in kiosks is dependant on the proportion of households having TV and VCR/DVD facilities. The low presence of entertainment options available through TV network, cinema halls and CD/cassette shops, shows good potential for kiosk.

Reported by 3% respondents the presence of government colleges and Private colleges is very low and Kissan Seva Kendras are also present in only 3% villages. The opportunity of the kiosks to provide higher education through distant learning techniques and its facilitation through tuition classes is present for most villages, as college and technical education services are only available at considerable distances.

Meghalaya, being poorly industrialized, only 27% villages, reportedly, have mills. The presence of co-operative societies are, reportedly, present in 10% villages.

3.1.5 CBOs and Knowledge Leaders

This section describes the villagers' advice seeking patterns with regard to agriculture, health, government related activities and women related issues. Regarding agriculture, three-fourth of the villagers from Meghalaya seek advice from *sarpanch / pradhan* or the *ex-pradhan*. About 13% consult the rich or influential people in the village. However, other than these specified categories, about 43% of the villagers got their counsels from an amorphous category others, that range from friends, relatives, agriculture department officials etc. Thus, when the type of service is to be instituted in the CSC under the overall realm of agriculture related – whether it is about inputs or consultancy, a qualitative discussion of with Village Sarpanch should be held to find out the exact nature of service requirement.

In education, schoolteachers were consulted by 40% of the villagers as per the survey. *sarpanch/pradhan*, *ex-pradhan* or the president of the *gram-panchayat* were also consulted by above 16% of people in educational matters. To assess what proportion of students need help and the kind of help, the key stakeholders who should be consulted are the village school teachers, before deciding on the subjects and key points of emphasis while designing the tuition modules should be undertaken.

As far as the government related activities are concerned, *sarpanch / pradhan* emerged as the main source of advice (93%). The advice of *ex-pradhan* and *panchayat* members is, reportedly, sought by three-fourth respondents while 37% consult the president of the panchayat. Regarding women-related issues, half of them consult *sarpanch / pradhan/ GP* while about 17% consult Anganwadi workers. This shows the level of involvement of *sarpanch / pradhan/ GP* in such issues. The role of ANM in providing counseling was also mentioned by one-third respondents.

Thus, as a whole, it can be observed that *Sarpanch / Pradhan / Gram Panchayat* plays a crucial role in the decision-making of the village, not only in the administration of resources but also in all aspects of people's lives. Though the specialist advice is important in domain specific issues, the villagers generally relied on the advices from *Sarpanch / Pradhan/ Gram Panchayat* on all aspects.

3.1.6 Places of Social Activity and Community Gatherings

The informal gatherings play a crucial role in the information dissemination in villages. Majority of men meet near the market place (70%). Almost half of the men in rural Meghalaya reported that they informally meet at bus stop and around one-fourth meet near the temple. One-fifth men each said that they meet at *panchayat bhavan* or at *Chauri / Chaupal* while another one-fifth, reportedly, meet near the school (For details, see Table

No. 601). As far as presence of women in these gatherings is concerned, majority (53%) of them said that they are sometimes present while only 3% said that they are always present in such gatherings. Around 43% women said that they don't attend men's gathering at all.

Women's social gatherings one-fourth gravitated around the Anganwadi centres. Around 60% said that it takes place in each other's house, which has no significance as far as consideration for CSC location is concerned. The other place social interaction as far as women are concerned is in common areas between the houses (57%), near the temple (3%), in community hall (10%), near the school (7%), etc. Thus, if the CSC were to be located where both men and women can access, it would have to be place within the village and close to the *panchayat bhavan* for men and Anganwadi Centres for women, which are located on the village road and accessible during both day and evening hours.

3.1.7 Primary and Secondary Occupations

In rural Meghalaya, Mining & quarrying, followed by industrial labour constitutes the most important primary occupation. As far as farming is concerned, most of the farmers were marginal farmers having less than 2.5 acres or medium farmers of land between 5 to 10 acres. Fishing and Small/petty business also constituted major categories of primary occupation as per the survey (Please see Table 301 for details).

Mining & quarrying constitute the prominent secondary occupational categories also. A significant proportion of households have undertaken the jobs of Household & cottage industry and Small/petty business. Few also reported working in various allied activities related to agriculture.

3.1.8 Major Crops, Cropping Pattern and Agrarian and Non-agrarian Wage Rates, and Major Challenges faced by Farmers

Most villages (17%) practiced double cropping followed by multiple cropping (77%). The survey found that there are very few villages following mono cropping (7%).

In Meghalaya, the major primary crop is found to be paddy which is grown in all the villages, followed by potatoes with 37%. Other vegetables, reportedly, grown by 37% villages as a primary crop. Among the other primary crops mentioned were – other cash crops (20%), cotton (3%), horticulture (17%), other cereals (3%), etc. (refer Table 311).

The secondary crop grown in Meghalaya includes – horticulture (83%), Other root crops (87%), other vegetables (63%), other cash crops (53%), other cereals (50%), onions (43%), potatoes (33%), paddy (20%), wheat (7%), spices (3%), etc. The CSC can therefore play a major role in the sale of wheat for farmers, identifying a list of locations across the state, where the wheat crop can be sold at the best available price. Once the

income enhancement opportunities are realized, the incentive to use the CSC will increase, as a large proportion of households are dependent on agriculture and will be impacted by income enhancement services.

In Meghalaya, the skilled male agricultural laborers received an average wage of Rs. 88 whereas the non-skilled counterparts received Rs.67 on an 8-hour unit. On an average, skilled female agricultural laborers collected Rs. 85, and unskilled women laborers at Rs.67 for the same unit of time. As far as 8-hour wage of non-agricultural male laborers are concerned, the skilled earned Rs.109 while unskilled earned Rs. 80. Regarding female non-agricultural workers the 7-hour wages was, reportedly, Rs. 103 for the skilled worker and Rs. 81 for the unskilled worker. The agricultural labourers therefore may not be potentially reliable CSC users, although during the higher income months, they probably spend on entertainment services.

The lack of finance/credit (87%) and access to cheaper farming equipments (77%) was found to be the major stumbling block that the farmers face. Half of them do not have knowledge about best agricultural practices and techniques. Around 40% do not have access to raw material while 13% face the problem of higher interest rates. 10% of the village farmers faced the non-availability of accurate weather data. Thus the potential for agricultural consultancy is present, as also the weather related information inputs.

3.1.9 Markets at Differing Distances for Buying and Selling Different Goods and Products

In order to buy the items for daily needs, half of the villages had facilities within its boundaries. While about 30% of the villages had it between 1 to 3 kilometers, another 10% between 4-5 kilometers around 3% of the villages had the facility beyond 10 kilometers. Regarding availing of medicine, only 6% have facilities/shops in local market and around, one-fourth between 1 to 3 kilometers, another one-fourth between 4-5 kilometers. Three-fifth of the surveyed villages had the agricultural and trade related services available beyond distance of 10 kilometers. Majority (77%) of the villages have the facilities for procuring consumer durables (TV, Refrigerator etc.) beyond the range of 8 kilometers (refer Table. 522).

As per the survey, almost all the villagers went to local markets (97%) for selling their produces, about 60% villages used nearby *mandis* while another 60% relied the nearby towns also for the same.

3.1.10 Major Cottage Industries- Type of employment and Marketing Channels

The three major cottage industries that are identified in rural Meghalaya are cycle repairing (67%), Handicraft utility such as fans, basket, etc. (50%), tailoring (33%) and cloth-weaving (25%). Majority of the households engaged in these three cottage

industries are self-employed while those in cycle repairing are usually employed in other business.

All those engaged in Handicraft, reportedly, sell through both cooperative and through some middle man. For selling products related tailoring, cloth weaving, jewelry making middle-man plays the main role. Services related to cycle repairing are rendered through local village *mandis* or through direct sale in town/city shop (Refer Table. 303 for details).

3.1.11 Major Forestry and Allied Agricultural Activities - Type of Employment and Marketing Channels

For majority of the households, Piggery (90%), Poultry (73%), dairy (37%) and collection of non-wood items (30%). For 13% and 23% of the households it was timber-sawing and furniture making/other timber products, respectively. It is a self-employment activity for almost all of those who are involved in these activities. Marketing channel adopted by them is usually selling through some middleman. However, regarding piggery and goateries direct selling through local village *mandi* is mainly done.

3.1.12 Presence of Industries and Industrial Employment

In rural Meghalaya, around 37% of the habitations under survey has cottage/household industries, the presence of which is higher in larger villages. Majority (82%) of them employ less than 10 employees (Refer Table: 402). Regarding location, majority (80%) of the household habitations under survey did not have any industry nearby. A large proportion of the respondents (43%) reported that 11-20 workers seek employment in nearby (within 15 kilometers) industries.

3.1.13 Migration Patterns

Regarding the migration pattern in rural Meghalaya, we find that majority (47%) of the habitations have 21 to 50 workers going out-migration, about one-third habitations have between 21 to 50 workers who migrate out for work. Out migration of more than 100 workers was reported by only 3% respondents. Reported by around half of the respondents, out migration mostly takes place between January to April and between September to October (40-43%) probably because these are the prime seasons coinciding with various festivals when business activity is quite high.

As expected, majority of habitations (43%) reported in-migration of less than 10 people, in rural Meghalaya, whereas about 30% have 11 to 20 people that migrate to their villages. In-migration is high during January to April and between September to October in Meghalaya probably because the workers who are working permanently outside the village try to be at their homes during the festival seasons.

As far as the migration of the youth is concerned, majority of them (90%) migrate to towns or cities within the state. Another significant section migrates to towns and cities outside state within the country (47%). Relatively lesser number of youth migrated to other villages (233%) or outside the country (17%).

3.1.14 Village Youth- Educational Attainment, Occupations, Major Challenges and Aspirations for Knowledge and Skills

Across the habitations under survey, on an average there are 43 persons who are in illiterate or just literate category. Among the literates, on an average, 29 youths have studied upto 10th class, while 16 youths have studied upto 12th class. The average number of professionals emerged as 5 youths in sample villages of Meghalaya.

Majority of the youths across various educational categories are, reportedly, engaged in cultivation or in non-agricultural labour. Of those who attained some professional education, 78% were engaged in cultivation, 44% each in agricultural labour and government service. Among the professionally qualified not into agriculture, majority were in government service (67%) followed by non-agriculture labour (57%). The proportion pursuing petty business was 44%. However, one-third professionally qualified was still not engaged anywhere and were unemployed.

There is a substantial section among the youth who are illiterate to those studied upto class 12th considered that vocational skills (96%) could enhance their job and income potentials. However, about one-third of those from middle class to 12th class also indicated their desire for computer education. But those with some professional education emphasized mainly on business management education. Need for English-speaking course emerged prominently among students from middle class to 12th class and among the professionally qualified individuals.

3.1.15 School Infrastructure and Performance

All the villages, reportedly, have schools (govt./private). In villages where schools are available, all of them have primary schools, 40% have secondary schools, and 13% have higher secondary schools. Mean number of teachers available in primary schools, secondary school and in higher secondary school is 6, 12 and 11, respectively. As far as regular attendance of students is concerned, on an average, 102 students in primary school, 196 in secondary school and 108 in higher secondary school regularly attend their classes. The student per teacher ratio in primary, secondary schools and sr. secondary schools respectively is 16.3, 16.2 and 10.0, which is quite favourable. However, these ratios are affected by teacher and student attendance.

a) Reasons for Dropout

Reported by two-third, absenteeism emerged as the main reason for dropout of students from schools. 37% each said that lack of teachers and lack of quality teaching was the reason for dropout. Lack of education infrastructure (27%) and Lack of physical infrastructure (7%) was also reported.

b) Subject Students Usually Fail

All the students, reportedly, fail in Mathematics. In English and Physics 30-37% usually fail while around one-fourth fail in Chemistry. History, Geography, etc. were among the other few subjects in which students, reportedly, fail (40%).

3.1.16 Availability of Tuition Classes and incidental Cost

Around one-fourth (27%) villagers reported presence of tuitions classes in the village. In villages where tuitions classes are available majority of the villages (88%) paid more than Rs. 100 as tuition fees while remaining paid less than Rs. 100. Mean number of students attending tuition classes is 19.

3.1.17 Village Issues and Causes of Dispute

Major causes of disputes in a village can pertain to land, water, common resources, family feuds, youth employment related, abuse of women, migration, law and order, communal/caste feuds etc.

a) Land

Around one-third villagers reported occurrence of disputes related to land. Out of these, onely 10% reported land dispute to be a frequent phenomenon in the villages. Majority of these land disputes are between villages (70%). Only 20% reported the occurrence of such disputes within community of the village.

b) Water

In none of the cases interviewed disputes related to water was reported.

c) Common Resources

Disputes dwelling around common resources were reported by 12% villagers and these occurred frequently and occasionally in equal proportion. Again, half of them said that such disputes occurred between communities while another half reported the occurrence of such problems within community.

d) Family Feuds

Family feuds were reported by 13% villagers. Out of these, one-fourth said that these were frequent and occurred within communities and between communities in equal proportions.

e) Youth Employment Related

Disputes related to youth employment were reported by 30% villages. Nearly one-fourth villages reported it to be occurring frequently. Majority of the disputes were with government officials (89%). However, 11% reported it to occur between the villages

f) Abuse of Women

Dispute related to abuse of women was reported by 14% villages. However, such occurrence was reported to be occasional (92%). Nearly 54% of the disputes related to women were reported to be between communities and 31% between villages.

g) Migration

Disputes pertaining to migration were reported absent in sample villages of Meghalaya.

i) Law and Order

Disputes related to Law & order situation were reported by one-third villages of Meghalaya and all of respondents said that these were occasional in nature. Such disputes, reportedly, occurred usually between communities (60%). The proportion reporting the occurrence of such disputes between villages and within community was 20% and 10%, respectively. However, 10% also reported occurrence of such disputes with government officials also.

j) Communal and Caste

Communal and caste based skirmishes did not emerge as a problem as it was reported in just 3% respondents and that too were occasional in nature occurring between communities.

3.1.18 Village Needs

Rural India is characterized by lack of availability, accessibility and affordability of services viz., health, educations, banking, communication, etc. The inhabitants travel long distance to avail these services. In this context the top most needs of the villages was identified that may be facilitated through the kiosk.

a) Health

Need for **good doctors and health facility** was reported by 83% and 70% villages, respectively. The same needs were ranked as the first five top most needs by 60% and 62% villages, respectively. Similarly, need for medical consultation through internet café was reported by 10% villages but out of these none gave a ranking of one to five in their priority list (refer table below).

Felt Needs	IMP. Services	Top 5
Good Doctors	83.3	60.0
Health Facility	70.0	61.9
Internet Café for Medical Consultation	10.0	0.0

b) Agriculture

The need for best practices and access to market was reported by 23% and 37%, respectively. The same needs were ranked as the first five top most needs by 0% and 18% villages, respectively. The need for cheaper credit facility was felt by 30% villages while only 22% ranked them amongst the five most important ones (refer table below).

Felt Needs	IMP. Services	Top 5
Best Practices	23.3	0.0
Access to Market	36.7	18.2
Cheaper Credit	30.0	22.2
Agri-consulting	30.0	11.1

c) Training and Education

67% of the villages have felt the need of **information technology** that may be facilitated through the presence of a rural kiosk. Of them 65% have voted to be one of the top most needs that can enhance qualitative training and education. **Career development and job planning** is one of the felt needs as reported by 37% of the villages. This particular service is ranked as one of the top most need by 55% of the villages (refer Table below).

Felt Needs	IMP. Services	Top 5
Better Quality education	76.7	65.2
Higher Education Distance Learning	30.0	22.2
Adult Education Distance Learning	16.7	0.0
IT/Computer Training	66.7	65.0
English Speaking Courses	26.7	0.0
Career Development & Job Planning	36.7	54.5
Job Search	43.3	84.6
Vocational Training for men	40.0	33.3
Vocational Training for women	33.3	0.0

Upgrading Occupational Skills	33.3	10.0
Training on use of new tools & technology	30.0	0.0
Business Management/Entrepreneurship Training	23.3	0.0
Training on Creation of Organized Marketing Channels	36.7	72.7

d) Banking and Insurance

Financial services are one of the most common needs as reported by only 7% of the villages. However, 50% villages have ranked it amongst the top five needs. **General insurance** are most commonly needed as felt by only 3.3% villages, of which all of them have ranked it amongst the top most need. Just 3% villages have felt the need of **investment advice** but none have ranked them amongst the top five.

Felt Needs	IMP. Services	Top 5
Finance for farmers	6.7	50.0
Financial services for entrepreneur	0.0	0.0
Women SHG group	0.0	0.0
Life insurance	0.0	0.0
Crop insurance	0.0	0.0
General insurance	3.3	100.0
Rural bank	0.0	0.0
Investment advice	3.3	0.0

e) Entertainment

Need for cinema/movies, 'TV access' and 'CD/ VCD / Audio cassette shops' was not mentioned by anyone. 'Beauty care and cosmetics consultancy' were reported as a need by 18% all of which ranked it among the top five needs (refer Table below).

