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RURAL LIVELIHOOD MARKETS AND ECONOMIES**DR. NITIN RAGHUNATH ZAWARE****DIRECTOR****ADHALRAO PATIL INSTITUTE OF MANAGEMENT & RESEARCH****MANCHAR****ABSTRACT**

The rural villages in India epitomize essence of Indian civilization as it is considered a repository of traditional mores and folkways. Rural villages are the integral part of the nation, not just as places of abode, but as the custodians of culture, tradition and the spit of the nation itself. The rural village and market is considered as static and a self sufficient unit of production and consumption but it is no longer so. The rural market in India is not a separate entity in itself and it is highly influenced by the economical, sociological and cultural factors operating in the country. Poverty and low level of literacy characterize rural population in India. Government of India had introduced a number of measures to improve the quality of life of rural masses. After agricultural revolution green and white, the yield per acre land and animal has increased substantially. The rural electrification programme also brought a new hope in rural area as did the irrigation development programme. All these factors, initiate some changes in rural life. As a result; there is a socio-economic revolution taking place in Indian villages since last few decades. Increasing knowledge of agriculture and methods of farming changed rural village economy far better than earlier. Socio-economic changes in villages have led villages to think of material well-being. The process of economic development has opened new avenues of income for rural people and education has broadened their horizons, resulting in a changed life style, and livelihood market.

KEYWORDS

Emerging Economy, Rural Economy, Rural Livelihood Markets, Rural Marketing, Socio cultural Dynamics.

INTRODUCTION

Production activities pursued by households and individuals in a rural India are shaped by access to resources, social networks, non market institutions, monetary resources, and the ability to develop non farm/rural-urban linkages. Household livelihood changes through time due to many factors, markets, new technologies, and climate perturbations being major ones. A framework that combines household economics, political economy, and sociology, is developed to identify changes in land use patterns and crop livestock activities resulting from several "exogenous" conditions that include climate perturbations such as drought and uncertain rain; market incentives for dairy perishable urban markets; and increased commercialization of farm production.

A THEORETICAL FRAMEWORK

Rural livelihood patterns are shaped by several factors. In the Ambegaon region climate is important for both production and consumption decisions. Other factors affecting rural household decisions are: access and control of human, natural, productive, cultural and social capital, markets, institutions, and the political environment. Livelihood patterns are diverse, influenced by linkages in and outside agriculture, and life cycle family characteristics such as age, education, and the number of family members. The degree of diversification of the household portfolio is determined by these characteristics, and by the household's and individual's objectives, such as risk management practices, and/or strategies available to cope with shocks. In areas of greater risk household pattern are expected to be more diversified as a mean to minimize possible shocks from negative climate events, especially when loss-management strategies are limited.

Households with portfolios of economic activities that are diversified and have less covariant activities will be better able to cope with climatic risk. As income grows, and families move away from food insecurity, some expect that households will specialize and use insurance markets, instead of diversification, to negotiate risk. Others argue that diversification will grow, also as a strategy to maximize use of resources, and may exist with greater levels of commercialization and wealth.

Diversification is also affected by stage in the life cycle. Households in their initial stages start to accumulate and their ability to expand or diversify their portfolio is limited. Diversification in agriculture and in non agricultural activities may take place as accumulation grows.

When climatic risk realize non market relations may be key to coping. Households may access resources through networks of families and friends. This is an ex-post consumption-smoothing management strategy. Conversely in years of surplus this may be shared or exchanged, building the social capital of households. Besides accessing networks to negotiate perturbations, other strategies may include liquidation of assets and temporal migration.

METHODOLOGY OF STUDY**OBJECTIVE**

- 1) To study the livelihood patterns and review the approaches that inform the framework developed for the study of livelihood of households.
- 2) To study household pattern copes with climatic perturbations in the Ambegaon region;
- 3) To study impact of household pattern on income and diversification; and
- 4) To study the implications for individual empowerment in the management of productive and reproductive activities.

SAMPLE SIZE

Household surveys captured production, consumption, income, and resources of the household as the unit of analysis. Survey was conducted of 135 families in Ambegaon Tahasil region.

METHODOLOGY

Nine variables are selected and cluster analysis is performed with each of the data sets of to identify groups of households with similar pattern and characteristics. The set of variables is built using a household peasant economics framework.

