Developing Country Studies
ISSN 2224-607X (Paper) ISSN 2225-0565 (Online)
Vol 2, No.3, 2012 

# The Skills in Demand: A Case of Phulbani District of Orissa

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**Abstract**

India will account for 20 per cent of the world's global workforce in 2020s. The average age of Indian workforce will be 29 years as compared to 37 for the US and China and 45 years for Europe. A need for skill development and skill up gradation among the labour force as a result of challenges that globalization and changing job patterns posed came in the form of increased emphasis on understandings to be developed with respect to

1. Which skills are to be developed?
2. What are the strategies adopted of skill development of rural populace?
3. Has the supply driven strategies been able to cater to market demands?
4. What is the quantum and quality difference in the two?

As the emphasis concurrently is on identification of right skills and developing of the same as a bottom-up approach in order to have 500 million skill manpower in the country by 2022 (that is end of 13th five year plan) the paper is an attempt to making a critical appraisal of demand supply realities in a backward district of an advanced State in India.

**Keywords:** Skill development, backward districts, Backward Regions Grant Fund, Resource Base, Participation Rates, Demand –Supply gaps, SWOT analysis, Physical Infrastructure, Social Capital, Aromatic Plants

## 1. Introduction

Ministry of Rural Development, Government of India making a beginning in the context of Skill development abridging demand supply gaps initiated a project on 'Skill Development of Rural Poor for Gainful Employment' aiming at up-gradation of skills of unemployed educated youth in the rural areas realizing the skill development to be based on demand of skills. The process began by carrying out preliminary exercises in backward districts of the country. Phulbani in Orissa is a typical backward district and so made a worthwhile case for study. It also was one of the 250 BRGF (Backward Regions Grant Fund) districts – the most backward districts and so amongst first priority districts of development schemes (NIRD, 2006) (Note 1). The paper beginning with examining the typical shortfalls the district has on economic, social and infrastructure fronts in next section, section 1, investigates into the typical resource base of the district in the next section. Section three and four provides the important sectors having potentials, the strengths and weaknesses the district has with respect to the identified sectors. Section 5 reiterates the missing links between supply and demand, a review of various government efforts and possible solutions. (Figure 1)

The basic premises, the paper is built upon are:

1. Resource base of the district reflect promises
2. Challenges exists with respect to economic exploitative-ness and human resource crunch
3. In-differential attitudes of PRIs and visionary amiss of government and official machinery and schemes – initiatives do not have focus
4. A perspective on Supply –demand gap and what has been resolved

 

**2. Case District has Distinct Features reflecting Backwardness**

There are 2336 inhabited and 179 uninhabited villages and more than 94 per cent population is rural. More than three fourth families (78 per cent i.e.113970 families (153036 households as per 2002 BPL survey) in 2001 ranging between 62 and 90 percent between the blocks) fall below the poverty line. Poverty in rural areas being more endemic (94 per cent) Specific block-wise position of population in terms of SC/ST break-up, number of BPL families, percentage of literacy and employment/ workers (for the district as a whole) are presented in Table below. Out of 1.22 lakh school-age children (6-11 years) 25.43 per cent are not in school. Population also suffers from high morbidity rate on account of mal-nutrition and other localized diseases. Infant mortality rate (IMR) is also very high in the district (112 as per 1993 survey) (Box 1).

Population growth during 2001-11 is 12.92 percent; specifically females per 1000 males were 998 in 2001, which rose to 1037 in 2011 in the district.

Despite being one of the five *Kendu Leaf Division*s the terrain is mostly hilly and inaccessible. The phadies are situated widely apart from each other, some being in inaccessible areas.

**3. Promises and Hopes**

*3.1 Economic Resources*

3.1.1 Agriculture

Agriculture is the main occupation of the farmers of the district. District comes under, North Eastern Ghat Agro-climate Zone, hot, moist & sub-humid Temperature zones. Of the total crop-area during 2002-03, paddy was in 42.9 per cent area followed by 21.7 per cent by pulses, 19 per cent by oilseeds, and 16 per cent by other cereal crops like maize, ragi, wheat and other minor millets. The average productivity of paddy, other cereals, pulse and oilseeds are Q15.13, Q11.24, Q3.45, and Q2.26 per ha respectively which are below the State average (Table 2).