Felt Needs	% Villages	Top 5
Cinemas / movies	0.0	0.0
Television access	0.0	0.0
CD/ VCD / Audio cassette shops	0.0	0.0
Beauty care and cosmetics consultancy	50.0	100.0

f) Government and other services

Need for 'easy access to land records' and 'access to key govt. service outlets' was reported by 43% and 33% villages, respectively, and all of them ranked it as the first five top most needs. Need for 'Train & bus ticket counters' was reported by 30% villages and all of these gave a ranking of one to five in their priority list (refer Table below). Among the others needs emerged – 'information about govt. programmes (7%) and 'bus pass issue and renewal counters' (3%), which ranked one among top five by all these respondents.

Felt Needs	% Villages	Top 5
Fair price shop	0.0	0.0
Easy access to land records	43.3	100.0
Access to key govt. service outlets	33.3	100.0
Information about government programmes	6.7	100.0
Bus pass issue and renewal counters	3.3	100.0
Train & bus ticket counters	30.0	100.0
Shops stocking more varieties of consumer goods	0.0	0.0
Ensuring protection from fake branded products	0.0	0.0

3.1.19 Knowledge and Access to Government Programme

Knowledge on the existence of following government programmes in the gauged was identified from villagers:

1. Sampoorna Grameen Rojgar Yojana (SGRY)
2. Swarnajayanti Gram Swarajgar Yojana (SGSY),
3. Pradhan Mantri Gram Sadak Yojana (PMGSY)
4. Indra Awas Yojana (IAY)
5. Swajaldhara
6. Total Sanitation Schemes
7. ICDS
8. Kutir Jyoti
9. Credit cum Subsidy Scheme
10. PDS
11. Antadoya Anna Yojana (AAY)
12. National Food For Work Programme (NFFWP)
13. Mid Day Meal Scheme (MDM)
14. National Old Age Pension Scheme (NOAPS)
15. Widow Pension Scheme (WPS)
16. Maternity Benefit Scheme (MBS)
17. Freedom Fighter Pension Scheme
18. Annapurna Scheme
19. Sarvashiksha Abhiyan (SSA)

Majority of the villages were aware of the government programmes. However, there was a mixed response regarding the existence of various government programmes in sample villages of Meghalaya. IAY (57%), SGRY (53%) and PDS (47%) was reported to be existing in majority of villages followed by AAY, MDM, NOAPS and SGSY (30-33%). Other government programmes like Total Sanitation Campaign, PMGSY, Swajaldhara, Kutir Jyoti, credit cum subsidy scheme, etc. were reported to exist in fewer villages (refer Table below). The schemes that, reportedly did not exist in any of the sample villages were – freedom fighter pension scheme, MBS, Annapurna Scheme and NFFWP.

Table 3.1: Knowledge and Access to Government Programme

Govt. Programmes	Existing	Not Existing	DK/CS
Sampoorna Grameen Rojgar Yojana (SGRY)	53.3	46.7	0.0
Swarnajayanti Gram Swarojgar Yojana (SGSY)	30.3	63.6	6.7
Pradhan Mantri Gram Sadak Yojana (PMGSY)	3.3	96.7	0.0
Indra Awas Yojana (IAY)	56.7	43.3	0.0
Swajaldhara	13.3	80.8	6.7
Total Sanitation Campaign	10.0	90.0	0.0
ICDS	30.3	63.3	6.7
Kutir Jyoti	16.7	76.7	6.7
Credit cum Subsidy Scheme	20.0	80.0	0.0
PDS	46.7	23.3	30.0
Antadoya Anna Yojana (AAY)	13.3	76.7	10.0
National Food For Work Programme (NFFWP)	0.0	86.7	13.3
Mid Day Meal Scheme (MDM)	33.3	66.7	0.0
National Old Age Pension Scheme (NOAPS)	33.3	66.7	0.0
Widow Pension Scheme (WPS)	16.7	83.3	0.0
Maternity Benefit Scheme (MBS)	0.0	96.7	3.3
Freedom Fighter Pension Scheme	0.0	100.0	0.0
Annapurna Scheme	0.0	100.0	0.0
Sarvashiksha Abhiyan (SSA)	33.3	66.7	0.0

Mean number of person/HH benefiting from PDS was reported to be highest (278.2), followed by ICDS (64.0) and AAY (51.3). In PMGSY, the mean number of person/HH benefiting was lowest (1.0). The other schemes where the mean number of person/HH benefiting was quite low were – Credit cum Subsidy Scheme (4.0), NOAPS (4.9), WPS (5.6) (refer Table below).

Table 3.2: Average number of Households Benefited in Different Government Programmes

Govt. Programmes	Mean No of persons/HH Benefited
Sampoorna Grameen Rojgar Yojana (SGRY)	38.9
Swarnajayanti Gram Swarojgar Yojana (SGSY)	14.1
Pradhan Mantri Gram Sadak Yojana (PMGSY)	1.0
Indra Awas Yojana (IAY)	12.4
Swajaldhara	33.3
Total Sanitation Campaign	38.3
ICDS	64.0
Kutir Jyoti	17.8
Credit cum Subsidy Scheme	4.0

PDS	278.2
Antadoya Anna Yojana (AAY)	51.3
National Food For Work Programme (NFFWP)	-
Mid Day Meal Scheme (MDM)	72.4
National Old Age Pension Scheme (NOAPS)	4.9
Widow Pension Scheme (WPS)	5.6
Maternity Benefit Scheme (MBS)	-
Freedom Fighter Pension Scheme	-
Annapurna Scheme	-
Sarvashiksha Abhiyan (SSA)	95.7

3.1.20 Knowledge on Kiosks, Interest, Preference of Kiosk Location and Operators

Knowledge on internet based kiosks was found to be low. Only in 27% of the villages people reported to have heard about kiosk (refer Table 901). However, majority of the respondents (77%) showed interest in using a kiosk with computer and internet if it is installed in their village (Refer Table 902).

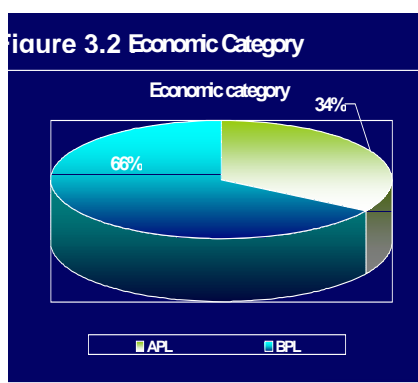
On the suitability of location of the kiosks, majority (39%) of the villagers suggested its installation near the market place or near the P&T office. 35% said near the *Panchayat bhavan* (54%) while 13% said near the school emerged among the other places for its installation (refer Table 905). Almost all the villages (96%) preferred to get the kiosks operated by a Respectable person or by a Knowledgeable person while 87% preferred any graduate or an Honest person to operate such kiosks. Around 78% villagers preferred the kiosk to be operated by a computer literate person (refer Table 907).

3.2 Buyer Profile:

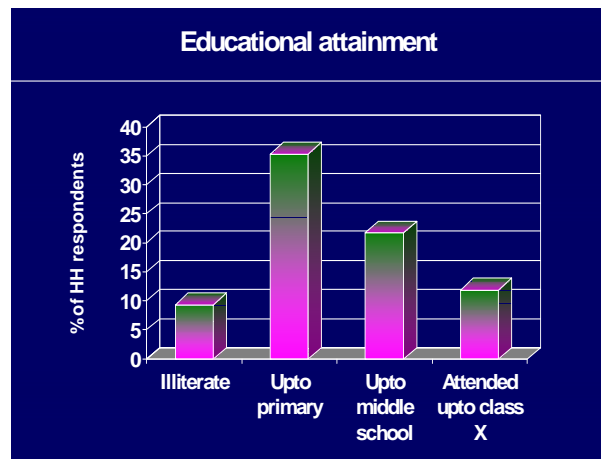
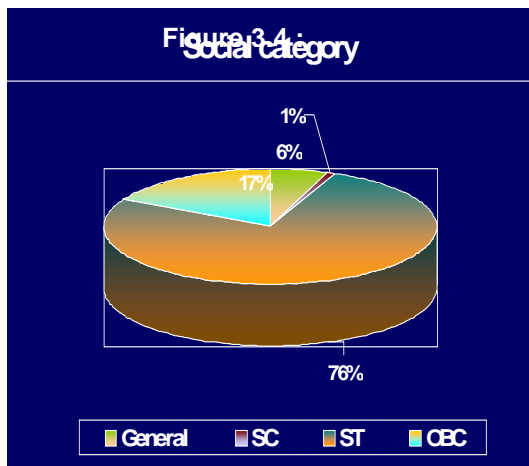
3.2.1 Demographic profile – social group, type of family, household size

Around 6% of the respondents belonged to general caste group, while 77% were from SC/ST community. Around 83% respondents were living in nuclear family.

As far as economic status is concerned, around 34% of them were APL.



The survey enquired the age of individual members of the surveyed households the age in completed years. The age-wise distribution of population showed that 8% were less than 6 years, 18% were aged 6 – 14 years; 25% were aged 15 - 25 years; 43% were aged 26 – 49 years; 6% were aged 50 – 60 years; and 1% were more than 60 years of age.

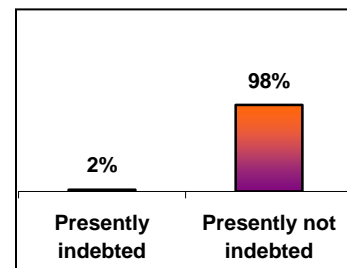


3.2.2 Educational attainment

9% of the respondents interviewed were illiterate, 35% have attained education upto primary school and another 22% upto middle school. The proportion that have attended upto class X and class XII were 12% and 7%, respectively. Only 2% was graduates while 1% was above graduate.

3.2.3 Status of indebtedness and source & reasons for borrowings

Regarding status of indebtedness, almost all of the respondents (98%) were, reportedly, not indebted (Figure 3.1). However, those who were currently indebted were further probed for their sources of borrowings. Big farmer/rich landlord (44%), money-lender (22%), relative/friend (22%) and Bank (4%) emerged as important sources of borrowings. 'House construction & repair' (46%), 'Meeting certain social obligations' (23%) and for pursuing 'higher studies' (23%) emerged as the important reasons for this borrowing.



3.2.4 Type of house

Majority of the respondents were, reportedly, staying in *pucca* house (25%), 47% were in semi-*pucca* houses while 28% in *kutch* houses.

3.2.5 Ownership of household and agricultural assets

a) Household assets:

The ownership pattern of household assets which are non-electricity operated are as follows:

Household assets	New	Old
Radio	55.6	36.3
Wooden cot	50.2	20.2
Bicycle	67.2	66.9
Steel almirah / cupboard	17.0	4.2
Telephone (land line)	6.8	0.4
Mobile	13.5	0.6
Scooter / motorbike	25.0	7.2
Four wheeler	5.7	8.6

The ownership pattern of household assets shows the commonly owned items are bicycle, wooden cot, radio and steel almirah. For most items, the purchase behaviour is for new products.

The pattern of ownership of electricity-operated assets is:

Household assets	New	Old
Fan	72.0	51.3
Television	80.6	40.9
Stereo	63.8	53.0
Refrigerator	5.8	1.3
Air Cooler	0.6	1.3
Air conditioner	1.5	1.3
Computer	0.1	0.4
Washing Machine	1.8	51.3

The ownership pattern of electricity operated household assets shows the commonly owned items are fan and television, which is purchased both as old and new items. Interestingly, 41% of the households have two television sets. For all the items, the purchase behaviour is for new products.

b) Agricultural assets:

Majority of the respondents, reportedly, did not own various agricultural assets. The proportion that owned one or more such assets had – plough (21%), tractor (11%), tiller (7%), thresher (13%), crusher (12%), sprayer (7%), diesel operate pump set (10%), electricity operated pump set (2%), camel/bullock cart (3%).

3.2.6 Marketing channels for different goods and products and problems of accessing markets

Almost all the respondents said that their household is not involved in selling of ‘forest-based products, honey through bee-keeping or practice sericulture (F, BK, & S)’, ‘handicraft or other cottage industry precuts (H&CI)’, or ‘fishing activity and meat production (F&M)’. Only, 14% said that dairy and poultry products (D&P) and are sold mainly purchased by the buyer directly (10%) or sold in village *mandi* or block *mandi* (11%).

Problems in assessing the markets

Transportation (24%), Lack of knowledge (23%) and Poor rates (20%) was mentioned by the respondents as problem in assessing the markets to sell their products. Some 14% also mentioned the problem of storage and middleman. Lack of knowledge (23%), Lack of credit (18%), poor rates in the market (20%), lack of marketing (10%) were among the other problems mentioned by the respondents.

3.2.7 Media exposure and habits, and favourite programmes

a) Having spare time:

Spare time available per day was assessed for children, youth and adult members of the family, separately. Majority of children said that they don't get any spare time during the course of the day. It was higher in case of female children (58%) as compared to male children (46%). For the remaining average spare time of 3 hours was available in the evening (male: 43%, female: 34%).

A high proportion of youth did not find spare time (male: 41%, female: 55%). Of the remaining, majority had spare time in the evening (male: 54%, female: 41%). The mean spare time available to these youth is 3 hours per day.

The adults in rural area have, reportedly, lot of spare time. While adult males are generally free in the evening (76%), the adult females are free both in the evening (79%) as well as in the afternoons (40%). The average spare time available to the adults was again 3 hours per day. However, 10-14% adult females did say that they don't get any spare time during the entire day.

b) Entertainment options available:

Mentioned by 91% respondents, TV was the most popular entertainment option available in the rural Meghalaya. Next was 'movie hall' (6%) and 'movie shows on TV with VCD/DVD players (4%).

c) Activities pursued during the spare time:

For adult males, the activities pursued during spare time were TV viewing (68%), radio listening (63%) and newspaper reading (27%). Similarly, the adult women gave more importance to TV viewing (68%) followed by radio listening (46%). Only 18% of them read newspapers.

The youth also gave more preference to watching TV (66%), in comparison to listening to radio (39%). Reading newspaper in spare time was reported by just 22%. Again, a similar pattern was observed in case of children, 67% of which, reportedly watched TV while 23% listened radio in their spare time.

d) Reading newspaper:

18% of the respondents said that someone or the other in their household read the newspaper at home or anywhere else. Regular reading of newspaper was found relatively high among adult males (51%) followed by adult females (23%). Around 10-14% youth regularly read the newspapers.

e) **Watching TV:**

Regular watching of TV by someone or the other in the household was reported by 62% respondents. It was relatively higher among the adult male (47%) and children (43%) followed by youth males (29%). Across all respondent categories, TV watching was relatively lower in females. (Refer Table 18). Only 2-3% old members of the family, reportedly, watch TV regularly.

Mentioned by both men and children the most preferred time for watching TV was evening hours (100%). Women could also spare some time in the afternoons (49%). For youth also afternoon (80%), followed by evening (66%) was the best time to watch TV. Regarding children, majority watched TV in the evenings (76%), followed by morning and afternoons (51-52%).

Preferred TV programmes:

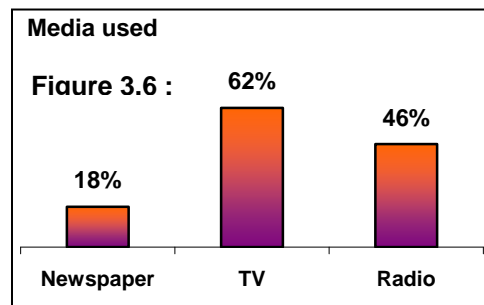
The programmes usually preferred were:

- Choupal (98%)
- Movies (89%)
- Religious programmes (86%)
- Travel programmes (83%)
- News (65%)
- Health related (29%)
- Talk shows (24%)
- Serials (14%)
- Sport (13%)
- Quiz (10%)

77% of the households watched TV in their homes, while remaining watched in neighbour's house.

f) **Listening Radio:**

Reported by 46% respondents, listening to radio programmes by anyone in the household was found lower when compared to watching TV. Regular listening of radio programmes was found highest amongst the adults (male: 53%, female: 30%). Next were youth (male: 26%, female: 14%) and children (8-14%). Regarding older people of the household, it was 17% among males while just 5% among the females.



The most convenient time for listening radio by males was morning (79%) and evening (69%). The women found more time in the evenings (73%) and then in the morning or in afternoons (54-59%). Again, evening was the best time for listening radio to youths (86%) and children (93%).

g) Availability of video cassettes and CDs:

Around 23% reported availability of video cassettes and CDs only through hire while another 17% said that it is available through both hire and purchase methods in the nodal villages of Meghalaya. 11% said that it is available through purchase only method and 49% reported absolute unavailability of the video cassettes and CDs.

h) Organizing movie shows:

Reported by 84% respondents, movie shows (on TV and VCP/DVD players or through projectors) are not organized in the nodal villages of Meghalaya. Almost two-third, of those that said that such shows are organized in their village, added that usually someone contributes some money for such shows. Regarding the presence of a movie theatre in and around the village, only 1% responded in affirmation.

