

An Exploratory Study on Feasibility of Portable Village Home (With Special Reference to Ujjain District)

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Abstract - India is known as land of villages with 6, 40,687 in number. According to Census 2011, the population of India was 121 crore with 83.3crore persons living in rural and 37.7 crore living in urban areas. More than 70% of our population lives in rural areas. Even after independence, these rural areas are still under the process of development. The rural markets are insulated from the global meltdown. The organisations are now focusing to attract the rural buyers as paying capabilities of such buyers is increasing day by day. The major attributes to this growth are modernisation of farming, expansion of education, transportation and access to better primary health facilities. The literacy rate in rural area has increased by 10.2% in last 10 years. It is revealed that 2/3 of all middle income households in the country come from rural India and it represents half of India's buying potential. An amount of Rs.12,500crores are submitted by rural India to the national income. It is observed that rural India likes to contribute in the overall growth of economy & is very proactive to adapt the new ways of modernisation and innovation. According to industrialist, "Future drivers of growth are rural India."At the backdrop of this scenario, the present project is aimed to put forth an inclusive model for the growth of agriculture and to provide product that can enhance the comfort and status level to reduce stress and anxiety of farmers who are involved in the hard work of farming.

Keywords – India, Farmer, Portable/ Mobile Home, Rural India, Purchasing Power, Agriculture

I. INTRODUCTION

India, officially the Republic of India is a country in South Asia. It is the seventh-largest country by area (3,288,000 km²), the second-most populous country with over 1.2 billion people, and the most populous democracy in the world. With 1,210,193,422 residents reported in the 2011 provisional census, India is the world's second-most populous country. India is known as land of villages. Per the 2011 census, 68.8 % of the population lives in about 6, 40,687 villages and the remaining 31.2% lives in more than 5,100 towns and over 380 urban agglomerations.

	2001 (%)	2011 (%)	DIFFERENCE
INDIA	64.8	74.0	+9.2
RURAL	58.7	68.9	+10.2
URBAN	79.9	85.0	+5.1

Table 1. Indian Literacy Rate

The improvement in literacy rate in rural area is 2 times that in urban areas. The rural urban literacy gap which was 21.2 percentage points in 2001, has come down to 16.1 percentage points in 2011.

Agriculture offers the major means of livelihood for 58.4% population of India. It contributes approximately one-fifth of total gross domestic product (GDP). Agriculture accounts for about 10 per cent of the total export earnings and provides raw material to a large sector of industries. Low and volatile growth rates and the recent escalation of agrarian crisis in several parts of the Indian countryside, however, are a threat not only to national food security, but also to the economic well-being of the nation as a whole.

Strategies and programmes have been directed towards replacement of traditional and inefficient implements by improved ones, enabling the farmers to own tractors, power tillers, harvesters and other machines, availability of custom hire services, support services of human resource development, testing, evaluation and research & development. A huge industrial base for manufacturing of the agricultural machines has also been developed. Introduction of technologically advanced equipment's through extension and demonstration besides institutional credit has also been taken up. Equipment's for resource conservation have also been adopted by the farmers.

A. Rural India: Problems & Prospects -

What Rural means: "Typically, from an Indian census point of view, rural has been defined with a 'deprivation' orientation, rural being a landmass without access to continuous electricity, water, the stock market. There has been a correction in this view, however.

Definitions for rural India abound while the most convenient remains, 'anything that is not urban'. "Rural India comprises all places that are not urban." "The Census of India defines urban India," says Gupta of TSMG. "Urban India constitutes places with a population of more than 5,000, a population density above 400 per square kilometer, all statutory towns, that is, all places with a municipal corporation, municipal board, cantonment board, notified area council, etc. and with 75% of the male working population engaged in non-agricultural employment. All non-urban is rural."

Problems :

- Subdivision and Fragmentation – Agriculture holdings become unviable.
- Rural urban migration/migration of working class to other activities
- Inadequate utilization of development programmes
- Poor quality of education service
- Poor quality of Healthcare services
- Inadequate utilization of resources
- 60% of rural population in India live in primitive conditions.
- 54% of India's population is below 25 years and most of them live in rural areas with very little employment opportunities.

Prospects :

- Need for energy planners to seriously think of linking energy with agriculture.
- Rainwater harvesting provides the best solution. Need for setting up private rural water utilities.
- Use of flue gases from power generation can provide potable water. Combined electricity and water plants will improve overall efficiency.
- Partnership of corporations, NGOs and villagers.
- There is a need to reduce our consumptive lifestyle. For rural areas urban lifestyle is role model.
- Motto of simple living and high thinking as guide for rural development work.
- Generation of additional employment opportunities in the private sector by promoting investment, improving marketable vocational skills with widespread use of information technology.

B. Purchasing Power of Rural India -

The 2011 Census estimates that 69 per cent of the country's total population inhabits in villages. Despite implementing a number of programmes for creating gainful employment opportunities and to improve the quality of lives of rural masses, rural development continues to be a key policy challenge. Rural development essentially reflects in the improvements in the economic well-being of people living in villages. In some way, it reflects in the increase in the purchasing power of the rural inhabitants.

The recent estimates of the National Sample Survey Organisation (NSSO) have indicated a rise in the purchasing power of people in rural areas by 2% and that of people in urban areas by 7%.

The real income of rural households is projected to rise from 2.8% in the past two decades to 3.6% in the next two. Higher incomes and exposure to urban lifestyles have also raised the aspirations of the rural populace, as they strive to improve their quality of life by gaining access to new technologies, products and services.