The average land holding is very less. There are 53.3 % of marginal farmers and 25.9% of small farmers who constitute almost 80% of the agrarian community. Low availability and low productivity of land and primitive methods of cultivation provide bare sustenance to these small and marginal farmers. The season wise area irrigated in the district further explains the sorry state of the agricultural communities. As such they are forced to resort to "Podu Cultivation" which rapidly denudes the valuable forest wealth of the district.

*3.1.2. Horticultue*

In recent years, development of horticulture has been receiving increasing attention as a means to supplementing the incomes in the countryside

3.1.3 Land Use

*The total geographical area of the district is 753608 hectares of* which23.58 percent, i.e., 177179 hectares is the cultivated area. Highland constitutes 145687 hectares, 19.33 percent, which can be brought under horticultural development suitably. The area under vegetable crops is 17,294 ha (2.23 per cent ) with per ha productivity of 87.95 quintal.

Other important produce include spices, particularly, ginger, and turmeric. Spice crops like ginger, turmeric and chilly cultivated in 16, 436 ha with production around 85000 tonnese.

*3.2 Scopes of Development*

3.2.1 *Cultivation of cash crops*

Ginger and Turmeric symbiotic with forestry is the most suitable choice that can bring about a radical change. Vast portions of high lands are cultivable not presently being utilized. It is possible to take up high grade Turmeric, Ginger cultivation and floriculture in different blocks. (Table 2).

 

*3.2.2. Forest*

The forest covers 75 per cent of the district. The MFP of economic importance in the district are bamboo, kendu-leaves, tamarind, mahua flowers and seeds, sal seeds, siali leaves, and valuable wood

3.2.3 *Medicinal and Aromatic plants*

Besides, there are a large number of medicinal and aromatic plants available like basil, ashwagandha, sarpagandha, podina, kasturi haldi, amla, rosemary, thyme, oregama, sage.

3.2.4 Kendu Leaf Division

It is one of the five Divisions of Cuttack Kendu Leaves Circle. This Division is functioning since 1973 after the Nationalization of Kendu Leaf Trade in the State of Orissa. This Division extends over Phulbani and Balliguda Revenue Sub-Division of the District. At present there are eight units in operation in these seven Ranges namey 68, 68-A, 68-B, 72, 73, 74, 102 and 104. The unit no 75, which worked previously under Daspalla Range, is closed due to very low quality leaves and difficulty in working. The unit no 73 is existing for namesake only with one operational phadi in Daspalla Range. Central Godowns (CG) numbering 40 have a capacity of 25800 bags (each weighing 60 quintals) and Temporary Godowns(TG) numbering 19 have capacity of 8150 bags (each weighing 60 quintals) in Phulbani Division.

*3.2.4. Livestock*

Livestock are prime assets of the rural community. The total cows and bull in 2000 were 305,164, and buffaloes 62,248. There were 5,607 sheep, 193,424 goats, and pigs 41,868. The total fowls accounted for 5,26,573. The district had a capacity for the production of a total of 860 metric tones of milk and 834 million capacity for production of eggs. Besides, there were 20 veterinary hospitals and dispensaries, 74 live stock aid centers, 33 veterinary artificial insemination centers, 74 livestock aid centers, 81 livestock inspectors and 33 artificial insemination centres in 2000-01(Livestock Census, 2003-4)

3.2.5 *Fisheries*

There are three fish seed centres in the district at Phulbani, Tendrigaon, & Sirtiguda covering 3.13 hectares. The details are given in Table 3. The Fish farms exists in the district with aims to produce quality seed as well as fish.

*3.2.6. Sericulture*

Sericulture involves mulberry cultivation, silkworm rearing and reeling of the silk from the cocoons - a combination of agriculture and industry. Mulberry cultivation and silkworm rearing is labour intensive, income generating and low capital investment scheme suitable for rural poor.