ANNEXURE-1

HOUSEHOLD DATA

Table 1: Distribution of HHs by religion							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Religion	Hindu	89	17.0	3	3.7	92	15.4
	Muslim	9	1.8	0	0.6	10	1.6
	Christian	421	80.5	69	95.7	490	82.3
	Sikh	1	0.2			1	0.2
	Buddhist	0	0.1			0	0.1
	Other specify	2	0.4			2	0.4
Total		523	100.0	73	100.0	595	100.0

Table 2 : Distribution of HHs by Caste							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Caste	General	29	5.6	1	1.9	30	5.1
	SC	6	1.2	1	1.2	7	1.2
	ST	409	78.3	54	74.3	463	77.8
	OBC	78	14.9	16	22.6	94	15.9
Total		523	100.0	73	100.0	595	100.0

Table 3 : Distribution of HHs by type of family							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Type of family	Nuclear	439	84.0	61	84.7	501	84.1
	Joint	20	3.8	3	3.7	22	3.7
	Extended	64	12.2	8	11.6	72	12.2
Total		523	100.0	73	100.0	595	100.0

Table 4 : Distribution of HHs by Economics status							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Economic status	APL	196	37.6	28	38.6	224	37.7
	BPL	326	62.4	45	61.4	371	62.3
Total		523	100.0	73	100.0	595	100.0

Table 10 : Status of indebted to the sample							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Are you at present	Yes	6	1.2	6	8.0	12	2.0
	No	517	98.8	67	92.0	583	98.0
Total		523	100.0	73	100.0	595	100.0

Table 11/12/13 : Status of indebted/purpose/collateral to the sample							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Source of borrowing	0	6	100.0	6	100.0	12	100.0
	1	3	42.8			3	22.2
	2	0	7.2			0	3.8
	6			3	46.1	3	22.2
	7	3	42.8	3	46.1	5	44.4
	9	0	7.2			0	3.8
Total		6	100.0	6	100.0	12	100.0
Purpose of borrowing	1	3	42.8			3	23.1
	2	3	42.8	3	50.0	5	46.1
	7			3	50.0	3	23.1
	10	1	14.5			1	7.8
Total		6	100.0	5	100.0	12	100.0
Type of collateral	1	0	7.2			0	3.9
	2	3	42.8			3	23.1
	3			3	50.0	3	23.1
	4	3	42.8			3	23.1
	7	0	7.2	3	50.0	3	26.9
Total		6	100.0	5	100.0	12	100.0

Table 14 : Av. spare time in a day for HH member by sex							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Male - Children	Morning	64	12.2	3	4.3	67	11.3
	Afternoon	126	24.1	9	12.7	135	22.7
	Evening	250	47.8	25	34.3	275	46.2
	Not applicable	214	40.9	45	61.4	259	43.4
Total		523	100.0	73	100.0	595	100.0
Male - Youth	Morning	12	2.4	1	1.2	13	2.2
	Afternoon	119	22.7	25	33.9	143	24.1
	Evening	262	50.1	41	56.6	303	50.9
	Not applicable	241	46.1	25	34.8	266	44.7
Total		523	100.0	73	100.0	595	100.0
Male - adult	Morning	22	4.3	1	1.9	24	4.0
	Afternoon	183	35.0	34	46.2	216	36.4
	Evening	409	78.2	56	76.7	464	78.0
	Not applicable	56	10.6	1	1.9	57	9.6
Total		523	100.0	73	100.0	595	100.0

Table 14A : Av. spare time in a day for HH member by sex							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Female - Children	Morning	36	6.9	9	12.9	45	7.6
	Afternoon	113	21.7	6	7.8	119	20.0
	Evening	201	38.5	21	29.3	223	37.4
	Not applicable	281	53.8	47	64.5	328	55.1
Total		523	100.0	73	100.0	595	100.0
Female - Youth	Morning	11	2.2	2	2.5	13	2.2
	Afternoon	96	18.3	12	17.1	108	18.1
	Evening	200	38.3	28	38.0	228	38.3
	Not applicable	305	58.4	41	56.5	346	58.1
Total		523	100.0	73	100.0	595	100.0
Female - adult	Morning	16	3.1	3	4.3	19	3.2
	Afternoon	219	42.0	29	39.9	248	41.7
	Evening	417	79.7	66	90.8	483	81.1
	Not applicable	77	14.7	2	2.5	79	13.2
Total		523	100.0	73	100.0	595	100.0

Table 14B : Av. spare time in a day for HH member by sex	
Id- State Meghalaya	

		Main+Difficult		
		Nodal village HHs		Total
		< 500	500-1000	
Male - Children	N	315	28	343
	Mean	3.3	2.9	3.2
	SD	2.6	1.2	2.5
Male - Youth	N	283	47	330
	Mean	2.5	2.7	2.5
	SD	1.4	2.8	1.7
Male - Adult	N	467	71	538
	Mean	2.6	2.3	2.5
	SD	1.4	0.7	1.3
Female - Children	N	242	26	267
	Mean	3.1	2.8	3.0
	SD	1.3	1.0	1.3
Female - Youth	N	218	32	249
	Mean	2.6	2.4	2.6
	SD	1.5	0.8	1.4

Table 15 : Availability of entertainment option

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Entertainment option currently available within the village	0	523	100.0	73	100.0	595	100.0
	TV	482	92.3	62	85.9	545	91.5
	Moview shows on TV with VCD	19	3.6	0	0.6	19	3.2
	Movie shows with help of projectors	17	3.2			17	2.8
	Moview hall	24	4.6	10	13.5	34	5.7
	Moving talkies	7	1.3			7	1.1
	Other specify	4	0.8			4	0.7
Total		523	100.0	73	100.0	595	100.0

Table 16 : Activity of HHs member during spare time

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Adult Male	Radio	289	60.0	50	71.8	338	61.5
	TV	341	70.9	49	71.3	390	70.9
	Newspaper	101	21.1	35	51.0	137	24.9
	Secondary occupation	11	2.3	18	25.6	29	5.3

	Other specify	86	17.8	4	6.4	90	16.4
Total		481	100.0	69	100.0	550	100.0
Adult Female	Radio	216	45.9	33	47.5	249	46.1
	TV	325	69.3	56	79.9	381	70.6
	Newspaper	74	15.8	17	23.8	91	16.8
	Secondary occupation	9	1.9	20	29.0	29	5.4
	Other specify	94	20.0	13	18.3	107	19.8
Total		470	100.0	70	100.0	540	100.0
Adult Youth	Radio	148	40.4	24	39.5	171	40.3
	TV	243	66.6	40	66.2	283	66.6
	Newspaper	64	17.5	26	43.5	90	21.2
	Secondary occupation	6	1.6	6	10.3	12	2.8
	Other specify	141	38.6	19	31.8	160	37.6
Total		365	100.0	60	100.0	425	100.0
Adult Child	0	38	9.8	11	16.4	49	10.7
	Radio	104	26.7	13	19.0	117	25.6
	TV	281	72.3	37	56.2	319	69.9
	Newspaper	36	9.1	16	24.4	52	11.4
	Secondary occupation	4	0.9	0	0.7	4	0.9
	Other specify	185	47.6	51	76.0	236	51.8
Total		389	100.0	67	100.0	456	100.0

Table 16a : Reading News paper at home or anywhere

Id- State Meghalaya		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Does anyone in your household read	Yes	86	16.4	17	23.1	103	17.2
	No	437	83.6	56	76.9	493	82.8
Total		523	100.0	73	100.0	595	100.0

Table 17 : HH having reading habit of news paper

Id- State Meghalaya		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Children - Male	Regularly	10	11.9			10	10.0
	Occasionally	14	16.0	7	44.2	21	20.6
	Never	28	32.6	2	13.4	30	29.5
	NA	34	39.4	7	42.4	41	39.9
Total		86	100.0	17	100.0	103	100.0
Youth - Male	Regularly	11	13.1	1	8.0	13	12.2

	Occasionally	33	38.3	8	50.2	41	40.2
	Never	5	6.2			5	5.2
	NA	36	42.5	7	41.7	43	42.3
Total		86	100.0	17	100.0	103	100.0
Adult - Male	Regularly	49	57.1	4	23.9	53	51.7
	Occasionally	23	26.8	10	57.6	33	31.9
	NA	14	16.1	3	18.5	17	16.5
Total		86	100.0	17	100.0	103	100.0
Old - Male	Regularly	5	6.2			5	5.2
	Occasionally	23	26.9	6	37.1	29	28.5
	Never	6	6.7			6	5.6
	NA	52	60.2	11	62.9	62	60.6
Total		86	100.0	17	100.0	103	100.0
Youth - Female	Regularly	14	16.7	0	2.7	15	14.4
	Occasionally	16	18.5	9	52.9	25	24.1
	Never	3	3.1			3	2.6
	NA	53	61.7	7	44.4	60	58.9
Total		86	100.0	17	100.0	103	100.0
Children - Female	Regularly	5	6.2			5	5.2
	Occasionally	9	11.0	6	34.4	15	14.8
	Never	16	18.7	2	10.7	18	17.4
	NA	55	64.1	9	54.9	64	62.6
Total		86	100.0	17	100.0	103	100.0
Adult - Female	Regularly	23	27.1	0	2.7	24	23.1
	Occasionally	28	32.1	15	86.6	42	41.0
	Never	9	10.3	1	5.4	10	9.5
	NA	26	30.5	1	5.4	27	26.4
Total		86	100.0	17	100.0	103	100.0
Old - Female	Regularly	1	1.0			1	0.9
	Occasionally	10	11.4	4	21.2	13	13.0
	Never	4	4.7			4	3.9
	NA	71	82.9	13	78.8	84	82.2
Total		86	100.0	17	100.0	103	100.0

Table 17a : Watch TV programme

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Does anyone in your HH	Yes	337	64.5	54	74.4	391	65.7
	No	186	35.5	19	25.6	204	34.3
Total		523	100.0	73	100.0	595	100.0

Table 18 : HH member with habit of watching TV

Id- State Meghalaya	

		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Children - Male	Regularly	170	50.4	9	16.5	179	45.7
	Occasionally	39	11.4	8	14.6	47	11.9
	Never	1	0.3			1	0.2
	NA	128	37.9	37	68.8	165	42.2
Total		337	100.0	54	100.0	391	100.0
Youth - Male	Regularly	91	27.1	15	27.8	106	27.2
	Occasionally	84	25.0	19	34.6	103	26.3
	NA	162	47.9	20	37.7	182	46.5
Total		337	100.0	54	100.0	391	100.0
Adult - Male	Regularly	175	52.0	21	39.5	197	50.3
	Occasionally	123	36.5	26	47.3	148	38.0
	Never	2	0.6			2	0.5
	NA	37	10.9	7	13.2	44	11.2
Total		337	100.0	54	100.0	391	100.0
Old - Male	Regularly	11	3.3			11	2.8
	Occasionally	29	8.7	8	14.0	37	9.4
	Never	27	8.1	0	0.8	28	7.1
	NA	269	79.9	46	85.1	315	80.6
Total		337	100.0	54	100.0	391	100.0
Youth - Female	Regularly	62	18.5	10	18.1	72	18.5
	Occasionally	88	26.0	15	27.8	103	26.3
	NA	187	55.4	29	54.1	216	55.3
Total		337	100.0	54	100.0	391	100.0
Children - Female	Regularly	116	34.3	12	21.5	127	32.6
	Occasionally	54	16.1	7	12.1	61	15.5
	Never	1	0.3			1	0.2
	NA	166	49.3	36	66.4	202	51.7
Total		337	100.0	54	100.0	391	100.0
Adult - Female	Regularly	150	44.3	17	32.1	167	42.7
	Occasionally	143	42.4	34	63.8	177	45.4
	Never	5	1.4			5	1.2
	NA	40	11.8	2	4.2	42	10.8
Total		337	100.0	54	100.0	391	100.0
Old - Female	Regularly	7	2.1			7	1.8
	Occasionally	44	13.0	2	4.2	46	11.8
	Never	3	1.0	0	0.8	4	1.0
	NA	283	83.9	51	95.0	334	85.4
Total		337	100.0	54	100.0	391	100.0

Table 18a : Watch TV programme

Id- State Meghalaya	
	Main+Difficult

		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Cable TV/DTH network	0	199	59.1	8	15.7	208	53.1
	Cable network	27	7.9	25	45.9	51	13.2
	DTH	216	64.1	31	58.3	248	63.3
	No	116	34.4	22	40.0	138	35.2
Total		337	100.0	54	100.0	391	100.0

Table 19 : Time of viewing TV by HHs member							
Id- State Meghalaya							
		Main+Difficult				Total	
		Nodal village HHs				N	%
		< 500		500-1000			
		N	%	N	%		
Men	Morning	62	20.1	25	45.9	87	23.9
	Afternoon	82	26.5	19	35.2	101	27.8
	Evening	306	99.5	54	100.0	360	99.5
Total		308	100.0	54	100.0	362	100.0
Women	Morning	58	19.1	20	37.9	79	21.9
	Afternoon	160	52.3	24	45.5	184	51.3
	Evening	303	99.0	54	100.0	356	99.2
Total		306	100.0	54	100.0	359	100.0
Youth	Morning	55	26.3	25	59.8	80	31.9
	Afternoon	169	80.4	36	84.4	205	81.1
	Evening	140	66.4	31	73.6	171	67.6
Total		210	100.0	42	100.0	252	100.0
Child	Morning	109	43.4	13	44.1	122	43.4
	Afternoon	136	54.3	19	64.8	156	55.4
	Evening	197	78.5	27	91.1	224	79.8
Total		251	100.0	30	100.0	281	100.0

Table 20 : Preference of HH for different kind of TV programmes							
Id- State Meghalaya							
		Main+Difficult				Total	
		Nodal village HHs				N	%
		< 500		500-1000			
		N	%	N	%		
Television programmes is usually preferred	0	261	77.4	31	58.3	293	74.8
	Travel	282	83.6	46	85.2	328	83.8
	Choupal	332	98.4	53	98.3	385	98.4
	Religious prog	276	81.8	51	94.2	327	83.5
	Health related	81	23.9	24	44.2	105	26.7
	Fashion	36	10.8	8	15.4	45	11.4
	Other specify	83	24.6	18	32.7	100	25.7

	News	225	66.8	38	70.4	263	67.3
	Movies	301	89.2	43	80.2	344	87.9
	Serials	51	15.2	11	19.8	62	15.8
	Cartoons	9	2.5	6	10.7	14	3.7
	Talk shows	101	30.1	16	30.2	118	30.1
	Quiz	34	10.2	7	13.7	42	10.7
	Sports	36	10.8	11	20.5	47	12.1
	Music prog.	3	0.8	0	0.8	3	0.8
	Edu prog.	0	0.1			0	0.1
Total		337	100.0	54	100.0	391	100.0

Table 21: Place where HH member watch TV programmes

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Where do members of your HH watch TV	At home	258	76.4	42	77.4	300	76.6
	Neighbour home	79	23.6	12	22.6	92	23.4
Total		337	100.0	54	100.0	391	100.0

Table 22 : Habit of listening to radio

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Does anyone HH radio prog.	Yes	236	45.1	36	49.1	271	45.6
	No	287	54.9	37	50.9	324	54.4
Total		523	100.0	73	100.0	595	100.0

Table 23 : Habit of listening to radio by different hh member

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Children - Male	Regularly	33	14.2	7	18.4	40	14.7
	Occasionally	38	16.3	6	17.6	45	16.5
	Never	26	11.1	1	2.5	27	10.0
	NA	138	58.4	22	61.5	160	58.8
Total		236	100.0	36	100.0	271	100.0
Youth - Male	Regularly	56	23.6	13	35.4	68	25.2
	Occasionally	37	15.8	6	16.3	43	15.9
	Never	13	5.5			13	4.8
	NA	130	55.1	17	48.3	147	54.2
Total		236	100.0	36	100.0	271	100.0

Adult - Male	Regularly	131	55.6	17	46.6	148	54.4
	Occasionally	60	25.5	13	35.9	73	26.8
	Never	4	1.9			4	1.6
	NA	40	17.1	6	17.4	46	17.1
Total		236	100.0	36	100.0	271	100.0
Old - Male	Regularly	39	16.5	3	7.5	41	15.3
	Occasionally	11	4.5	4	11.2	15	5.4
	Never	3	1.1	0	1.3	3	1.1
	NA	184	77.9	29	80.0	212	78.2
Total		236	100.0	36	100.0	271	100.0
Youth - Female	Regularly	31	13.3	5	13.3	36	13.3
	Occasionally	35	14.7	3	7.6	37	13.8
	Never	15	6.4			15	5.5
	NA	155	65.6	28	79.1	183	67.4
Total		236	100.0	36	100.0	271	100.0
Children - Female	Regularly	19	8.0	3	8.7	22	8.1
	Occasionally	46	19.3	7	18.4	52	19.2
	Never	20	8.3	2	5.0	21	7.9
	NA	152	64.4	24	67.9	176	64.9
Total		236	100.0	36	100.0	271	100.0
Adult - Female	Regularly	76	32.3	7	19.6	83	30.6
	Occasionally	111	47.3	25	69.1	136	50.2
	Never	8	3.2			8	2.8
	NA	41	17.2	4	11.2	45	16.4
Total		236	100.0	36	100.0	271	100.0
Old - Female	Regularly	10	4.3	3	7.5	13	4.8
	Occasionally	23	9.8	1	3.8	24	9.0
	Never	5	2.2	0	1.3	6	2.1
	NA	197	83.6	31	87.5	228	84.1
Total		236	100.0	36	100.0	271	100.0

Table 24 : Timing of listening to radio programmes

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Men	Morning	152	76.4	29	82.2	181	77.2
	Afternoon	39	19.5	5	13.9	44	18.6
	Evening	139	69.4	24	68.5	163	69.3
Total		200	100.0	35	100.0	235	100.0
Women	Morning	91	48.9	20	56.8	111	50.1
	Afternoon	111	59.3	18	51.7	129	58.1
	Evening	137	73.3	29	83.4	166	74.9
Total		187	100.0	35	100.0	222	100.0
Youth	Morning	44	39.1	16	60.2	60	43.2