The variables chosen capture stage in the life cycle, social capital, types of technologies used (either intensive or extensive), market integration, accumulation (investment capacity) in technologies less vulnerable to drought and frost, household consumption, and rural urban linkages (income from outside of agriculture).

The operational variables chosen are: a. Household labor available measured in adult equivalents; b. age of the head of the household; c. number of Deshi (Gavathi) sheep; d. number of improved sheep; e. poultry; f. irrigated area; g. assets for investment (cattle numbers that can be liquidated); h. wages received and income transfers; and i. consumption (estimated from in-kind production and cash expenditures). The variables do not include some that are relevant because of correlations among them that need to be avoided for the cluster analysis. Age and access to labor capture life cycle effects on rural livelihood pattern. Irrigated land, captured by forage area, represents resources owned less vulnerable to drought.

TABLE 1: PERIODICITY AND SCALE OF CLIMATIC PERTURBATIONS IN THE AMBEGAON REGION

Disturbance Type	Temporal Scale	Spatial Scale
Drought	45% Frequency	Regional
Flood	2-7 years	Regional
High Winds	July-October	Regional

Source: Ambegao Tahasil Office (2010)

The consumption (in-kind and cash production for consumption) measures the ability of the household to secure food for the household. Net income from cattle measures the ability to capitalize and invest in new opportunities, as well as migrate through pull effects to other areas.

To measure diversity of the household economic portfolio, an index is constructed. The Inverse Simpson's Where: D is diversity index, pi is the income share derived from activity i in

$$D = 1 / \sum p_i^2$$

Where i=1

OBSERVATION AND ANALYSIS

LIVELIHOOD PATTERN ONE

Table 2 presents the values of the cluster variables at the mean. It shows that there are two large groups, each one subdivided in two subgroups. The strongest factors in formation of the groups are age and access to labor. This defines two large groups, the productive and the elderly. Within the productive, access to resources explains why there is a group dedicated to innovating technologies, mostly dairy and improved sheep. Major income sources of the productive innovators are cattle and dairy (Table 5) while the extensive have greater proportion of income from food crops and sheep and livestock sales. Households that do not have access to resources, rely mostly on extensive grazing to feed their cattle and deshi sheep. The elderly, the second major group, also subdivides by the numbers of adult equivalents (labor) available. It is a group that relies mostly on income transfers (other income) and some potato production (Table 4).

TABLE 2: IDENTIFIED GROUPS PATTERN ONE OF HOUSEHOLDS AND THEIR CHARACTERISTICS

	Rural Livelihood Pattern		
	Productive Innovators	Productive Extensive	Elderly
Age(years)	45.7	41.6	65
Labor (adult equ.)	3.4	3.3	1.5
Deshi Sheep (head)	4.2	20.2	3
Deshi Cattle (head)	0.3	2.5	0.7
Improved Sheep (head)	27.2	6.9	1
Consumption (monthly)	5,981	2,743	1,337
Off-farm Income	1,000	299	120
Diversity Index*	3.57	3.24	2.26

Source: Household Survey (2011)

LIVELIHOOD PATTERN TWO

Households during this year faced delayed rains and a major drought. As a consequence a group with linkages outside the community and with large sums of money emerged (Table 5). Another group depended mostly on agriculture to cope with the climatic perturbation. This group coped by selling livestock. Table 5 shows the clear growth in income from outside by those defined as the rural option, due to their linkages to other localities, while the extensive, less wealthy; depend on the sales of sheep and cattle to cope. The elderly seem to be the most vulnerable. The household members in this group do not have the capacity to work as before. Their main source of income are the transfers (other income), which seems to be under-reported. A study of livelihood pattern shows that indeed these elderly people resort to very diverse strategies to maintain a level of income to sustain them.

TABLE 3: IDENTIFIED GROUPS OF HOUSEHOLDS PATTERN TWO AND THEIR CHARACTERISTICS

	Rural Livelihood Pattern			
	Productive Rural	Productive Agricultural Less Resources	Productive Agricultural More Resources	Elderly
Age(years)	41.9	49.0	47.7	67.0
Labor (adult equ.)	2.9	2.8	3.9	1.4
Deshi Sheep (head)	4.7	16.0	19.1	1.2
Deshi Cattle (head)	1.3	4.4	0.4	0.6
Improved Sheep (head)	42.3	12.4	10.1	6.2
Improved Cattle (head)	5.8	5.3	5.2	0.6
Consumption (monthly)	9,703.0	4,253.0	5,837.0	1,944.0
Off-farm Income	4,809.0	333.0	952.0	301.0
Diversity Index*	3.3	2.95	2.97	2.64

Source: Household Survey (2011)

LIVELIHOOD PATTERN THREE

Three clear patterns are identified in this year that; the elderly is a group that follows a similar strategy every year. Strategies in a year without perturbations, though constrained by the outcome in the previous year show two strong and different economic activities being pursued in agriculture. One is dairy which has grown consistently through the groups. The other is commercial potato production, which has grown from production for consumption, to production for both consumption and market. A shift is observed towards these two major activities as the incomes in Table 5 illustrate.