*3.3 Infrastructure and Support Mechanism*

3.3.1 Industrial Estate

There is one Industrial Estate at Phulbani town with total land area of 10 acres and having 12 sheds. One recently identified Industrial Growth Centre would cater to the development of SSI sector. The 748.5 acre land at Majuribida- near Phulbani has been earmarked for the centre.

*3.3.2. Electricity*

The district is lowest consumer of power in the State. Only 1267 out of total 2515 villages have electricity (i.e., only 49.1 percent villages). Only about 5424 households in 12 blocks (about 20 per cent) have electricity connection. Besides, the problem of low voltage and interruptions in power supply are being experienced on and off.

3.3.3 Transport and Communication

The principal transport in the district is by roads but number of villages remains totally un-connected even by roads. Scattered helmets on hilltops remain unconnected mostly. As of 31.12.2001, the district had 34 telephone exchanges with an exchange capacity of 11,792 lines out of which the number of working connections were 6,985.

 

3.3.4 Banks and Other Financial Institutions

As of 2000-01, the district had 24 agricultural credit cooperative societies (with a total membership of 102809 members), 3 non- agricultural credit cooperative societies (with 1280 members), 2 stores and 6 central cooperative banks (the latter with 182 members). As on 31.3.2001, there were 29 public sector banks, and 8 regional rural banks. There are 273 post offices (31.3.2001) 34 telephone exchanges and 14,074 number of working connections (31.12.2001) in the district.

*3.4 Industrial Scenario*

In spite of the presence of vast resources and abundant manpower, the district could not make desirable progress in the field of industrialization. The number of employees/ workers engaged (in 2003-04) in small scale industries numbering 617 were 2,124 The following table provides information on category wise no of units, investment, and employment as provided by District Industries Centre (Table 4).

*3.4.1. Handicraft and Cottage Industries*

There are 554 handicraft and cottage industries (in 2003-04). Backwardness of the industrialization can be understood from a gradual decline in number of cottage industries from 1510 in 1998-99, (as per information from Directorate of Handicraft /Cottage Industries, p 39, DSHB) to 1445 in 1999-2000, and further to 781 in 2001-02 to 617 in 2003-04, almost a third of what it was just five years back (in 1998-99). Besides, there was only one mining unit reported in the district employing 53 persons in 2000-01. Again, there was a reduction noted in both - number of mines as well as employment therein. There were 3 mining units till 1997-98 with 206 workers.

*3.5 Education and Skill Development*

3.5.1 *Education Institutes*

As in 2000-01, there were 1614 educational institutions, comprising 12 colleges, 88 secondary schools, 217 middle schools, and 1297 primary schools. There were 215 teachers and 4177 students at college level, 733 teachers and 18517 students in secondary schools, 929 teachers and 22607 students in middle schools, and 2711 teachers and 95163 students in primary schools.

The number and percent of trained teachers, and pupil-teacher ratio at are as given in Table 5.

Besides, there are large numbers of education Institutions being managed by Scheduled Tribes & Scheduled Castes Development Department for imparting education (table 6)

*3.5.2* Industrial Training *Institutes*

Table 7 provides details about the duration and capacity of the training trade-wise in the only ITI at Phulbani.

3.5.3 Vocational Training

District has two vocational training centres at Daringbadi and Kotagarh under ITDA. Another one at Balliguda offers one year courses in (i) Two wheeler mechanic, (ii) Pump mechanic, (iii) Spray painting, (iv) Fabrication, and (v) Sheet metal work. Each of the trades has strength of 50 trainee.