	Afternoon	63	55.9	8	30.5	71	51.0
	Evening	97	86.1	24	90.1	121	86.9
Total		112	100.0	27	100.0	139	100.0
Child	Morning	34	44.6	4	31.8	38	42.9
	Afternoon	39	50.8	3	24.4	42	47.2
	Evening	69	90.2	12	100.0	82	91.5
Total		77	100.0	12	100.0	89	100.0

Table 25 : Availability of Video cassettes of CDs in the village							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Are video cassettes	Yes - hire only	107	20.4	20	26.9	126	21.2
	Yes - purchase only	58	11.0			58	9.7
	Yes - hire and purchase	74	14.2	20	26.9	94	15.7
	No	284	54.4	34	46.2	318	53.4
Total		523	100.0	73	100.0	595	100.0

Table 26 : Availability of Video cassettes of CDs in the village							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Do people organize movie shows	Yes	68	13.0	17	23.9	85	14.3
	No	455	87.0	55	76.1	510	85.7
Total		523	100.0	73	100.0	595	100.0
Does anyone have to contribute money	Yes	41	60.6	15	84.6	56	65.4
	No	27	39.4	3	15.4	30	34.6
Total		68	100.0	17	100.0	85	100.0
Is there a movie theater	Yes	2	0.3	6	8.1	8	1.3
	No	521	99.7	67	91.9	588	98.7
Total		523	100.0	73	100.0	595	100.0

Table 26a : Watched movie in last 3 months by member				
Id- State Meghalaya				
		Main+Difficult		
		Nodal village HHs		Total
		< 500	500-1000	
Watched Movie in	N	2	6	8

theatre in last 3 months - Men	Mean	0.8	0.2	0.4
	SD	1.9	0.9	1.0
Watched Movie in theatre in last 3 months - Women	N	2	6	8
	Mean	0.8	0.0	0.2
	SD	1.9	0.0	0.8
Watched Movie in theatre in last 3 months - Youth	N	2	6	8
	Mean	0.0	0.0	0.0
	SD	0.0	0.0	0.0
Watched Movie in theatre in last 3 months - Children	N	2	6	8
	Mean	0.0	0.0	0.0
	SD	0.0	0.0	0.0

Table 26b : Ticket Rates				
Id- State Meghalaya				
		Main+Difficult		
		Nodal village HHs		Total
		< 500	500-1000	
Balcony	N	2	6	8
	Mean	0.0	0.0	0.0
	SD	0.0	0.0	0.0
	Mode	0.0	0.0	0.0
Dress circle	N	2	6	8
	Mean	0.0	0.0	0.0
	SD	0.0	0.0	0.0
	Mode	0.0	0.0	0.0
First class	N	2	6	8
	Mean	0.0	0.0	0.0
	SD	0.0	0.0	0.0
	Mode	0.0	0.0	0.0
Second class	N	2	6	8
	Mean	0.0	0.0	0.0
	SD	0.0	0.0	0.0
	Mode	0.0	0.0	0.0
General viewing	N	2	6	8
	Mean	1.3	1.8	1.7
	SD	3.2	4.8	4.2
	Mode	0.0	0.0	0.0

Table 501 : Type of house							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
N	%	N	%				
Type of house	Pucca	140	26.9	9	11.7	149	25.0
	Semi pucca	233	44.5	50	69.4	283	47.6

	Kutcha	149	28.6	14	18.8	163	27.4
Total		523	100.0	73	100.0	595	100.0

Table 502 : Timing of listening to radio programmes

Id- State Meghalaya		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Assest - New	New	195	54.9	31	59.1	226	55.4
	2	186	52.3	15	27.8	201	49.1
	3	240	67.4	42	79.5	282	68.9
	4	62	17.5	8	16.2	71	17.3
	5	23	6.4	2	4.3	25	6.2
	6	47	13.1	3	6.0	50	12.2
	7	76	21.3	16	31.4	92	22.6
	8	20	5.7	1	1.7	21	5.2
Total		356	100.0	52	100.0	409	100.0
Assest - Second hand	1	77	36.4	10	29.1	87	35.3
	Second hand	36	17.3	11	31.0	47	19.3
	3	148	70.2	21	59.0	169	68.6
	4	10	4.9	0	1.3	11	4.3
	5	1	0.4			1	0.4
	6	1	0.6			1	0.5
	7	15	7.0	2	5.0	17	6.8
	8	15	7.0	5	14.9	20	8.1
Total		210	100.0	36	100.0	246	100.0
Assest - Not owned	1	251	48.4	31	43.2	282	47.8
	2	300	57.9	47	65.0	347	58.8
	Not owned	135	26.1	10	13.6	145	24.5
	4	450	86.9	64	88.3	514	87.0
	5	499	96.3	70	97.5	569	96.4
	6	475	91.6	69	96.3	544	92.1
	7	432	83.4	54	75.3	486	82.4
	8	488	94.1	66	92.0	554	93.9
Total		518	100.0	72	100.0	590	100.0

Table : Q503 Electricity connection

Id- State Meghalaya		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Electricity connection	0	415	79.3	59	81.2	474	79.5
	Electricity	392	75.1	59	81.2	451	75.8
	Battery operated	33	6.2	1	1.2	33	5.6

	Solar operated	1	0.3			1	0.2
	None	107	20.5	14	18.8	121	20.3
Total		523	100.0	73	100.0	595	100.0

Table 504 : Ownership of electricity operated household assets

Id- State Meghalaya		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Asset - New	1	209	70.5	35	70.2	244	70.4
	2	248	83.5	39	79.5	287	82.9
	3	187	62.9	31	62.1	217	62.8
	4	16	5.4	1	2.7	18	5.1
	5	2	0.6			2	0.5
	6	4	1.5			4	1.3
	7	0	0.2			0	0.1
	8	5	1.7	0	0.9	5	1.5
Total		297	100.0	49	100.0	346	100.0
Asset - Second hand	1	47	53.8	6	34.2	52	50.6
	2	39	45.2	4	21.1	43	41.2
	3	43	49.7	12	68.4	55	52.7
	4	1	1.6			1	1.3
	5	1	1.6			1	1.3
	6	1	1.6			1	1.3
	7	0	0.5			0	0.4
Total		87	100.0	17	100.0	103	100.0
Asset - Not owned	1	160	38.5	19	31.5	178	37.6
	2	129	31.0	16	27.5	145	30.6
	3	186	44.8	17	28.5	203	42.8
	4	398	95.8	58	97.7	456	96.0
	5	412	99.2	59	100.0	471	99.3
	6	410	98.6	59	100.0	469	98.8
	7	415	99.8	59	100.0	474	99.8
	8	411	98.8	58	99.2	469	98.9
Total		416	100.0	59	100.0	474	100.0

Table 505 : Mention the place for sale

Id- State Meghalaya		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Household sale - D & P	Village mandi (this village)	37	7.0	0	0.6	37	6.2
	Village mandi (other vill.)	20	3.9	11	14.5	31	5.2

	Block mandi	0	0.1			0	0.1
	Direct buyer purchases	53	10.1	11	15.1	64	10.7
	Other specify	3	0.6			3	0.5
	Not applicable	448	85.6	62	84.9	509	85.5
Total		523	100.0	73	100.0	595	100.0
Household sale - F,BK & S	Village mandi (this village)	11	2.2			11	1.9
	Village mandi (other vill.)	6	1.2			6	1.1
	Direct buyer purchases	5	0.9			5	0.8
	Other specify	0	0.1			0	0.1
	Not applicable	502	96.0	73	100.0	574	96.5
Total		523	100.0	73	100.0	595	100.0
Household sale - H & CI	Village mandi (other vill.)	0	0.1			0	0.1
	Not applicable	522	99.9	73	100.0	595	99.9
Total		523	100.0	73	100.0	595	100.0
Household sale - F & M	Village mandi (this village)	9	1.6			9	1.4
	Village mandi (other vill.)	0	0.1			0	0.1
	Block mandi	2	0.3			2	0.3
	Not applicable	512	98.0	73	100.0	585	98.2
Total		523	100.0	73	100.0	595	100.0

Table 506a : Distance to market

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Distance to market - Dairy & poultry	<1	18	3.4			18	3.0
	1 to 3	33	6.3	9	12.9	42	7.1
	4 to 5	3	0.6			3	0.5
	6 to 10	467	89.4	62	84.9	529	88.8
	20+	2	0.3	2	2.3	3	0.6
Total		523	100.0	73	100.0	595	100.0
Distance to market - F,BK & S	<1	12	2.2			12	1.9
	1 to 3	10	1.9			10	1.7
	4 to 5	1	0.2			1	0.2
	6 to 10	500	95.7	73	100.0	573	96.2
Total		523	100.0	73	100.0	595	100.0
Distance to market - H & CI	<1	11	2.1			11	1.9
	6 to 10	509	97.4	73	100.0	582	97.7
	11 to 20	3	0.5			3	0.4
Total		523	100.0	73	100.0	595	100.0
Distance to market - F &	<1	11	2.1			11	1.9

M	1 to 3	7	1.3			7	1.2
	4 to 5	3	0.5			3	0.4
	6 to 10	500	95.6	73	100.0	572	96.1
	11 to 20	2	0.3			2	0.3
	20+	1	0.2			1	0.2
Total		523	100.0	73	100.0	595	100.0

Table 506b : Frequency of market							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Dairy - frequency of market	0	452	86.5	62	84.9	514	86.3
	Daily	37	7.0	5	7.2	42	7.0
	4 times a week	9	1.8	6	8.0	15	2.5
	Twice weekly	10	1.9			10	1.7
	Once a fortnight	6	1.1			6	1.0
	Other specify	4	0.7			4	0.7
	NA	5	1.0			5	0.9
Total		523	100.0	73	100.0	595	100.0
Forest based - distance	0	501	95.9	73	100.0	574	96.4
	Daily	9	1.6			9	1.4
	4 times a week	8	1.5			8	1.3
	Other specify	5	0.9			5	0.8
	NA	0	0.1			0	0.1
Total		523	100.0	73	100.0	595	100.0
Handicrafts -distance	0	517	99.0	73	100.0	590	99.1
	4 times a week	3	0.5			3	0.4
	NA	3	0.5			3	0.4
Total		523	100.0	73	100.0	595	100.0
Fish,meat - Frequency of market	0	511	97.8	73	100.0	584	98.0
	Daily	3	0.6			3	0.5
	Once a week	9	1.6			9	1.4
Total		523	100.0	73	100.0	595	100.0

Table 507 : Problem in accessing market							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Problem in accessing	0	504	96.5	67	92.0	571	95.9

market	Transportation	130	24.9	19	25.5	149	25.0
	Storage	63	12.1	19	26.8	83	13.9
	Poort rates	146	27.9	8	11.7	154	25.9
	Lack of credit	87	16.7	21	29.2	108	18.2
	Middlemen	92	17.6	4	5.5	96	16.1
	Perishable	35	6.7	8	11.6	44	7.3
	Lack of knowledge	133	25.4	20	28.1	153	25.7
	Lack of marketing	53	10.1	3	3.7	56	9.3
	Other specify	282	53.9	45	61.6	326	54.8
Total		523	100.0	73	100.0	595	100.0

Table 508 : Owership of agricultural land							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Does your HH undertake	Yes	245	46.9	49	67.2	294	49.3
	No	278	53.1	24	32.8	302	50.7
Total		523	100.0	73	100.0	595	100.0

Table 509 : Av. agriculture land						
Id- State Meghalaya						
		Main+Difficult				
		Nodal village HHs			Total	
		< 500	500-1000			
Total owned (patta) in acres	<2.5	Total owned - area in acres	N	85	14	99
			Mean	2.0	2.1	2.0
			SD	0.3	0.2	0.3
		Cultivable land - area in acres	N	83	14	97
			Mean	1.5	1.6	1.5
			SD	0.3	0.3	0.3
		Leased in - area in acres	N	11	0	11
			Mean	1.0	.	1.0
			SD	0.0	.	0.0
	Leased out - area in acres	N	0	0	0	
		Mean	.	.	.	
		SD	.	.	.	
	Endowed - area in acres	N	0	0	0	
		Mean	.	.	.	
		SD	.	.	.	
	Encroached - area in acres	N	0	0	0	
		Mean	.	.	.	
		SD	.	.	.	
2.5-5	Total owned - area in acres	N	75	16	91	
		Mean	4.0	4.1	4.0	

		SD	0.8	0.4	0.7
	Cultivable land - area in acres	N	75	16	91
		Mean	3.3	3.5	3.3
		SD	0.8	0.2	0.7
	Leased in - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
	Leased out - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
	Endowed - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
	Encroached - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
5.1-10	Total owned - area in acres	N	56	16	72
		Mean	7.6	6.6	7.4
		SD	1.8	1.7	1.8
	Cultivable land - area in acres	N	56	16	72
		Mean	6.6	5.7	6.4
		SD	1.7	1.2	1.6
	Leased in - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
	Leased out - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
	Endowed - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
	Encroached - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
10+	Total owned - area in acres	N	27	3	30
		Mean	11.4	12.0	11.4
		SD	0.8	0.0	0.8
	Cultivable land - area in acres	N	27	3	30
		Mean	10.5	10.0	10.4
		SD	0.7	0.0	0.7
	Leased in - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
	Leased out - area in acres	N	0	0	0
		Mean	.	.	.
		SD	.	.	.
Endowed - area in		N	0	0	0

		acres	Mean	.	.	.
			SD	.	.	.
		Encroached - area in acres	N	0	0	0
			Mean	.	.	.
			SD	.	.	.

Table 512 : Major crops cultivated by HHs							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Paddy	Rabi	136	55.9	19	43.3	154	54.0
	Kharif	4	1.5	6	13.4	9	3.3
	Perennial	100	41.3	21	49.5	122	42.6
	Summer	125	51.5	21	49.5	146	51.2
Total		242	100.0	43	100.0	285	100.0
Wheat	.						
Total							
Other cereals	Rabi	8	75.0			8	50.0
	Kharif			5	100.0	5	33.3
	Summer	5	50.0			5	33.3
Total		11	100.0	5	100.0	16	100.0
Potatoes	Rabi	103	86.6	24	81.8	127	85.7
	Kharif			3	9.1	3	1.8
	Summer	24	20.1	3	9.1	27	17.9
Total		119	100.0	29	100.0	149	100.0
Onions	Rabi	26	81.6			26	75.2
	Summer	6	18.4	3	100.0	8	24.8
Total		31	100.0	3	100.0	34	100.0
Other roots crops	Rabi	19	12.6	8	23.1	27	14.5
	Kharif	67	43.8	8	23.1	74	40.0
	Summer	71	47.1	19	53.8	90	48.3
Total		152	100.0	35	100.0	186	100.0
Other vegetables	Rabi	78	40.0	29	73.3	108	45.7
	Kharif	102	52.3	13	33.3	116	49.1
	Summer	22	11.1	5	13.3	27	11.5
Total		196	100.0	40	100.0	236	100.0
Tea	Rabi	2	100.0			2	100.0
Total		2	100.0			2	100.0
Coffee	.						
Total							

Spices & condiments	.						
Total							
Cotton	Perennial			3	100.0	3	100.0
Total				3	100.0	3	100.0
Rubber	.						
Total							
Oil seeds	Kharif	3	100.0			3	100.0
Total		3	100.0			3	100.0
Paan	Perennial	98	92.5	27	90.9	125	92.2
	Summer	8	7.5	3	9.1	11	7.8
Total		106	100.0	29	100.0	136	100.0
Betel nut	Kharif	3	1.2	3	5.9	5	2.0
	Perennial	216	98.8	43	94.1	259	98.0
Total		219	100.0	45	100.0	264	100.0
Sugar cane	Perennial	80	85.7	24	90.0	104	86.7
	Summer	13	14.3	3	10.0	16	13.3
Total		93	100.0	27	100.0	120	100.0
Other cash crops	Rabi			3	100.0	3	24.0
	Kharif	3	31.6	3	100.0	5	48.0
	Perennial	3	36.9			3	28.0
	Summer	3	31.6			3	24.0
Total		8	100.0	3	100.0	11	100.0
Horticulture	Perennial	56	100.0	8	100.0	64	100.0
Total		56	100.0	8	100.0	64	100.0
Floriculture	Perennial	31	100.0	3	100.0	33	100.0
Total		31	100.0	3	100.0	33	100.0
No crops cultivated	Rabi	2	12.3	3	100.0	5	25.8
	Kharif	12	68.8			12	58.1
	Summer	7	43.5			7	36.8
	Rabi	2	12.3	3	100.0	5	25.8
	Kharif	12	68.8			12	58.1
	Summer	7	43.5			7	36.8
Total		17	100.0	3	100.0	20	100.0
Total		17	100.0	3	100.0	20	100.0
Other, specify	Kharif	11	18.2	3	50.0	13	20.8
	Perennial	45	77.3	3	50.0	48	75.0
	Summer	3	4.5			3	4.2
Total		59	100.0	5	100.0	64	100.0
Other, specify	Kharif	8	42.9	3	50.0	11	44.4
	Perennial	11	57.1	3	50.0	13	55.6
Total		19	100.0	5	100.0	24	100.0
Other, specify	Perennial	3	100.0			3	100.0
Total		3	100.0			3	100.0
Other, specify	.						
Total							

Table 513a : Location							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
q513 - Location	0	2,747	1,121.5	535	1,097.3	3,282	1,117.4
	Village mandi (this village)	177	72.4	35	71.8	212	72.3
	Village mandi (other village)	141	57.7	45	92.7	187	63.5
	Block mandi	37	15.2			37	12.7
	Dist. mandi	41	16.7	11	21.8	51	17.5
	Other specialized			3	5.5	3	0.9
	Buyer comes and purchase	1	0.4	5	10.9	6	2.1
	Sold outside	40	16.3			40	13.6
Total		245	100.0	49	100.0	294	100.0

Table 513B : distance				
Id- State Meghalaya				
		Main+Difficult		
		Nodal village HHs		Total
		< 500	500-1000	
		N	Mean	SD
Village mandi (this village)	N	177	35	212
	Mean	2.2	2.4	2.2
	SD	4.5	3.3	4.3
Village mandi (other village)	N	141	45	187
	Mean	8.0	4.4	7.1
	SD	11.9	1.9	10.5
Block mandi	N	37	0	37
	Mean	8.6		8.6
	SD	5.6		5.6
Dist. mandi	N	41	11	51
	Mean	0.1	0.0	0.1
	SD	0.5	0.0	0.5
Other specialized	N	0	3	3
	Mean	.	0.0	0.0
	SD	.	0.0	0.0
Buyer comes and purchase	N	1	5	6
	Mean	0.0	0.0	0.0
	SD	.	0.0	0.0
Govt. bodies	N	0	0	0
	Mean	.	.	.
	SD	.	.	.
Middlemen	N	0	0	0
	Mean	.	.	.