TABLE 4: IDENTIFIED GROUPS OF HOUSEHOLDS PATTERN TWO AND THEIR CHARACTERISTICS

	Rural Livelihood Pattern			
	Productive Young - Livestock	Productive Dairy	Productive Potato Producers	Elderly
Age(years)	43.2	46.7	51.3	72
Labor (adult equ.)	3.09	5	3.3	1.54
Deshi Sheep (head)	0	3.3	8.2	6.2
Deshi Cattle (head)	.25	0	3.5	0.31
Improved Sheep (head)	21.6	53	13	2.2
Improved Cattle (head)	6.8	6.3	2	0.7
Consumption (monthly)	18,000	10,360	13,720	3,000
Non Ag Income (Bs.)	0	0	316	134
Diversity Index*	5.5	4.8	2.68	1.67

Source: Household Survey (2011)

CHANGING PATTERN AND INDIVIDUAL DOMAINS

At the individual level, and looking at income trends from Tables 5, we observe a drop in the income generated from sheep, the income domain of women, as a consequence of the increase in dairy. Sheep income is traditionally used to facilitate purchase of household products, and guarantee daily sustenance. In terms of assets we observe a decrease in the number of sheep, and an increase in the area of alfalfa. Regression of sheep assets on consumption of the household found this to have a positive effect. Another interesting effect of the growth of potato production is the reduction in the production of other food crops. As a result a problem of income domains to improve food security arises, and bargaining may decrease. Also it should be noted that the vulnerability due to increase is not only the reduction of diversity in the diet, but the effect of placing all income in one source, as will be addressed in the next section.

TABLE 5: INCOME SOURCES

Strategy	Income Source		
	Rural	Agricultural	Elderly
Food Crops	1,784	1,475	802
Sheep	2,081	1,477	489
Cattle	2,431	3,886	683
Milk Sales	932	1,179	58
Wages	4,809	681	301
Other Income	104	352	284
Welfare Expense	9,703	5,045	1,944

Source: Household Survey (2011)

DIVERSIFICATION

There are no significant differences within the productive in the degree of diversification of the economic portfolio. We find that there is a direct correlation between wealth and diversity, which mostly explains greater access to resources. There is an inverse correlation between elderly and diversification, explained by the fact that resources and assets are already bequeathed by the parents to their children. It is clear that potato producers have become a strong group. Households concentrating mostly on potato production have a riskier income strategy, and more vulnerable with difficult access to credit when losses occur, while dairy producers have easy access to credit.

Land use patterns have changed favoring forage production. The number of cattle assets has also increased. What has not grown in real terms is sheep income, the domain of women, and a crucial contributor of animal proteins and cash for household food security. Competing economic activities with clear market incentives, activities more resilient to climate perturbations such as forages, prevail at this point in time. The growth of income from a few sources has also decreased diversity, and increased the vulnerability of the elderly and the potato producers.

CONCLUSION

The theoretical frameworks used to identify livelihood pattern shows consistent results, Households less vulnerable had a larger amount of assets, and a better ability to insure or obtain credit with the income from milk production. Although potato production grew as a commercial activity, this activity is vulnerable to frost, floods, and drought. The market incentives in place have contributed to the boom of dairy production. It is important to gauge the consequences on diversity and on empowerment of the individuals that manage the environment.

Though not explored in this article, another useful aspect of this approach is that it allows identifying the networks within households in a community (social capital) and how it may relate to accessing technologies or information. This is important as it helps to measure the impact of non income forms of capital on negotiating perturbations. The non market institutions analyzed here were imbedded in livestock and land, by including not only area or animals owned, but those managed. The results from the cluster analyses were consistent because of the careful definition and measurement of these variables, which highlights the necessity to define these carefully when studying livelihood strategies.

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