3.5.4 Handicrafts and Tribal Art Centres

There are various centres promoting local handicrafts and arts such as Wearing Centre at Shainipadar (Phulbani town), Terracotta and Bamboo Handicrafts at Sudrukumpa, Terracotta at Ratang, Cane works at Tumudibandha, Dokra at Barakhama (Balliguda Block), Dokra at Barakhama Tudubali, (Tikabali Block), Stone made Ornament (Necklace) & Utensil at Pusangia (Balliguda Block), Diamond Pattern Bed Sheet at Gadabisha (G.Udayagiri Block) and Appliqué Works at G.Udayagiri. Under SGSY programme, 2002-03,

*3.6 HealthFacilities*

The district has a Govt. hospital at Belghar with 3 A.N.M. centre s at Belghar, Guma and Billamal. Similarly one veterinary hospital with 2 L.I. centres at Belghar and Guma exist. There are 8 Anganawadi centres under Integrated Child Development Schemes to look after the health and nutriation activities of women and children.

 

**4. SWOT Analysis in Emerging Areas of Skill Development**

Strengths and weaknesses of the district in different sectors for providing skill have in details worked out (Table 8 )

**5 Demand –Supply Dichotomy and Sensitivity Analysis:**

*3.4 Industrial Scenario*

***5.1 Missing Links***

The district is having huge unutilized

*5.1.1. Human Resources*

- Census 2001 (provisional figures) indicates the distribution of total workers (3,06,047) to be: Main workers 1,75,976; Marginal workers 1,30,071, i.e. of the total workers 42.5 per cent are marginal workers. As agriculture labour constitutes 110190, almost 20000 workers employed otherwise also constitute marginal workers. More than two-thirsd of females are marginally employed.
- Overall work participation rate was 47.23. WPRs for females in urban areas depicted a dismal picture, only 11.6 percent accounting as employed
- The number of cultivators and agricultural labours taken together (in 2001) in the district constituted more than three fourths of total 306,047 workers, 21,588 (5.4 per cent) were engaged in household industry, while 71,889 (18 per cent) were other workers. Small and marginal farmers constitute 81.8 percent of landholders. Average size of operational land holding 1.27 acres (1995 census).
- 'Educated unemployed amongst youth accounted about 7800 males and 2700 females (age-group 15-35) (Source: survey conducted at the instance of District Collector, 2006)).

5.1.2 Economy

*Potentials in Cottage Industries*

- Presently the activities like terra cotta, dokra casting, bamboo works, wood carving, jhuna and broom making are limited to a few areas and there too limited pockets. But there is enough scope to spread it in other areas. There is also a possibility to further the skills through introduction of new designs.
- Craftsmen have little exposures to the markets, non-regular sales, hazard prone technology practiced, illiteracy, unorganized nature of work, low capital base, living and working in remote ill-served villages. It was informed that efforts were on to have regular marketing linkage of these artists through SHGs which have been provided at some places loans to establish buildings for procurement, and sales of these products. Moreover efforts are being made for more exposures of the craftsmen through holding of monthly and weekly Melas.

*Agriculture and allied:Spices Production, Preservation and Value Addition*

- There are large scopes in production and value addition in several spices currently produced though at a large scale but leaving scopes of better quality production. The turmeric, for example, with high Cur cumin content fetches high prices. The rate of turmeric increases by a good sum as Cur cumin percent increases. The local varieties grown in the district hardly contain 1.5 % of cur cumin. But in the state, at High Attitude Research Station, Pottangi (Orissa University of Agriculture Technology) the turmeric varieties evolved contain more than 6 % of cur cumin. Thus there is a tremendous scope for production of high grade turmeric in the district for export and internal consumption. High cur cumin content turmeric varieties like Allepey of Keral and Lakdong of Meghalaya can be cultivated here for export. Turmeric can also be processed as powder, cream as also facial and antiseptic product.
- Similarly, the district has good scopes in ginger cultivation. Ginger is valued for its fiber content. The traditional varieties grown in the district contains about 10% fibre. But the variety like Suprava which

 

has been evolved in the state contains only 4.4% of fibre. Cochin varieties of ginger can also be cultivated here, with less fibre content which can find place in export market as well as for internal consumption.

- There are scopes in other agro produces such as black gram, arhar and cow pea, mustard. Badi and papad making, processing of rice, pulses and fruit also offer scopes.