	SD	.	.	.
Sold outside	N	40	0	40
	Mean	6.5	.	6.5
	SD	4.4	.	4.4
Barter	N	0	0	0
	Mean	.	.	.
	SD	.	.	.
Mill	N	0	0	0
	Mean	.	.	.
	SD	.	.	.
Not sold	N	0	0	0
	Mean	.	.	.
	SD	.	.	.
Other specify	N	0	0	0
	Mean	.	.	.
	SD	.	.	.

Table 513C : Frequency

Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Village mandi (this village)	0			0	1.3	0	0.2
	Daily	70	39.3	13	38.0	83	39.1
	3-4 times a week	66	37.0	16	45.6	82	38.4
	Twice weekly	34	19.2	5	15.2	39	18.5
	Once a week	3	1.5			3	1.3
	Other specify	5	3.0			5	2.5
Total		177	100.0	35	100.0	212	100.0
Village mandi (other village)	Daily	56	39.5	13	29.4	69	37.1
	3-4 times a week	13	9.4	13	29.4	27	14.3
	Twice weekly	54	37.9	13	29.4	67	35.8
	Once a week	3	1.9			3	1.4
	Once a fortnight	8	5.6	5	11.8	13	7.1
	Other specify	8	5.6			8	4.3
Total		141	100.0	45	100.0	187	100.0
Block mandi	Daily	19	50.0			19	50.0
	3-4 times a week	5	14.3			5	14.3
	Twice weekly	3	7.1			3	7.1
	Once a week	3	7.1			3	7.1
	Other specify	8	21.4			8	21.4
Total		37	100.0			37	100.0
Dist. mandi	0	3	7.6			3	6.0
	Once a fortnight	11	27.2	3	25.0	14	26.7
	Other specify	27	65.2	8	75.0	35	67.2

Total		41	100.0	11	100.0	51	100.0
Other specialized	Other specify			3	100.0	3	100.0
Total				3	100.0	3	100.0
Buyer comes and purchase	0	0	50.0			0	7.2
	Other specify	0	50.0	5	100.0	6	92.8
Total		1	100.0	5	100.0	6	100.0
Govt. bodies	.						
Total							
Middlemen	.						
Total							
Sold outside	Daily	13	33.3			13	33.3
	3-4 times a week	27	66.7			27	66.7
Total		40	100.0			40	100.0
Barter	.						
Total							
Mill	.						
Total							
Not sold	.						
Total							
Other specify	.						
Total							

Table : 69 : Q514 Ownership of agricultural implements							
Id- State Meghalaya							
		Main+Difficult					
		Nodal village HHs				Total	
		< 500		500-1000		N	%
		N	%	N	%		
Plough	New	110	21.0	14	18.9	124	20.8
	Second Hand	19	3.6	5	7.3	24	4.1
	Not Owned	394	75.3	53	73.7	447	75.1
Total		523	100.0	73	100.0	595	100.0
Tractor	New	5	1.0			5	0.9
	Second Hand	39	7.4	16	22.6	55	9.2
	Not Owned	479	91.6	56	77.4	535	89.9
Total		523	100.0	73	100.0	595	100.0
Tiller	New	3	0.5			3	0.4
	Second Hand	33	6.4	3	4.3	36	6.1
	Not Owned	487	93.1	69	95.7	556	93.4
Total		523	100.0	73	100.0	595	100.0
Thresher	New	8	1.5	3	3.7	11	1.8
	Second Hand	50	9.6	8	11.6	59	9.8
	Not Owned	465	88.9	61	84.7	526	88.4
Total		523	100.0	73	100.0	595	100.0
Crusher	New	8	1.5	3	3.7	11	1.8
	Second Hand	44	8.5	11	15.3	55	9.3

	Not Owned	470	90.0	59	81.1	529	88.9
Total		523	100.0	73	100.0	595	100.0
Sprayer	New	5	1.0			5	0.9
	Second Hand	20	3.9	11	15.3	32	5.3
	Not Owned	497	95.1	61	84.7	559	93.8
Total		523	100.0	73	100.0	595	100.0
Pump set (diesel)	New	5	1.0			5	0.9
	Second Hand	40	7.7	8	11.6	49	8.2
	Not Owned	477	91.3	64	88.4	541	90.9
Total		523	100.0	73	100.0	595	100.0
Pump set (electricity)	New	3	0.5			3	0.4
	Second Hand	8	1.6	0	0.6	9	1.5
	Not Owned	512	97.9	72	99.4	584	98.1
Total		523	100.0	73	100.0	595	100.0
Camel/bullock cart	New	8	1.5	5	7.3	13	2.2
	Second Hand	9	1.7	0	0.6	9	1.6
	Not Owned	506	96.8	67	92.0	573	96.2
Total		523	100.0	73	100.0	595	100.0

Table : Q203 Topography and land form			
		Main+Difficult	
		N	%
Q203 : Describe village in terms of landform/topography	Plains	6	20.0
	Riverine	6	20.0
	Hilly	27	90.0
	Forested	12	40.0
Total		30	100.0

Table : Q204 Number of days of rainfall

		Main+Difficult	
		N	%
How many days of rains did this	10-30	2	6.7
	31-60	9	30.0
	61-90	19	63.3
Total		30	100.0

Table : Q205 Major natural disaster/calamity

		Main+Difficult	
		N	%
Earthquake	.		
Total			
Flood	.		
Total			
Landslides	1	2	50.0
	2-3	2	50.0
Total		4	100.0
Drought	1	1	100.0
Total		1	100.0
Forest Fires	1	2	66.7
	2-3	1	33.3
Total		3	100.0
Tsunami	.		
Total			
Cyclone	.		
Total			
Any other specify	1	1	50.0
	2-3	1	50.0
Total		2	100.0

Table : Q203 vs Q205 Major natural disaster/calamity

		Main+Difficult
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		N	%
Earthquake	.		
Total			
Flood	.		
Total			
Landslides	1	2	50.0
	2-3	2	50.0
Total		4	100.0
Drought	1	1	100.0
Total		1	100.0
Forest Fires	1	2	66.7
	2-3	1	33.3
Total		3	100.0
Tsunami	.		
Total			
Cyclone	.		
Total			
Any other specify	1	1	50.0
	2-3	1	50.0
Total		2	100.0

Table : Q206 Proximity of the nodal village from the cluster village

		Main+Difficult	
		N	%
How far is the selected cluster	0	5	16.7
	<1 km	2	6.7
	1-2 km	5	16.7
	2.1 - 3 Km	5	16.7
	3.1 - 5 Km	2	6.7
	>5 Km	11	36.7
Total		30	100.0

Table : Q207 Presence of an all weather road

		Main+Difficult	
		N	%
Is there an all weather	Yes	16	53.3
	No	14	46.7
Total		30	100.0

Table : Q208 Proximity of the nodal village

		Main+Difficult	
		N	%
Nearest metalled main road	Less than 1 km	7	23.3
	1-2 km	17	56.7
	2-4 km	1	3.3
	> 5 km	5	16.7

Total		30	100.0
Nearest Bus stop	Less than 1 km	4	13.3
	1 km	10	33.3
	2-3 km	8	26.7
	4 - 5 km	4	13.3
	> 5 km	4	13.3
Total		30	100.0
Nearest Railway station	> 10 km	30	100.0
Total		30	100.0
Nearest Beded Hospital	Less than 1 km	1	3.3
	1-2 km	10	33.3
	5 - 10 km	10	33.3
	> 10 km	9	30.0
Total		30	100.0
Nearest Block HQ	1-2 km	4	13.3
	3-4 km	1	3.3
	5 - 10 km	11	36.7
	> 10 km	14	46.7
Total		30	100.0
Nearest District HQ	6- 10 km	1	3.3
	11 - 15 km	1	3.3
	16- 20 km	2	6.7
	>20 km	26	86.7
Total		30	100.0

Table : Q209 Presence of an influential member in the village

		Main+Difficult	
		N	%
Member Taluk panchayat	Yes	21	70.0
	No	9	30.0
Total		30	100.0
Member Zilla panchayat	Yes	5	16.7
	No	22	73.3
	DK/CS	3	10.0
Total		30	100.0
Member state Assembly	Yes	4	13.3
	No	26	86.7
Total		30	100.0

Table : Q210 Number of women members in the Panchayat

		Main+Difficult	
		N	%
Q210 : How many women members	1	2	13.3
	2-3	7	46.7
	4-5	4	26.7
	>5	2	13.3
Total		15	100.0

Table : Q212 CBOs and knowledge leaders

		Main+Difficult	
		N	%
Q212 : Agriculiture	Pradhan/Sarpanch/GP	18	60.0
	President	2	6.7
	Ex- Pradhan	4	13.3
	Panchayat members	9	30.0
	School teacher	1	3.3
	Anganwadi worker	2	6.7
	Traditional healers (ojha, etc.)	1	3.3
	SHG leader	1	3.3
	Other community group leader	3	10.0
	Influential & rich villagers	4	13.3
	Religious leaders/priests	4	13.3
	Social worker	3	10.0
	Others	13	43.3
	Total		30

Table : Q212 CBOs and knowledge leaders

Main+Difficult	N	30
	%	100.0

Table : Q212 CBOs and knowledge leaders

		Main+Difficult	
		N	%
Q212 : Education	Pradhan/Sarpanch/GP	10	33.3
	President	1	3.3
	Ex- Pradhan	1	3.3
	School teacher	30	100.0

	Post master	1	3.3
	Post man	1	3.3
	Anganwadi worker	13	43.3
	Government doctor	1	3.3
	SHG leader	4	13.3
	Influential & rich villagers	4	13.3
	Social worker	1	3.3
Total		30	100.0

Table : Q212 CBOs and knowledge leaders

		Main+Difficult	
		N	%
Q212 : Govt. Related	Pradhan/Sarpanch/GP	28	93.3
	President	11	36.7
	Ex- Pradhan	6	20.0
	Panchayat members	16	53.3
	School teacher	11	36.7
	ANM	1	3.3
	Post master	9	30.0
	Post man	6	20.0
	Anganwadi worker	2	6.7
	Government doctor	6	20.0
	SHG leader	1	3.3
	Influential & rich villagers	13	43.3
	Religious leaders/priests	2	6.7
	Social worker	1	3.3
	Others	2	6.7
Total		30	100.0

Table : Q213 Presence of an NGO

		Main+Difficult	
		N	%
Q212 : For women related issues	Pradhan/Sarpanch/GP	14	46.7
	President	1	3.3
	Ex- Pradhan	1	3.3
	Panchayat members	7	23.3
	School teacher	3	10.0
	ANM	10	33.3
	Post master	2	6.7
	Anganwadi worker	5	16.7
	Government doctor	5	16.7
	Other community group leader	1	3.3
	Influential & rich villagers	10	33.3
	Religious leaders/priests	6	20.0

	Others	2	6.7
Total		30	100.0

Table : Q301 Primary Occupation

		Main+Difficult	
		N	%
Q213 : Which organisation is active in this village	Village education committee	2	6.7
	Village water and sanitation committee	3	10.0
	Village development committee	14	46.7
	Self health groups	2	6.7
	Mahila mandal	1	3.3
	Yuvak Mandal	3	10.0
	NGO	7	23.3
	None present	14	46.7
Total		30	100.0

Table : Q301 Secondary Occupation

		Main+Difficult
Large farmer >10 acres - Primary occupation	N	6
	Mean	7.7
Medium farmers 5-10 acres - primary occupation	N	13
	Mean	31.7
Marginal farmers 2.5 - 5 acres - primary occupation	N	24
	Mean	28.8
Marginal farmer <2.5 acres - primary occupation	N	30
	Mean	34.9
Allied agriculture - primary occupation	N	27
	Mean	22.6
Agricultural labour - primary occupation	N	22
	Mean	17.7
Construction labour - primary occupation	N	21
	Mean	14.5
Industrial labour - primary occupation	N	13
	Mean	35.0
Fishing - primary	N	1

occupation	Mean	30.0
Mining & quarrying - primary occupation	N	21
	Mean	76.8
Manufacturing and repair - primary occupation	N	15
	Mean	8.5
HH & cottage industry - primary occupation	N	13
	Mean	7.7
Large Business - Primary occupation	N	20
	Mean	16.4
Small/petty business - Primary occupation	N	30
	Mean	29.2
Hotels/dhabas - Primary occupation	N	6
	Mean	4.8
Transport,storage and commun. - primary occupation	N	17
	Mean	9.2
Financial intermediation- Primary occupation	N	2
	Mean	15.0
Govt. employment - Primary occupation	N	29
	Mean	14.7
Other community social - primary occupation	N	2
	Mean	11.5
Pvt. employment - primary occupation	N	7
	Mean	23.0
Other specify- Primary occupation	N	9
	Mean	14.8

Table : Q302 Money Order remittances

		Main+Difficult
Large farmer >10 acres - Secondary occupation	N	1
	Mean	5.0
Medium farmers 5-10 acres - secondary occupation	N	1
	Mean	2.0
Marginal farmers 2.5 - 5 acres - secondaryy occupation	N	2
	Mean	8.5

Marginal farmers	N	4
<2.5 acres - secondary occupation	Mean	5.3
Allied agriculture	N	26
- secondary occupation	Mean	36.7
Agricultural labour	N	23
- secondary occupation	Mean	32.3
Construction labour	N	5
- secondary occupation	Mean	20.4
Industrial labour	N	1
- secondary occupation	Mean	15.0
Fishing	N	3
- secondary occupation	Mean	7.3
Mining & quarrying	N	3
- secondary occupation	Mean	73.3
Manufacturing and repair	N	1
- secondary occupation	Mean	3.0
HH & cottage industry	N	1
- secondary occupation	Mean	55.0
Large Business	N	0
- secondary occupation	Mean	.
Small/petty business	N	21
- secondary occupation	Mean	46.2
Hotels/dhabas	N	0
- secondary occupation	Mean	.
Transport, storage and commun.	0	28
- secondary occupation	3	1
	30	1
Financial intermediation	N	2
- secondary occupation	Mean	8.5
Govt. employment	N	0
- Secondary occupation	Mean	.
Other community social	N	3
- secondary occupation	Mean	9.7
Pvt.	N	0

employment - secondary occupation	Mean	.
Other specify-secondary occupation	N	9
	Mean	12.4

Q 303 a : important household cottage industry

		Main+Difficult	
		N	%
Q302 : What proportion of HHs has income from remittances	Upto 5%	29	96.7
	11 - 20%	1	3.3
Total		30	100.0

Table : Q303b : 02 Number of households working

Q303a : Three most important														Total			
Handicrafts - decoration		Handicraft utility (fans, basket, etc.)		Jewellery making		Cloth weaving		Tailoring		Pottery		Cycle repairing		Vehicle repair		N	%
N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
1	8.3	6	50.0	1	8.3	3	25.0	4	33.3	1	8.3	1	8.3	8	66.7	12	100.0

Table : Q303b : 03 Number of households working

				Main+Difficult
Handicrafts - decorations		6.00		1
				Mean
				23.0

Table : Q303b : 04 Number of households working

				Main+Difficult
Jewelry making		9.00		1
				Mean
				5.0

Table : Q303b : 05 Number of households working

				Main+Difficult
Cloth weaving		10.00		3
				Mean
				4.7

Table : Q303b : 06 Number of households working

				Main+Difficult
Tailoring		12.00		4
				Mean
				3.3

Table : Q303b : 07 Number of households working

				Main+Difficult

Pottery	15.00	Pottery	N	1
			Mean	2.0

Table : Q303b : 08 Number of households working

				Main+Difficult
Cycle repairing	16.00	Cycle repairing	N	1
			Mean	3.0

Table : Q303b : 09 Number of households working

				Main+Difficult
Vehicle repair	17.00	Vehicle repair	N	8
			Mean	4.5

Table : Q303b : 10 Number of households working

				Main+Difficult	
				N	%
Handicrafts - decorations	6.00	Q303c06 :	0.00	1	100.0
		Handicrafts - decorations	1.00	1	100.0
		Total		1	100.0

Table : Q303b : 11 Number of households working

				Main+Difficult	
				N	%
Handicraft utility (fans, baskets, pens, etc.)	7.00	Q303c07 :	0.00	6	100.0
		Handicraft utility (fans, baskets, pens, etc.)	1.00	6	100.0
		Total		6	100.0

Table : Q303b : 12 Number of households working

				Main+Difficult	
				N	%
Jewelry making	9.00	Q303c09 : Jewelry making	0.00	1	100.0
			1.00	1	100.0
		Total		1	100.0

Table : Q303b : 15 Number of households working

				Main+Difficult	
				N	%
Cloth weaving	10.00	Q303c10 : Cloth weaving	0.00	3	100.0
			1.00	3	100.0
		Total		3	100.0

Table : Q303b : 17 Number of households working

				Main+Difficult
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				N	%
Tailoring	12.00	Q303c12 : Tailoring	0.00	4	100.0
			1.00	4	100.0
		Total		4	100.0

Table : Q303b : 19 Number of households working

				Main+Difficult	
				N	%
Pottery	15.00	Q303c15 : Pottery	0.00	1	100.0
			3.00	1	100.0
		Total		1	100.0

Table : Q303c : 02 Type of employment

				Main+Difficult	
				N	%
Cycle repairing	16.00	Q303c16 : Cycle repairing	0.00	1	100.0
			3.00	1	100.0
		Total		1	100.0

Table : Q303c : 03 Type of employment

				Main+Difficult	
				N	%
Vehicle repair	17.00	Q303c17 : Vehicle repair	0.00	8	100.0
			1.00	7	87.5
			3.00	1	12.5
		Total		8	100.0

Table : Q303c : 04 Type of employment

				Main+Difficult	
				N	%
Handicrafts - decorations	6.00	Q303d06 : Handicrafts - decorations	1.00	1	100.0
			2.00	1	100.0
			6.00	1	100.0
		Total		1	100.0

Table : Q303c : 05 Type of employment

				Main+Difficult	
				N	%
Handicraft utility (fans, baskets, pens, etc.)	7.00	Q303d07 : Handicraft utility (fans, baskets, pens, etc.)	0.00	5	83.3
			1.00	3	50.0
			2.00	1	16.7
			3.00	1	16.7
			6.00	3	50.0
		Total		6	100.0

Table : Q303c : 06 Type of employment

				Main+Difficult	
				N	%
Jewelry making	9.00	Q303d09 : Jewelry making	0.00	1	100.0
			6.00	1	100.0
		Total	1	100.0	

Table : Q303c : 07 Type of employment

				Main+Difficult	
				N	%
Cloth weaving	10.00	Q303d10 : Cloth weaving	0.00	2	66.7
			1.00	1	33.3
			2.00	1	33.3
			6.00	3	100.0
		Total	3	100.0	

Table : Q303c : 08 Type of employment

				Main+Difficult	
				N	%
Tailoring	12.00	Q303d12 : Tailoring	0.00	4	100.0
			6.00	4	100.0
		Total	4	100.0	

Table : Q303c : 10 Type of employment

				Main+Difficult	
				N	%
Pottery	15.00	Q303d15 : Pottery	0.00	1	100.0
			1.00	1	100.0
			3.00	1	100.0
		Total	1	100.0	

Table : Q303c : 11 Type of employment

				Main+Difficult	
				N	%
Cycle repairing	16.00	Q303d16 : Cycle repairing	0.00	1	100.0
			1.00	1	100.0
			3.00	1	100.0
		Total	1	100.0	

Table : Q303c : 12 Type of employment

				Main+Difficult	

				N	%
Vehicle repair	17.00	Q303d17 : Vehicle repair	0.00	8	100.0
			1.00	1	12.5
			3.00	1	12.5
			6.00	7	87.5
Total			8	100.0	

Table : Q303c : 15 Type of employment

		Main+Difficult	
		N	%
Q304a : Three most important	Timber sawing	4	13.3
	Furniture making and other timber	1	3.3
	Collecton of non-wood	9	30.0
	Stone quarrying	1	3.3
	Daily	11	36.7
	Poultry	22	73.3
	Piggery	27	90.0
	Goatery	1	3.3
	Fishery	1	3.3
Total		30	100.0

Table : Q303c : 16 Type of employment

				Main+Difficult
Timber sawing	1.00	Timber sawing	N	4
			Mean	3.3

Table : Q303c : 17 Type of employment

				Main+Difficult
Furniture making and other timber products	2.00	Furniture making and other timber products	N	1
			Mean	5.0

Table : Q303c : 19 Type of employment

				Main+Difficult
Collection of non-wood forest products	4.00	Collection of non-wood forest products	N	9
			Mean	10.1

Table : Q303d : 02 Marketing Channel

				Main+Difficult
Stone quarrying	5.00	Stone quarrying	N	1
			Mean	1.0

Table : Q303d : 03 Marketing Channel

				Main+Difficult

Dairy	13.00	Dairy	N	11
			Mean	5.5

Table : Q303d : 04 Marketing Channel

				Main+Difficult
Poultry	14.00	Poultry	N	22
			Mean	8.7

Table : Q303d : 05 Marketing Channel

				Main+Difficult
Piggery	15.00	Piggery	N	27
			Mean	10.9

Table : Q303d : 06 Marketing Channel

				Main+Difficult
Goatery	16.00	Goatery	N	1
			Mean	2.0

Table : Q303d : 07 Marketing Channel

				Main+Difficult
Fishery	17.00	Fishery	N	1
			Mean	15.0

Table : Q303d : 08 Marketing Channel

				Main+Difficult	
				N	%
Timber sawing	1.00	Q304c01 : Timber sawing	0.00	4	100.0
			1.00	4	100.0
		Total		4	100.0

Table : Q303d : 09 Marketing Channel

				Main+Difficult	
				N	%
Furniture making and other timber products	2.00	Q304c02 : Furniture making and other timber products	0.00	1	100.0
			1.00	1	100.0
		Total		1	100.0

Table : Q303d : 10 Marketing Channel

				Main+Difficult	
				N	%
Collection of non-	4.00	Q304c04 :	0.00	9	100.0

wood forest products		Collection of non-wood forest products	1.00	9	100.0
		Total		9	100.0

Table : Q303d : 11 Marketing Channel

				Main+Difficult	
				N	%
Stone quarrying	5.00	Q304c05 : Stone quarrying	0.00	1	100.0
			1.00	1	100.0
		Total		1	100.0

Table : Q303d : 12 Marketing Channel

				Main+Difficult	
				N	%
Dairy	13.00	Q304c13 : Dairy	0.00	11	100.0
			1.00	11	100.0
		Total		11	100.0

Table : Q303d : 15 Marketing Channel

				Main+Difficult	
				N	%
	14.00	Q304c14 : Poultry	0.00	22	100.0
			1.00	22	100.0
		Total		22	100.0

Table : Q303d : 16 Marketing Channel

				Main+Difficult	
				N	%
Piggery	15.00	Q304c15 : Piggery	0.00	27	100.0
			1.00	27	100.0
		Total		27	100.0

Table : Q303d : 17 Marketing Channel

				Main+Difficult	
				N	%
Goatery	16.00	Q304c16 : Goatery	0.00	1	100.0
			1.00	1	100.0
		Total		1	100.0

Table : Q303d : 19 Marketing Channel

				Main+Difficult	
				N	%
Fishery	17.00	Q304c17 : Fishery	0.00	1	100.0
			1.00	1	100.0
		Total		1	100.0

Table : Q304a Three most important cottage based industries

				Main+Difficult	
				N	%
Timber sawing	1.00	Q304d01 :Timber sawing	0.00	4	100.0
			6.00	4	100.0
		Total		4	100.0

Table : Q304b : 01 Number of HH working

				Main+Difficult	
				N	%
Furniture making and other timber products	2.00	Q304d02 : Furniture making and other timber products	0.00	1	100.0
			6.00	1	100.0
		Total		1	100.0

Table : Q304b : 01 Number of HH working

				Main+Difficult	
				N	%
Collection of non-wood forest products	4.00	Q304d04 : Collection of non-wood forest products	0.00	9	100.0
			1.00	7	77.8
			3.00	1	11.1
			6.00	2	22.2
		Total		9	100.0

Table : Q304b : 03 Number of HH working

				Main+Difficult	
				N	%
Stone quarrying	5.00	Q304d05 : Stone quarrying	0.00	1	100.0
			3.00	1	100.0
		Total		1	100.0

Table : Q304b : 06 Number of HH working

				Main+Difficult	
				N	%
Dairy	13.00	Q304d13 : Dairy	0.00	11	100.0
			1.00	2	18.2
			3.00	2	18.2
			6.00	8	72.7
		Total		11	100.0

Table : Q304b : 07 Number of HH working

				Main+Difficult	
				N	%
Poultry	14.00	Q304d14 : Poultry	0.00	22	100.0
			1.00	8	36.4
			3.00	2	9.1

		6.00	13	59.1
		Total	22	100.0

Table : Q304b : 08 Number of HH working

				Main+Difficult	
				N	%
Piggery	15.00	Q304d15 : Piggery	0.00	27	100.0
			1.00	9	33.3
			3.00	2	7.4
			6.00	18	66.7
		Total	27	100.0	

Table : Q304b : 09 Number of HH working

				Main+Difficult	
				N	%
Goatery	16.00	Q304d16 : Goatery	0.00	1	100.0
			1.00	1	100.0
			3.00	1	100.0
		Total	1	100.0	

Table : Q304b : 12 Number of HH working

				Main+Difficult	
				N	%
Fishery	17.00	Q304d17 : Fishery	0.00	1	100.0
			6.00	1	100.0
		Total	1	100.0	

Table : Q304b : 14 Number of HH working

		Main+Difficult
Illiterate & just literate - Number	N	29
	Mean	43.4
	Min	10.0
	Max	200.0
Upto primary - Number	N	30
	Mean	37.6
	Min	9.0
	Max	150.0
Upto middle school - Number	N	30
	Mean	29.2
	Min	5.0
	Max	100.0
Upto class X - Number	N	30
	Mean	28.9
	Min	5.0
	Max	320.0
Upto class XII - Number	N	27

	Mean	16.3
	Min	5.0
	Max	50.0
Class X & Voc.Education - Number	N	10
	Mean	5.5
	Min	2.0
	Max	12.0
Class XII & Voc.Education - Number	N	5
	Mean	5.4
	Min	2.0
	Max	10.0
Professional - Number	N	9
	Mean	5.1
	Min	2.0
	Max	10.0

Table : Q304b : 15 Number of HH working

		Main+Difficult	
		N	%
Q305b1 : Agri - Illiterate & Just literate	0	20	69.0
	Cultivation	15	51.7
	Agricultural labour	8	27.6
	Non agri labour	12	41.4
	Mining	7	24.1
	Petty business	2	6.9
	Unemployed	3	10.3
Total		29	100.0

Table : Q304b : 16 Number of HH working

		Main+Difficult	
		N	%
Q305b2 : Agri - Upto Primary	0	20	66.7
	Cultivation	19	63.3
	Agricultural labour	10	33.3
	Non agri labour	13	43.3
	Mining	6	20.0
	Unemployed	2	6.7
Total		30	100.0

Table : Q304b : 16 Number of HH working

		Main+Difficult	
		N	%
Q305b3 : Agri - Upto Middle	0	21	70.0
	Cultivation	18	60.0
	Agricultural labour	8	26.7
	Non agri labour	10	33.3

	Mining	10	33.3
	Petty business	1	3.3
	Unemployed	2	6.7
Total		30	100.0

Table : Q304b : 17 Number of HH working

		Main+Difficult	
		N	%
Q305b4 : Agri - Upto Class X	0	20	66.7
	Cultivation	13	43.3
	Agricultural labour	6	20.0
	Non agri labour	8	26.7
	Mining	15	50.0
	Petty business	5	16.7
	Unemployed	3	10.0
Total		30	100.0

Table : Q304c : 01 Type of Employment

		Main+Difficult	
		N	%
Q305b5 : Agri - Upto Class XII	0	19	70.4
	Cultivation	10	37.0
	Agricultural labour	7	25.9
	Non agri labour	6	22.2
	Mining	13	48.1
	Petty business	4	14.8
	Unemployed	4	14.8
Total		27	100.0

Table : Q304c : 02 Type of Employment

		Main+Difficult	
		N	%
Q305b6 : Agri - Class X & Vocational Education	0	9	90.0
	Cultivation	2	20.0
	Agricultural labour	1	10.0
	Non agri labour	1	10.0
	Mining	1	10.0
	Unemployed	7	70.0
Total		10	100.0

Table : Q304c : 03 Type of Employment

		Main+Difficult	
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		N	%
Q305b7 : Agri - Class XII & Vocational Education	0	4	80.0
	Mining	1	20.0
	Petty business	1	20.0
	Self employed	1	20.0
	Unemployed	4	80.0
Total		5	100.0

Table : Q304c : 06 Type of Employment

		Main+Difficult	
		N	%
Q305b8 : Agri - Professional	0	2	22.2
	Cultivation	7	77.8
	Agricultural labour	4	44.4
	Non agri labour	2	22.2
	Petty business	3	33.3
	Govt. service	4	44.4
	Unemployed	3	33.3
Total		9	100.0

Table : Q304c : 08 Type of Employment

		Main+Difficult	
		N	%
Q305o1 : Other - Illiterate & Just literate	0	26	89.7
	Cultivation	3	10.3
	Non agri labour	13	44.8
	Mining	7	24.1
	Petty business	2	6.9
	Unemployed	16	55.2
Total		29	100.0

Table : Q304c : 09 Type of Employment

		Main+Difficult	
		N	%
Q305o2 : Other - Upto Primary	0	27	90.0
	Cultivation	2	6.7
	Agricultural labour	1	3.3
	Non agri labour	14	46.7
	Mining	7	23.3
	Petty business	4	13.3
	Unemployed	15	50.0
Total		30	100.0

Table : Q304c : 12 Type of Employment

		Main+Difficult	
		N	%
Q305o3 : Agri - Upto Middle	0	24	80.0
	Cultivation	1	3.3
	Agricultural labour	1	3.3
	Non agri labour	10	33.3
	Mining	13	43.3
	Petty business	8	26.7
	Unemployed	12	40.0
Total		30	100.0

Table : Q304c : 13 Type of Employment

		Main+Difficult	
		N	%
Q305o4 : Agri - Upto Class X	0	23	76.7
	Cultivation	1	3.3
	Non agri labour	8	26.7
	Mining	15	50.0
	Petty business	10	33.3
	Pvt. tuitions	1	3.3
	Unemployed	12	40.0
Total		30	100.0

Table : Q304c : 14 Type of Employment

		Main+Difficult	
		N	%
Q305o5 : Agri - Upto Class XII	0	23	85.2
	Cultivation	1	3.7
	Non agri labour	6	22.2
	Mining	12	44.4
	Petty business	6	22.2
	Pvt. service	1	3.7
	Pvt. tuitions	2	7.4
	Unemployed	12	44.4
Total		27	100.0

Table : Q304c : 15 Type of Employment

		Main+Difficult	
		N	%
Q305o6 : Agri - Class X & Vocational Education	0	9	90.0
	Non agri labour	1	10.0
	Mining	1	10.0
	Petty business	1	10.0
	Self employed	1	10.0

	Unemployed	8	80.0
Total		10	100.0

Table : Q304c : 16 Type of Employment

		Main+Difficult	
		N	%
Q305o7 : Agri - Class XII & Vocational Education	0	4	80.0
	Mining	1	20.0
	Petty business	1	20.0
	Self employed	1	20.0
	Unemployed	4	80.0
Total		5	100.0

Table : Q304c : 17 Type of Employment

		Main+Difficult	
		N	%
Q305o8 : Agri - Professional	0	4	44.4
	Agricultural labour	1	11.1
	Non agri labour	5	55.6
	Petty business	4	44.4
	Self employed	1	11.1
	Govt. service	6	66.7
	Pvt. tuitions	1	11.1
	Unemployed	3	33.3
Total		9	100.0

Table : Q304d : 01 Marketing Channel

		Main+Difficult	
		N	%
Q305c1 : Agri - Illiterate & Just literate	0	29	100.0
	Vocational skills	28	96.6
	Business management	1	3.4
	English speaking course	1	3.4
Total		29	100.0

Table : Q304d : 02 Marketing Channel

		Main+Difficult	
		N	%
Q305c2 : Agri - Upto Primary	0	30	100.0
	Computer education	2	6.7
	Vocational skills	29	96.7
	Business management	1	3.3
	English speaking course	3	10.0

Total		30	100.0
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Table : Q304d : 03 Marketing Channel

		Main+Difficult	
		N	%
Q305c3 : Agri - Upto Middle	0	24	80.0
	Computer education	9	30.0
	Vocational skills	29	96.7
	Business management	1	3.3
	English speaking course	6	20.0
Total		30	100.0