*Horticulture*

- Because of the congenial climate, temperature enough scope exists for floriculture in the district. Profitable flowers are rose, gladioli, tuberose, and marigold.
- There are several stray instances of orchards growth in the area. It is possible to train youths in these areas of nursery growth, and cultivation of the horticultural and floriculture activities. There is large scope of cultivation of fruits such as mango, jack-fruit, and lime. But the quality of these need to be improved which can fetch better and more production.
- Off late there is also finding emphasis on mushroom and vegetable cultivation. Vegetables like runner bean, radish, tomato, cabbage, cauliflower, onion, chilly, garden pea, brinjal, cucurbits, potato etc. can be suitably and profitably grown in off-seasons.
- The commercial production of gladioli bulbs, carnation rooted cutting and mini pot chrysanthemums have very good potential for marketing in the big cities of the state as well as in the other states of the country.

*Aromatic and Medicinal Plant*

- Several medicinal plants such as Basil, Aswagandha, Sarpagandha, Podina, Kasturi Haldi, Aola, Rosemary, Thyme, Oregama, Sage, Herbal gardening/medicinal plants.

*Sericulture*

- Mulberry cultivation and silkworm rearing is labour intensive, income generating and low capital

5.1.3 *Infrastructure base*

*In Education, skill development and health care*

- There are large cattle and other animal population in the district, so there lie scope for creation of ample self-employment opportunities in the veterinary field.
- The district has high morbidity and mortality rates. girls and those employed as marginal workers may be trained as mid-wives, nursing, primary health care etc.
- Similarly, educational tendency in the area is at a low key, and schools have highpupil teacher ratios. Many of the local youths can be adequately trained to become para-teachers.

*Tourism Sector*

- There are several unexploited tourist potentials such as Patudi waterfall, Katramal spring, Urmagarh waterfall, Choradhara tank, Pakadadar fall, the deep green valley of Mandasar , Jaileshpeta Shiva temple, Wooden bungalow at Belghar. These provide scopes for development of tourist industry in the area, including scope of water sports, tourist guides, motels, adventure sports, photography, video shootings, besides sales counter at these spots for local handicrafts, and speculated products.

5.1.4 Channelizing *Producers to Market*

- Illiterate, incommunicable Local tribal population has no access to markets or the urban customers with limited holding capacity so as their produces fetch them good returns. There are few SHG groups under SGSY catering to meeting required needs. But the efforts are far inadequate.
- It is not only necessary to ensure due prices paid to these poor villagers immediately but also to inculcate enterprise and habits of value-addition.
- It is hence necessary to expand the markets of the local producers. Training in entrepreneurship and marketing and collective marketing may so be piloted by some groups, particularly by those living in small scattered villages/ hamlets inaccessible with scarce means of communication.

 

5.1.5 *Government and Other Supportive Mechanisms*

District Supply and Marketing Society, a district unit of Orissa Rural development and Marketing Society (ORMAS) is an autonomous body of Department of Panchayati Raj, GoO actively engaged in the district for the economic development of the people through various welfare activities and measures. This, inter-alia, includes SHG development, imparting training, streamlining leaf plate production, providing marketing facilities to the SHGs/artisans for their products.

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**Notes**

**Note 1.** The Backward Regions Grant Fund Programme (BRGF) signifies a new approach to addressing persistent regional imbalances in rural development and strengthening local self-governance across India in 250 districts including 27 States. Truly this is a significant scheme in the history of Panchayti Raj. The BRGF Programme aims to catalyze development in backward areas by providing infrastructure, promoting good governance and agrarian reforms, converging, through supplementary infrastructure and capacity building, the substantial existing development inflows into these districts.