Table : Q304d : 06 Marketing Channel

		Main+Difficult	
		N	%
Q305c4 : Agri - Upto Class X	0	22	73.3
	Computer education	9	30.0
	Vocational skills	27	90.0
	Business management	5	16.7
	English speaking course	6	20.0
Total		30	100.0

Table : Q304d : 07 Marketing Channel

		Main+Difficult	
		N	%
Q305c5 : Agri - Upto Class XII	0	20	74.1
	Computer education	9	33.3
	Vocational skills	26	96.3
	Business management	4	14.8
	English speaking course	4	14.8
Total		27	100.0

Table : Q304d : 08 Marketing Channel

		Main+Difficult	
		N	%
Q305c6 : Agri - Class X & Vocational Education	0	10	100.0
	Computer education	1	10.0
	Vocational skills	8	80.0
	Business management	4	40.0
Total		10	100.0

Table : Q304d : 09 Marketing Channel

		Main+Difficult	
		N	%
Q305c7 : Agri - Class XII & Vocational Education	0	5	100.0
	Computer education	1	20.0

	Vocational skills	3	60.0
	Business management	4	80.0
Total		5	100.0

Table : Q304d : 12 Marketing Channel

		Main+Difficult	
		N	%
Q305c8 : Agri - Professional	0	3	33.3
	Computer education	7	77.8
	Vocational skills	6	66.7
	Business management	7	77.8
	English speaking course	1	11.1
Total		9	100.0

Table : Q304d : 13 Marketing Channel

		Main+Difficult	
		N	%
Q306 : Youth have migrated	To other villages	10	33.3
	To town/cities within the state	27	90.0
	To town/cities outside the state within the country	14	46.7
	To other countries	5	16.7
Total		30	100.0

Table : Q304d : 14 Marketing Channel

		Main+Difficult	
		N	%
Q307 : What are the major challenges faced	Lack of career development	28	93.3
	Lack of appropriate employment opportunities	24	80.0
	Lack of vocational education	23	76.7
	Lack of entrepreneurship support	2	6.7
	Other specify	7	23.3
Total		30	100.0

Table : Q304d : 16 Marketing Channel

		Main+Difficult	
		N	%
Does this village mostly follow	Mono cropping	2	6.7
	Double cropping	5	16.7
	Multiple cropping	23	76.7
Total		30	100.0

Table : Q305b1 Current occupation of youth during agricultural season

		Main+Difficult	
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		N	%
What proportion of farmer	0-10%	30	100.0
Total		30	100.0

Table : Q305b2 Current occupation of youth during agricultural season

		Main+Difficult	
		N	%
Are there any cottage	Yes	11	36.7
	No	19	63.3
Total		30	100.0

Table : Q305b3 Current occupation of youth during agricultural season

		Main+Difficult	
		N	%
How many villager	1-10	9	81.8
	11-20	1	9.1
	21-50	1	9.1
Total		11	100.0

Table : Q305b4 Current occupation of youth during agricultural season

		Main+Difficult	
		N	%
Q403 : Is tha the location of nearest <15 km	No industries nearby	24	80.0
	3.00	1	3.3
	12.00	1	3.3
	14.00	2	6.7
	15.00	2	6.7
Total		30	100.0

Table : Q305b5 Current occupation of youth during agricultural season

		Main+Difficult	
		N	%
What is the number of worker seeking employment	1-10	1	14.3
	11-20	3	42.9
	21-50	1	14.3
	51-70	1	14.3
	> 100	1	14.3
Total		7	100.0

Table : Q305b6 Current occupation of youth during agricultural season

		Main+Difficult	
		N	%
What is the number of who migrate out of the village	1-10	10	33.3
	11-20	4	13.3
	21-50	10	33.3
	51-70	3	10.0
	71-100	2	6.7

	> 100	1	3.3
Total		30	100.0

Table : Q305b8 Current occupation of youth during agricultural season

		Main+Difficult	
		N	%
What is the number of who migrate into the village	0-10	13	43.3
	11-20	9	30.0
	21-50	8	26.7
Total		30	100.0

Table : Q305o1 Current occupation of youth during other season

		Main+Difficult	
		N	%
Q407 : Out-migration	January	14	46.7
	February	14	46.7
	March	13	43.3
	April	15	50.0
	May	8	26.7
	June	9	30.0
	July	10	33.3
	August	13	43.3
	September	12	40.0
	October	13	43.3
	November	7	23.3
	December	4	13.3
Total		30	100.0

Table : Q305o2 Current occupation of youth during other season

		Main+Difficult	
		N	%
Q407 : In-migration	January	16	59.3
	February	19	70.4
	March	11	40.7
	April	6	22.2
	May	7	25.9
	June	5	18.5
	July	3	11.1
	August	7	25.9
	September	9	33.3
	October	13	48.1
	November	12	44.4
	December	9	33.3

Total	27	100.0
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Table : Q305o3 Current occupation of youth during other season

		Main+Difficult	
		N	%
Does this village have electricity	Yes	30	100.0
Total		30	100.0

Table : Q305o4 Current occupation of youth during other season

		Main+Difficult	
		N	%
On an avg how many hour of electricity	<2	2	6.7
	2-4	1	3.3
	9-12	7	23.3
	13-18	11	36.7
	> 18	9	30.0
Total		30	100.0

Table : Q305o5 Current occupation of youth during other season

		Main+Difficult
On an avg how many hour of electricity	N	30
	Mean	14.7

Table : Current occupation of youth during other season

		Main+Difficult	
		N	%
Q503 : If the electricity is not continuously	Morning	12	40.0
	Afternoon	12	40.0
	Evening	5	16.7
	Night	2	6.7
	No definite time	18	60.0
Total		30	100.0

Table : Q305o7 Current occupation of youth during other season

		Main+Difficult	
		N	%
Q504 : How do village usually communicate	0	30	100.0
	Letter	30	100.0
	Telephone	21	70.0

Total		30	100.0
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Table : Q305o8 Current occupation of youth during other season

		Main+Difficult	
		N	%
Does this village have a tel connection	Yes	18	60.0
	No	12	40.0
Total		30	100.0

Table : Q305c1 Skill gaps

		Main+Difficult	
		N	%
Q506 : Where is the tel connection available	Panchayat Bhawan	1	5.6
	PCO	9	50.0
	P&T office	10	55.6
	School	8	44.4
	At home	16	88.9
	Other specify	2	11.1
Total		18	100.0

Table : Q305c2 Skill gaps

		Main+Difficult	
		N	%
Q507 : Who is service provier	Pvt. service provider	1	5.6
	Govt. service provider	17	94.4
Total		18	100.0

Table : Q305c3 Skill gaps

		Main+Difficult	
		N	%
Does the tel connection work regularly	Yes	10	55.6
	Most often	3	16.7
	Rarely	5	27.8
Total		18	100.0

Table : Q305c4 Skill gaps

		Main+Difficult	
		N	%
How far is the nearest tel. exchange	1	6	20.0
	2	2	6.7
	5	1	3.3
	7	3	10.0
	8	1	3.3
	12	1	3.3
	14	2	6.7
	20	1	3.3
	25	2	6.7

	35	1	3.3
	40	1	3.3
	50	1	3.3
	DK/CS	8	26.7
Total		30	100.0

Table : Q305c5 Skill gaps

		Main+Difficult	
		N	%
Have you heard of internet or email	Yes	17	56.7
	No	13	43.3
Total		30	100.0

Table : Q305c6 Skill gaps

		Main+Difficult	
		N	%
Is there an internet connection in the village	No	17	100.0
Total		17	100.0

Table : Q305c7 Skill gaps

		Main+Difficult	
		N	%
Are there govt/pvt school in village	Yes	30	100.0
Total		30	100.0

Table : Q306 Place of youth migration

		Main+Difficult	
		N	%
Q515 : What level of education does it serve	Primary school	30	100.0
	Secondary school	12	40.0
	Higher secondary school	4	13.3
Total		30	100.0

Table : Q307 Major challenges faced by the youth

		Main+Difficult	
		N	%
Primary School - No. of students regularly attending	40-50	8	26.7
	51-70	5	16.7
	>70	17	56.7
Total		30	100.0
Secondary School - No. of students regularly attending	40-50	1	8.3
	51-70	2	16.7
	>70	9	75.0
Total		12	100.0

Sr. Secondary School - No. of students regularly attending	51-70	2	50.0
	>70	2	50.0
Total		4	100.0

Q308: Wage rate for agricultural and non agricultural labor

		Main+Difficult
Primary school - No. of students regularly attending	N	30
	Mean	101.8
Secondary school - No. of students regularly attending	N	12
	Mean	196.3
Hr. Secondary school - No. of students regularly attending	N	4
	Mean	107.5

Table : Q309 Cropping Pattern

		Main+Difficult	
		N	%
What are the major reasons for dropout	0	27	90.0
	Lack of teachers	11	36.7
	Lack of quality teaching	11	36.7
	Absenteeism	20	66.7
	Lack of physical infrastructure	2	6.7
	Lack of educational infrastructure	8	26.7
	Other specify	3	10.0
Total		30	100.0

Table : Q310 Farmers having irrigated land

		Main+Difficult	
		N	%
Q518 : What subjects do students usually fail	English	11	36.7
	Mathematics	30	100.0
	Physics	9	30.0
	Chemistry	7	23.3
	Geography	3	10.0
	History	1	3.3
	Other specify	8	26.7
Total		30	100.0

Q 311: Primary and secondary crops

		Main+Difficult	
		N	%
Is there a tuition class in the village	Yes	8	26.7
	No	22	73.3
Total		30	100.0

Table : Q401 Presence of cottage industries

		Main+Difficult	
		N	%
What are the charges	76-100	1	12.5
	> 100	7	87.5
Total		8	100.0

Table : Q402 Employment of villagers in cottage industry

		Main+Difficult
How many students attend the tuition	N	8
	Mean	18.8
	Min	0.0
	Max	50.0

Table : Q403 Proximity of the industry from the village

		Main+Difficult	
		N	%
Daily needs - Market location	Local Mkt (within village)	21	70.0
	Nearby vilage	2	6.7
	Nearby town	6	20.0
	Tehsil HQ	1	3.3
Total		30	100.0
Medicine - Market location	Local Mkt (within village)	4	13.3
	Nearby vilage	16	53.3
	Nearby town	9	30.0
	Tehsil HQ	1	3.3
Total		30	100.0
Agriculture & trade related services - Market location	Local Mkt (within village)	2	6.7
	Nearby vilage	4	13.3
	Nearby town	16	53.3
	Tehsil HQ	7	23.3
	Other specify	1	3.3
Total		30	100.0
Household assets (eg. TV, Refrigerator) - Market location	Local Mkt (within village)	2	6.7
	Nearby vilage	1	3.3
	Nearby town	17	56.7
	District HQ	9	30.0
	Other specify	1	3.3
Total		30	100.0

Table : Q404 Workers seeking employment

		Main+Difficult	
		N	%
Daily needs - Distance	Within village	15	50.0
	1-3	9	30.0
	4-5	3	10.0

	6-7	1	3.3
	8-10	1	3.3
	> 10	1	3.3
Total		30	100.0
Medicine - Distance	Within village	2	6.7
	1-3	8	26.7
	4-5	7	23.3
	6-7	2	6.7
	8-10	3	10.0
	> 10	8	26.7
	Total		30
Agriculture & trade related services - Distance	Within village	1	3.3
	1-3	5	16.7
	4-5	3	10.0
	6-7	1	3.3
	8-10	2	6.7
	> 10	18	60.0
	Total		30
Household assets (eg.TV,Refrigerator) - Distance	1-3	4	13.3
	4-5	2	6.7
	6-7	1	3.3
	8-10	7	23.3
	> 10	16	53.3
Total		30	100.0

Table : Q405 Out Migration

		Main+Difficult	
		N	%
Daily Needs - Frequency	Daily	28	93.3
	3-4 times a week	1	3.3
	Twice weekly	1	3.3
Total		30	100.0
Medicine - Frequency	Daily	29	96.7
	3-4 times a week	1	3.3
Total		30	100.0
Agriculture & trade related services - Frequency	Daily	25	83.3
	3-4 times a week	3	10.0
	Twice weekly	2	6.7
Total		30	100.0
Housheold assets (Eg. TV, Refrigerator)- Frequency	Daily	30	100.0
Total		30	100.0

Table : Q407 Months of out migration

	Main+Difficult	
	N	%

Q526 : Men	0	10	33.3
	Cough	21	70.0
	Cold	14	46.7
	Diarrhoea	6	20.0
	Fever	2	6.7
	Eye disease	2	6.7
	Malaria	4	13.3
	Jaundice	1	3.3
Total		30	100.0

Table : Q407 months of in migration

		Main+Difficult	
		N	%
Q526 : Women	0	10	33.3
	Cough	16	53.3
	Cold	21	70.0
	Diarrhoea	7	23.3
	Fever	2	6.7
	Eye disease	1	3.3
	Skin problem	1	3.3
	Malaria	1	3.3
	Jaundice	1	3.3
Total		30	100.0

Table : Q501 Presence of electricity

		Main+Difficult	
		N	%
Q526 : Children	0	10	33.3
	Cough	14	46.7
	Cold	17	56.7
	Diarrhoea	13	43.3
	Fever	3	10.0
	Dental problems	1	3.3
	Malaria	1	3.3
	Jaundice	1	3.3
Total		30	100.0

Table : Q502 Availability of electricity

		Main+Difficult	
		N	%
Q527 : Men	0	17	56.7
	TB	13	43.3
	Pneumonia	16	53.3
	Diabetes	7	23.3
	Heart ailments	7	23.3
Total		30	100.0

Table : Q502 Average hours of electricity supply

		Main+Difficult	
		N	%
Q527 : Women	0	20	66.7
	TB	10	33.3
	Pneumonia	16	53.3
	Diabetes	6	20.0
	Heart ailments	7	23.3
	Bone ailments	1	3.3
Total		30	100.0

Table : Q503 Specific Time of availability of electricity

		Main+Difficult	
		N	%
Q527 : Children	0	29	96.7
	TB	5	16.7
	Pneumonia	24	80.0
Total		30	100.0

Table : Q504 Common mode of communication

		Main+Difficult	
		N	%
Q601 : Where do men meet for information	Near the market place	21	70.0
	Near the temple	7	23.3
	Chauri/Chaupal	4	13.3
	Near teh P&T office	5	16.7
	Dhaba/tea stall	11	36.7
	Near the school	6	20.0
	Panchayat bhawan	2	6.7
	Bus stops	14	46.7
	Community hall	3	10.0
	Some other place	2	6.7
Total		30	100.0

Table : Q505 Presence of telephone connection

		Main+Difficult	
		N	%
Do women also attend these gathering	Yes - at all time	1	3.3
	Sometimes	16	53.3
	No	13	43.3
Total		30	100.0

Table : Q506 Place of availability of telephone connection

		Main+Difficult	
		N	%
Q603 : Where do women of this village meet	Near the market place	8	26.7
	Near the temple	1	3.3
	Near the Anganwadi centre	7	23.3
	In each others house	18	60.0
	In common areas in between houses	17	56.7
	Near the school	2	6.7
	Community hall	3	10.0
	Other specify	1	3.3
Total		30	100.0

Table : Q508 Telephone connectivity

		Main+Difficult	
		N	%
Q523 : What do farmers usually sell their produce	Local market	29	96.7
	Nearby Mandi	18	60.0
	Nearby town	18	60.0
	Any other specify	2	6.7
Total		30	100.0

Table : Q509 Proximity of nearest telephone connection

		Main+Difficult	
		N	%
Q524 : What are the challenges faced by farmers	Lack of finance/credit	26	86.7
	High interest rates	4	13.3
	Lack of knowledge about agricultural	15	50.0
	Access to cheaper farming equip.	23	76.7
	Accurate weather data	3	10.0
	Access to raw material	12	40.0
	Others	8	26.7
Total		30	100.0

Table : Q512 Purpose of internet connection

		Main+Difficult	
		N	%
Q524 : What are the challenges faced by farmers	Lack of finance/credit	26	86.7
	High interest rates	4	13.3
	Lack of knowledge about agricultural	15	50.0
	Access to cheaper farming equip.	23	76.7
	Accurate weather data	3	10.0
	Access to raw material	12	40.0
	Others	8	26.7
Total		30	100.0

		Main+Difficult	
		N	%
Does this village mostly follow	Mono cropping	2	6.7
	Double cropping	5	16.7
	Multiple cropping	23	76.7
Total		30	100.0

Table : Q513 Rate charged at internet cafes

		Main+Difficult	
		N	%
What proportion of farmer	0-10%	30	100.0
Total		30	100.0

Table : Q514 Presence of govt/private schools

		Main+Difficult	
		N	%
Are there any cottage	Yes	11	36.7
	No	19	63.3
Total		30	100.0

Table : Q515 Level of education

		Main+Difficult	
		N	%
How many villager	1-10	9	81.8
	11-20	1	9.1
	21-50	1	9.1
Total		11	100.0

Table : Q516 Number of teachers

		Main+Difficult	
		N	%
Q403 : Is the location of nearest <15 km	No industries nearby	24	80.0
	3.00	1	3.3
	12.00	1	3.3
	14.00	2	6.7
	15.00	2	6.7
Total		30	100.0

Table : Q516 Number of students regularly attending

		Main+Difficult	
		N	%
What is the number of	1-10	1	14.3

worker seeking employment	11-20	3	42.9
	21-50	1	14.3
	51-70	1	14.3
	> 100	1	14.3
Total		7	100.0