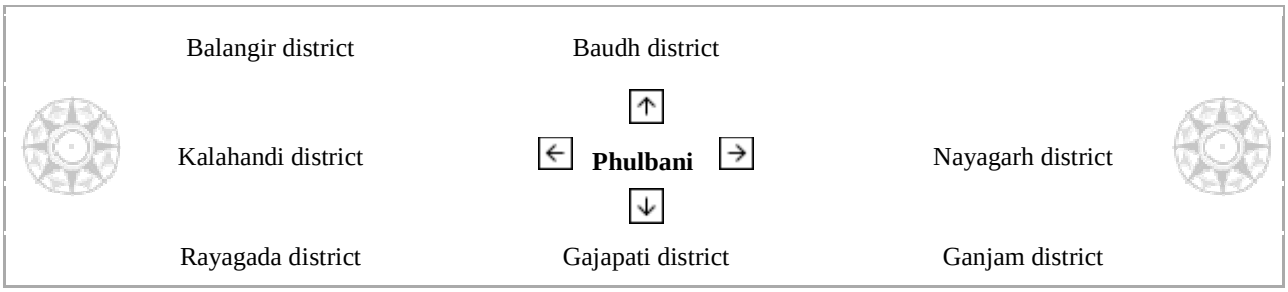


Figure 1. Location of District

 

**District face adversities with respect to backwardness**

- wholly mountainous
- 1515 villages, bit just two towns
- 94 per cent population rural
- 49.1 per cent villages and just 20 per cent households have electric connections
- 78 percent poverty
- 29.5 per cent women literacy, men's 56.9 percent - overall 43.2 in 2001, 65.12 percent in 2011
- 52.4 percent ST, 17 percent SC
- only one fourth of 6-11 age enrolled in 2001
- 2.1educational institute per 1000 people
- 21.3 percent of NSA irrigated
- 1.68 health institutes per 10000 people

Box1. District faces Adversities

Table 1. Demography of the District

| Block/ Municipality | Total Population | SC (1991) | ST (1991) | No. of BPL Families (%) | Literacy | |
|---|---|---|---|---|---|---|
| | | | | | No | % |
| 1. Phulbani | 34976 | 6886 (19.7) | 19813(56.6) | 6576 (78) | 15628 | 44.68 |
| 2 Khajuripada | 46755 | 14528(31.1) | 23554(50.4) | 8248 (70) | 23140 | 49.49 |
| 3. Phiringia | 72099 | 12224(16.9) | 41960(58.2) | 12657 (74) | 27052 | 37.52 |
| 4. Tikabali | 46688 | 9815(21.0) | 25535(54.7) | 8507 (80) | 23553 | 50.45 |
| 5. Chakapada | 41645 | 10335(24.8) | 19765(47.5) | 7848 (66) | 19778 | 47.49 |
| 6. G. Udaygiri | 30631 | 3711(12.1) | 19952(65.1) | 4735 (62) | 16462 | 53.74 |
| 7. Raikia | 48090 | 6725(14.0) | 25997(54.1) | 8147 (69) | 24141 | 50.20 |
| 8. Baliguda | 63570 | 8394(13.2) | 28773(45.3) | 13712 (90) | 24004 | 37.76 |
| 9. Daringbadi | 93530 | 8094(8.6) | 55783(59.6) | 19359 (90) | 32689 | 34.95 |
| 10 K. Nuagaon | 47402 | 4974(10.5) | 24280(51.2) | 8449 (76) | 20094 | 42.39 |
| 11 Tumudibandh | 38061 | 7638(22.7) | 21660(11.4) | 7687 (87) | 9590 | 25.20 |
| 12. Kotagarh | 40860 | 7038(20.1) | 23465(56.9) | 8045 (88) | 10529 | 25.77 |
| NAC Phulbani | 33890 | 7708(17.2) | 3849(57.4) | | 25528 | 75.33 |

 

Table 2. Details about Farm Families

| | | |
|---|---|---|
| TOTAL NO. OF FARM FAMILIES | 1,02,929 | 18.84% |
| SF | 26,717 | 25.9% |
| MF | 54,680 | 53.3% |
| BF | 21,532 | 20.9% |
| AL | 71,171 | |

Table 3. Details about Fisheries

| Sl. No. | Name of the Centre | No.of water Bodies | Area of Nursery Tanks(Hectares) | No. | Area as stocking tanks (Hectares) |
|---|---|---|---|---|---|
| 1 | Phulbani | 13 | 0.43 | 3 | 0.85 |
| 2 | Tendrigaon | 9 | 0.81 | 2 | 0.84 |
| 3 | Sirtiguda | 3 | 0.20 | - | - |
| | Total | 25 | 1.44 | 5 | 1.69 |

Table 4. Industrial Scenario

| Sl. No. | Categories | Units | Investment (lakh Rs.) | Employment |
|---|---|---|---|---|
| 1. | Food and allied | 203 | 236.60 | 630 |
| 2. | Glass/ ceramic | 13 | 17.25 | 89 |
| 3. | Chemicals | 13 | 52.70 | 59 |
| 4. | Electrical & Electronics | 115 | 194.40 | 266 |
| 5. | Engineering & Metal | 45 | 115.32 | 231 |
| 6. | Repairing and Servicing | 46 | 29.52 | 129 |
| 7. | Forest and Wood based | 13 | 20.39 | 116 |
| 8. | Textile based | 56 | 29.10 | 222 |
| 9. | Livestock/ Leather | 03 | 2.15 | 11 |
| 10 | OSI | 03 | 31.26 | 38 |
| 11. | Misc. Ind. | 87 | 109.76 | 249 |
| 12. | Rubber/ Plastics | 05 | 3.16 | 13 |
| 13. | Paper and Paper Products | 15 | 18.43 | 71 |
| Total | | 617 | 858.94 | 2124 |

Table 5. Industrial Scenario

| Level | Institution | Teachers | Trained Teachers | Percent of Trained Teachers | Students | PTR |
|---|---|---|---|---|---|---|
| Primary | 1297 | 2711 | 2090 | 77.1 | 95163 | 35.10 |
| Middle | 217 | 929 | 732 | 78.8 | 22607 | 24.33 |
| Secondary | 88 | 733 | 687 | 93.7 | 18517 | 25.26 |
| Colleges | 12 | 215 | | | 4177 | 19.43 |

 

Table 6. Schools run by Scheduled Tribes and Scheduled Castes Development Department

| | |
|---|---|
| High Schools | 11 |
| Girls' High School | 4 |
| Ashram Schools | 6 |
| Kanyashram | 1 |
| Residential Sevashrams | 9 |
| Sevashrams with hostels | 63 |
| Sevashrams without hostels | 24 |

Table 7. Skill Development Programmes by Industrial Training Institutes

| Sl.No. | Name of Skill | Duration of the Course | Intake Capacity |
|---|---|---|---|
| 1. | Welder | 1 yr | 26 |
| 2. | Computer & Programme Assistant | 2 yr | 40 |
| 4. | Senographer, English | 1 yr | 19 |
| 8. | Draughtsman(civil) | 2 yr | 19 |
| 9 | Draughtsman(mechanic) | 2 yr | 19 |
| 9. | Electronics | 2 yr | 19 |
| 10. | Wireman | 2 yr | 19 |
| 11. | Electrician | 2 yr | 38 |
| 12. | Mechanic Motor Vehicle | 2 yr | 19 |
| 13. | Fitter | 2 yr | 38 |

 