Table : Q517 Major reasons for dropout

		Main+Difficult	
		N	%
What is the number of who migrate out of the village	1-10	10	33.3
	11-20	4	13.3
	21-50	10	33.3
	51-70	3	10.0
	71-100	2	6.7
	> 100	1	3.3
Total		30	100.0

Table : Q518 Subjects students usually fail

		Main+Difficult	
		N	%
What is the number of who migrate into the village	0-10	13	43.3
	11-20	9	30.0
	21-50	8	26.7
Total		30	100.0

Table : Q519 Presence of tuition class

		Main+Difficult	
		N	%
Q407 : Out-migration	January	14	46.7
	February	14	46.7
	March	13	43.3
	April	15	50.0

	May	8	26.7
	June	9	30.0
	July	10	33.3
	August	13	43.3
	September	12	40.0
	October	13	43.3
	November	7	23.3
	December	4	13.3
Total		30	100.0

Table : Q520 Tuition charges

		Main+Difficult	
		N	%
Q407 : In-migration	January	16	59.3
	February	19	70.4
	March	11	40.7
	April	6	22.2
	May	7	25.9
	June	5	18.5
	July	3	11.1
	August	7	25.9
	September	9	33.3
	October	13	48.1
	November	12	44.4
	December	9	33.3
Total		27	100.0

Table : Q521 Students attending tuition class

		Main+Difficult	
		N	%
Does this village have electricity	Yes	30	100.0
Total		30	100.0

Table : Q522 Market location

		Main+Difficult	
		N	%
On an avg how many hour of electricity	<2	2	6.7
	2-4	1	3.3
	9-12	7	23.3
	13-18	11	36.7
	> 18	9	30.0
Total		30	100.0

Table : Q522 Proximity of market from the nodal village

		Main+Difficult
On an avg how many hour of electricity	N	30
	Mean	14.7

Table : Q522 Frequency

		Main+Difficult	
		N	%
Q503 : If the electricity is not continuously	Morning	12	40.0
	Afternoon	12	40.0
	Evening	5	16.7
	Night	2	6.7
	No definite time	18	60.0
Total		30	100.0

Table : Q523 Place of sale of agricultural produce

		Main+Difficult	
		N	%
Q504 : How do village usually communicate	0	30	100.0
	Letter	30	100.0
	Telephone	21	70.0
Total		30	100.0

Table : Q524 Challenges faced by the farmers

		Main+Difficult	
		N	%
Does this village have a tel connection	Yes	18	60.0
	No	12	40.0
Total		30	100.0

Q 525 : Facilities and amenities

		Main+Difficult	
		N	%
Q506 : Where is the tel connection available	Panchayat Bhawan	1	5.6
	PCO	9	50.0
	P&T office	10	55.6
	School	8	44.4
	At home	16	88.9
	Other specify	2	11.1

Total	18	100.0
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Table : Q526 Health amenities

		Main+Difficult	
		N	%
Q507 : Who is service provier	Pvt. service provider	1	5.6
	Govt. service provider	17	94.4
Total		18	100.0

Table : Q526 Health amenities

		Main+Difficult	
		N	%
Does the tel connection work regularly	Yes	10	55.6
	Most often	3	16.7
	Rarely	5	27.8
Total		18	100.0

Table : Q526 Health amenities

		Main+Difficult	
		N	%
How far is the nearest tel. exchange	1	6	20.0
	2	2	6.7
	5	1	3.3
	7	3	10.0
	8	1	3.3
	12	1	3.3
	14	2	6.7
	20	1	3.3
	25	2	6.7
	35	1	3.3
	40	1	3.3
	50	1	3.3
	DK/CS	8	26.7
Total		30	100.0

Table : Q527 Health amenities

		Main+Difficult	
		N	%
Have you heard of internet or email	Yes	17	56.7
	No	13	43.3
Total		30	100.0

Table : Q527 Health amenities

		Main+Difficult	
		N	%
Is there an internet connection in the village	No	17	100.0
Total		17	100.0

Table : Q527 Health amenities

		Main+Difficult	
		N	%
Are there govt/pvt school in village	Yes	30	100.0
Total		30	100.0

Table : Q601 Place of social activity and community gatherings

		Main+Difficult	
		N	%
Q515 : What level of education does it serve	Primary school	30	100.0
	Secondary school	12	40.0
	Higher secondary school	4	13.3
Total		30	100.0

Table : Q602 Women attendance

		Main+Difficult	
Primary school - No. of teacher	N		30
	Mean		6.3
Secondary school - No. of teacher	N		12
	Mean		12.1
Hr. Secondary school - No. of teacher	N		4
	Mean		10.8

Table : Q603 Place of social gatherings by women

		Main+Difficult	
		N	%
Primary School - No. of students regularly attending	40-50	8	26.7
	51-70	5	16.7
	>70	17	56.7
Total		30	100.0
Secondary School - No. of	40-50	1	8.3

students regularly attending	51-70	2	16.7
	>70	9	75.0
Total		12	100.0
Sr. Secondary School - No. of students regularly attending	51-70	2	50.0
	>70	2	50.0
Total		4	100.0

Q 701: Major village disputes

		Main+Difficult	
Primary school - No. of students regularly attending	N	30	
	Mean	101.8	
Secondary school - No. of students regularly attending	N	12	
	Mean	196.3	
Hr.Secondary school - No. of students regularly attending	N	4	
	Mean	107.5	

Q 701: Major village disputes

		Main+Difficult	
		N	%
What are the major reasons for dropout	0	27	90.0
	Lack of teachers	11	36.7
	Lack of quality teaching	11	36.7
	Absenteeism	20	66.7
	Lack of physical infrastructure	2	6.7
	Lack of educational infrastructure	8	26.7
	Other specify	3	10.0
Total		30	100.0

Q 702: Village needs

		Main+Difficult	
		N	%
Q518 :	English	11	36.7

What subjects do students usually fail	Mathematics	30	100.0
	Physics	9	30.0
	Chemistry	7	23.3
	Geography	3	10.0
	History	1	3.3
	Other specify	8	26.7
Total		30	100.0

Q 702: Village needs

		Main+Difficult	
		N	%
Is there a tuition class in the village	Yes	8	26.7
	No	22	73.3
Total		30	100.0

Q801: Government Programmes

		Main+Difficult	
		N	%
What are the charges	76-100	1	12.5
	> 100	7	87.5
Total		8	100.0

Table : Q802 Access to Govt programs

		Main+Difficult
How many students attend the tuition	N	8
	Mean	18.8
	Min	0.0
	Max	50.0

Table : Q901 Awareness about rural kiosks

		Main+Difficult	
		N	%
Daily needs - Market location	Local Mkt (within village)	21	70.0
	Nearby vilage	2	6.7
	Nearby town	6	20.0
	Tehsil HQ	1	3.3
Total		30	100.0

Medicine - Market location	Local Mkt (within village)	4	13.3
	Nearby vilage	16	53.3
	Nearby town	9	30.0
	Tehsil HQ	1	3.3
Total		30	100.0
Agriculture & trade related services - Market location	Local Mkt (within village)	2	6.7
	Nearby vilage	4	13.3
	Nearby town	16	53.3
	Tehsil HQ	7	23.3
	Other specify	1	3.3
Total		30	100.0
Household assets (eg. TV, Refrigerator) - Market location	Local Mkt (within village)	2	6.7
	Nearby vilage	1	3.3
	Nearby town	17	56.7
	District HQ	9	30.0
	Other specify	1	3.3
Total		30	100.0

Table : Q902 Usage by villagers

		Main+Difficult	
		N	%
Daily needs - Distance	Within village	15	50.0
	1-3	9	30.0
	4-5	3	10.0
	6-7	1	3.3
	8-10	1	3.3
	> 10	1	3.3
Total		30	100.0
Medicine - Distance	Within village	2	6.7
	1-3	8	26.7
	4-5	7	23.3
	6-7	2	6.7
	8-10	3	10.0
	> 10	8	26.7
Total		30	100.0
Agriculture & trade related services - Distance	Within village	1	3.3
	1-3	5	16.7
	4-5	3	10.0
	6-7	1	3.3
	8-10	2	6.7
	> 10	18	60.0
Total		30	100.0

Table : Q904 Provision of services in kiosks

Household assets (eg.TV,Refrigerator) -	1-3	4	13.3
	4-5	2	6.7
	6-7	1	3.3

Distance	8-10	7	23.3
	> 10	16	53.3
Total		30	100.0

Table : Q904 Provision of services in kiosks

		Main+Difficult	
		N	%
Daily Needs - Frequency	Daily	28	93.3
	3-4 times a week	1	3.3
	Twice weekly	1	3.3
Total		30	100.0
Medicine - Frequency	Daily	29	96.7
	3-4 times a week	1	3.3
Total		30	100.0
Agriculture & trade related services - Frequency	Daily	25	83.3
	3-4 times a week	3	10.0
	Twice weekly	2	6.7
Total		30	100.0
Housheold assets (Eg. TV, Refrigerator)- Frequency	Daily	30	100.0
Total		30	100.0

Table : Q905 Preferences of kiosk location

		Main+Difficult	
		N	%
Q523 : What do farmers usually sell their produce	Local market	29	96.7
	Nearby Mandi	18	60.0
	Nearby town	18	60.0
	Any other specify	2	6.7
Total		30	100.0

Table : Q907 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q524 : What are the challenges faced by farmers	Lack of finance/credit	26	86.7
	High interest rates	4	13.3
	Lack of knowledge about agricultural	15	50.0
	Access to cheaper farming equip.	23	76.7
	Accurate weather data	3	10.0
	Access to raw material	12	40.0
	Others	8	26.7
Total		30	100.0

Table : Q908 Preferences of kiosk operators

		Main+Difficult
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		N	%
Q526 : Men	0	10	33.3
	Cough	21	70.0
	Cold	14	46.7
	Diarrhoea	6	20.0
	Fever	2	6.7
	Eye disease	2	6.7
	Malaria	4	13.3
	Jaundice	1	3.3
Total	30	100.0	

Table : Q909 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q526 : Women	0	10	33.3
	Cough	16	53.3
	Cold	21	70.0
	Diarrhoea	7	23.3
	Fever	2	6.7
	Eye disease	1	3.3
	Skin problem	1	3.3
	Malaria	1	3.3
	Jaundice	1	3.3
Total	30	100.0	

Table : Q910 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q526 : Children	0	10	33.3
	Cough	14	46.7
	Cold	17	56.7
	Diarrhoea	13	43.3
	Fever	3	10.0
	Dental problems	1	3.3
	Malaria	1	3.3
	Jaundice	1	3.3
	Total	30	100.0

Table : Q911 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q527 : Men	0	17	56.7
	TB	13	43.3
	Pneumonia	16	53.3
	Diabetes	7	23.3
	Heart ailments	7	23.3
Total	30	100.0	

Table : Q912 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q527 : Women	0	20	66.7
	TB	10	33.3
	Pneumonia	16	53.3
	Diabetes	6	20.0
	Heart ailments	7	23.3
	Bone ailments	1	3.3
Total		30	100.0

Table : Q912 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q527 : Children	0	29	96.7
	TB	5	16.7
	Pneumonia	24	80.0
Total		30	100.0

Table : Q913 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q601 : Where do men meet for information	Near the market place	21	70.0
	Near the temple	7	23.3
	Chauri/Chaupal	4	13.3
	Near teh P&T office	5	16.7
	Dhaba/tea stall	11	36.7
	Near the school	6	20.0
	Panchayat bhawan	2	6.7
	Bus stops	14	46.7
	Community hall	3	10.0
	Some other place	2	6.7
Total		30	100.0

Table : Q914 Preferences of kiosk operators

		Main+Difficult	
		N	%
Do women also attend these gathering	Yes - at all time	1	3.3
	Sometimes	16	53.3
	No	13	43.3
Total		30	100.0

Table : Q915 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q603 : Where do women	Near the market place	8	26.7

of this village meet	Near the temple	1	3.3
	Near the Anganwadi centre	7	23.3
	In each others house	18	60.0
	In common areas in between houses	17	56.7
	Near the school	2	6.7
	Community hall	3	10.0
	Other specify	1	3.3
Total		30	100.0

Table : Q916 Preferences of kiosk operators

		Main+Difficult
SGRY - No. of person/HH benefited	N	16
	Mean	38.9
SGSY - No. of person/HH benefited	N	9
	Mean	14.1
PMGSY - No. of person/HH benefited	N	1
	Mean	1.0
IAY - No. of person/HH benefited	N	17
	Mean	12.4
Swajaldhara - No. of person/HH benefited	N	3
	Mean	33.3
TSC - No. of person/HH benefited	N	3
	Mean	38.3
ICDS - Existing	N	9
	Mean	64.0
Kutir Jyoti- No. of person/HH benefited	N	5
	Mean	17.8
Credit cum subsidy - No. of person/HH benefited	N	6
	Mean	4.0
PDS - No. of person/HH benefited	N	14
	Mean	278.2
AAY - No. of person/HH benefited	N	4
	Mean	51.3
NFFWP- No. of person/HH benefited	N	0
	Mean	.
MDM - No. of person/HH benefited	N	9
	Mean	72.4
SGRY - No. of person/HH benefited	N	10
	Mean	4.9
WPS - No. of person/HH benefited	N	5
	Mean	5.6
MBS - No. of person/HH benefited	N	0
	Mean	.
Freedom fighter pension sch - No. of person/HH benefited	N	0
	Mean	.
Annupurna scheme - No. of	N	0

person/HH benefited	Mean	.
Sarvashiksha Abhiyan - No. of person/HH benefited	N	10
	Mean	95.7

Table : Q917 Preferences of kiosk operators

		Main+Difficult	
		N	%
Have you ever heard	Yes	8	26.7
	No	22	73.3
Total		30	100.0

Table : Q918 Preferences of kiosk operators

		Main+Difficult	
		N	%
Do you think villages	Yes	23	76.7
	No	7	23.3
Total		30	100.0

Table : Q919 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q904 : What according to you Kiosk	Govt. services	7	30.4
	Training and education	5	21.7
	Entertainment	5	21.7
	Recording grievances	5	21.7
	Communication	6	26.1
	Knowledge sharing	3	13.0
	Hosuehold products and services	5	21.7
	Agricultural input	2	8.7
	Vocational education to youth and women	1	4.3
	All the above	16	69.6
Total		23	100.0

Table : Q920 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q905 : What could be suitable location	Near the market place	9	39.1
	Near the P&T office	9	39.1
	Near the school	3	13.0
	Panchayat bhawan	8	34.8
Total		23	100.0

Table : Q920 Preferences of kiosk operators

		Main+Difficult	
		N	%

Q905 : What could be suitable location	Near the market place	9	39.1
	Near the P&T office	9	39.1
	Near the school	3	13.0
	Panchayat bhawan	8	34.8
Total		23	100.0

Table : Q921 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q907 : This kiosk will have to be operated by somebody	Literate	1	4.3
	Graduate	20	87.0
	Computer literate	18	78.3
	Respectable person	22	95.7
	Knowledgeable person	22	95.7
	Honest person	20	87.0
	Entrepreneurship skills	9	39.1
	Influential person	2	8.7
	Other specify	1	4.3
Total		23	100.0

Table : Q921 Preferences of kiosk operators

		Main+Difficult	
		N	%
What would be your gender	Man	11	47.8
	Can be either	12	52.2
Total		23	100.0

Table : Q922 Preferences of kiosk operators

		Main+Difficult	
		N	%
Q909 : Why will the village not interested	Afraid of using electrical gadgets	2	28.6
	Afraid of using computers	1	14.3
	Villagers are slow to adapt to new techno	5	71.4
	Lack of adequate electricity	5	71.4
Total		7	100.0

Table : Q923 Preferences of kiosk operators

		Main+Difficult	
		N	%
What are the major reasons for dropout	0	27	90.0
	Lack of teachers	11	36.7
	Lack of quality teaching	11	36.7
	Absenteeism	20	66.7
	Lack of physical infrastructure	2	6.7

	Lack of educational infrastructure	8	26.7
	Other specify	3	10.0
Total		30	100.0

Table q516 new : Student ratio/No. of students enrolled and regularly attending

ID - state Kerala

		Main+Difficult
Student Ratio for Primary school	N	30
	Mean	37.4
Student Ratio for Secondary school	N	12
	Mean	16.8
Student Ratio for Higher scondary school	N	4
	Mean	11.3
Student Ratio for school - Total	N	4
	Mean	19.2
No. of Students entolled and Regularly attending for school - Total	N	4
	Mean	0.9

Table q516 new : Student ratio/No. of students enrolled and regularly attending

ID - state Kerala

		Main+Difficult
Primary school - No. of students enrolled	N	30
	sum	5,011.0
Primary school - No. of students regularly attending	N	30
	sum	3,055.0
Secondary school - No. of students enrolled	N	12
	sum	2,555.0
Secondary school - No. of students regularly attending	N	12
	sum	2,355.0
Hr. Secondary school - No. of students enrolled	N	4
	sum	465.0
Hr. Secondary school - No. of students regularly attending	N	4
	sum	430.0

Table q701 new : Village issues & needs - No dispute

		Main+Difficult	
		N	%
Village issues & needs - No dispute	Dispute	15	50.0
	No Dispute	15	50.0
Total		30	100.0