Table 8. SWOT Analysis

| Sectors | Strengths | Weakness | Opportunities | Threats |
|---|---|---|---|---|
| **Agriculture, Horticulture** | Suitable for<br>• cultivation of cash crops like Ginger and Turmeric<br>• for floriculture<br>• for horticulture crops | • Podu Cultivation<br>• Primitive Cultivation Technology<br>• Cattle Menace<br>• Irrigation<br>• Soil Erosion | • A Frame and Control Line Measures to check Podu Cultivation<br>• Area under horticulture crops can be increased manifold<br>• Grafting and other techniques for better quality of produce | • Land may become barren due to Podu Cultivation<br>• Soil Erosion |
| **Forest** | • The area has rich coverage by Sal, Asan, Devadaru, Kendu, Karada, Kusuma, Beja, Siali, Bamboo, Mango, Jack fruit and Cane Trees<br>• Abundance of Mahua, Karanja, and Sal seeds<br>• MFPs like Amla, Myrobalam and Bahada Herbs<br>• Tamarind | • Illiteracy<br>• Capital<br>• Holding Capacity of the produce to wait for it to fetch better prices<br>• Low Bargaining Capacity with Traders<br>• Inadequate Marketing Infrastructure<br>• Poor connectivity | • Better procurement, preservation, and marketing possible by promotion of SHGs<br>• Better quality of production possible through grafting and other methods<br>• Support price mechanism | • 64 MFP items have been opened up for private traders to directly puerchase from Poor rural people<br>• Poor road and other links<br>• Misplaced efforts for development of competitive hill resorts |
| **Mining** | • Occurrence of Large deposits of Bauxite<br>• Other minerals like Limestone, Graphite, ,Manganese, Limestone, Coal<br>• Precious stones like cat's eye and aquamarine stones | • Electricity<br>• Local Entrepreneurship<br>• Illiteracy<br>• Low Capital<br>• Proper infrastructure such as water, roads, markets, | • Small and tiny industries<br>• Entrepreneurship<br>• Collective ownership | |
| **Off Season Vegetables** | • Presence of the varied agro-climatic conditions provide a very good potential for variety of fruits | • Difficult terrains<br>• Small agricultural land holdings<br>• Low literacy rate<br>• Uneven rainfall<br>• Non-availability of quality and new planting material | • DRDA new proposals under RSVY | • Non-adoption of the same by villagers at large scale |

 

| | | | | |
|---|---|---|---|---|
| | | • Marketing<br>• Infrastructure | | |
| **Sericulture** | • Suitable Climate for Mulberry Plantation | | • At present 400 acre of land is utilized for mulberry cultivation. There is scope of the expansion of the programme to 25000 acres.<br>• Cocoon production could result in establishment of spinning industry of silk yarn within the district | |
| **Aromatic & Medicinal Plants** | • Large Varieties<br>• Presence of rare and very costly herbs in great demand by Indian and Foreign Pharmaceutical companies<br>• Suitable Climate | • Villagers do not have bargaining capacities<br>• No supportive mechanism to hold back the MFPs<br>• Communication, transportation network<br>• Market Accessibility<br>• Govt Support | • Marketing Professionals may be developed<br>• Opportunities exist in fields of Preservation, processing, and other related disciplines<br>• Support price mechanism<br>• Profit sharing mechanism | • Big companies may eat up local people's rights on the MFPs |
| **Industries Scenario**<br>1. Agro and other Farm Produce based Cottage Industries | • Presence of agricultural, horticultural, MFPs of better quality and in large quantities<br>• Pharmaceutical companies<br>• DSMS under ITDA is operative | • Power Supply<br>• No support mechanism<br>• Communication, transportation network<br>• Accessibility to Market | • Agro processing units with the help of SHGs and other Organizations<br>• Ayurvedic Pharmaceuticals<br>• In preservation, processing, & other related disciplines<br>• Processing of goods may be ventured in other areas of the district<br>• Support price mechanism<br>• Profit sharing mechanism | Lack of entrepreneurial abilities of local people cause outsiders to eat away all benefits |
| **Industries Scenario Continued**<br>Handicrafts | • Various Centres working within the district | Same as above | Activities of these centres can be broadened and also other areas (blocks etc.)may be covered | The quality to be standardized, regularly updated and produce be price Competitive |
| **Social Welfare** | • Pro-active District Collector | • High Morbidity, MMR, IMR<br>• Low Literacy<br>• High Cattle Disease<br>• Education and Health | • Females and youth can be directed to take care of primary health cares<br>• Para-teachers and other<br>• Unemployed youth can | |

 

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| | | Infrastructure<br>• Inadequate industrial activity<br>• Naxal Movements | also be trained in police and military services | |
| **Tourism** | • Number of water falls<br>• Scenic and religious places | • Infrastructure<br>• Non-connectivity<br>• Lack of initiatives<br>• Absence of records | • In hotels, motels, way-side amenities<br>• Tourist guides<br>• Marketing of local handicrafts and cottage industries | |