Rural India consists of 6,40,687 villages that house 742,490,639 people. This figure represents around 70% of the total population of India and 12% of the globe's population. In fact, as per Mckinsey, despite rising urbanisation, 63% of India's population will continue to live in the rural areas even in 2025. Also, rural India is insulated against global economic downturns, which adds to its attractiveness. For companies looking to tap this market, the 4P's of the Marketing mix have given way to the 4 A's of Rural Market Mix: Affordability, Awareness, Availability and Acceptability.

Today companies are realizing the potential of the Indian rural markets and gradually expanding their steps in this direction. They still have a long way to go, but it is clear that the companies will eventually have to harness the rural markets for growth and opportunity.

C. Mobile / Portable Village Home -

Manufactured housing is one of the most dynamic housing innovations of the last 50 years. This type of housing is particularly important in rural areas.



Figure 1. Concept of Mobile Village Home

A manufactured home is a factory-built housing unit designed to meet the Manufactured Home Construction and Safety Standards. A manufactured home has a chassis that supports the structural integrity of the unit and is designed to be transported to a building site.

A manufactured home is defined as a movable or portable housing structure that exceeds either a width of eight feet or a length of forty feet and constructed to be towed on its own chassis and designed to be installed with or without a permanent foundation for human occupancy. The housing structure may come in multiple sections such as a double wide or triple wide, etc.

Most mobile home were not built to any particular standards. 'Transportable home' is a term commonly used by industry and consumers to refer to dwellings that are transported (partly or wholly pre-assembled) to a site then installed. Transportable homes are an important form of low to moderate-cost housing. 'Manufactured home' is defined as 'a self-contained dwelling that includes at least one kitchen, bathroom, bedroom and living area and that also includes toilet and laundry facilities.

II. LITERATURE REVIEW

Environmental Health (2007) stated that the Centres for Disease Control and Prevention (CDC) tested FEMA-supplied trailers and mobile homes in Louisiana and Mississippi. CDC found some useful facts about trailers and mobile homes for residents living in these two states. Based on the study findings, FEMA is now testing every mobile home for formaldehyde before using them as temporary housing. What CDC found out applies only to Louisiana and Mississippi, where they tested FEMA-supplied trailers and mobile homes.

Nicolee Dixon (2011) highlighted the views of manufactured home owners, residential park owners and the broader community to gain a better understanding of the issues faced by residential park owners and by home owners who rent sites for their manufactured homes from park owners. The main focus was the financial and social position in

which manufactured home owners find themselves if their site rental agreement is terminated because the park owner decides to redevelop the park or use the land for another purpose. He also acknowledged park owners' rights to determine the future use of their own land, including the continuing viability of their investment, without facing too many restrictions. Indeed, onerous limitations on how park owners use their land may discourage investment in new residential parks, thereby reducing site availability for manufactured homes.

Housing Assistance Council (2011) stated that manufactured housing is an important yet often overlooked segment of our nation's housing stock, especially in rural communities. Despite its importance to the American housing sector, there is a dearth of information on manufactured housing, particularly for homes in community or land-lease settings. The Housing Assistance Council (HAC) presents a case study highlighting the process one rural manufactured home community undertook to convert from investor to cooperative resident ownership. There are approximately 7 million occupied manufactured homes in the United States, which make up about 7 percent of the nation's housing stock. In turn, manufactured housing is often characterized as much by the people who inhabit these units as by the structures themselves. Negative images and stereotypes of manufactured homes, or "mobile homes" or "trailers," have been shaped in part by the fact that, historically, lower-income households have resided in this form of housing.

III. RESEARCH METHODOLOGY

During the survey initially 125 questionnaires were distributed and 115 were returned. Remaining 10 questionnaires were not returned by the targeted rural buyers. Out of 115 returned questionnaires, 105 were filled up completely and properly. Hence to have uniformity in sample only 100 questionnaires were retrieved for final analysis.

A. Data Collection Method -

Data collection method can be majorly divided into two categories viz. - Primary Data - Secondary Data. Primary data has been collected through survey method. The researcher has used a structured questionnaire keeping in mind the objectives of the study as well as the background of the respondents.

B. Research Framework -

B.1 Sampling Method -

The sampling method in the undertaken study is combination of convenience & judgmental sampling through which researcher has selected most accessible rural population members which were considered appropriate prospects for accurate information.

B.2 Sampling Unit -

Drawn from rural areas of Ujjain district belonging to middle class & lower class i.e. small farmers, petty traders, and other sections of selected rural areas.

Sample size: 125 respondents from rural areas of Ujjain district.

B.3 Field Work -

The researcher visited house to house with convenient & judgemental basis in rural localities in order to administer the questionnaire. The researcher also visited farmer field, village areas and personally interviewed the targeted rural respondents.

A number of times, the questionnaires were returned, half filled by respondents and the researcher had to explain the purpose and what they ought to do?

C. Limitations -

- As I have confined my study to only selected rural areas of Ujjain district, searching prospects personally has consumed a lot of time and efforts and even precautions with persuasion.
- As usual, researcher cannot be sure that respondents were completely impartial with their response.
- Since the study has been conducted only in selected rural areas of Ujjain district i.e. only a representative sample was drawn.
- Rural respondents may not be as correct to convey facts/experiences precisely in the given set of questionnaires administrated by researcher.
- Awareness phenomenon is attitudinal so there is a chance for interpretational error.

IV. INTERPRETATION OF THE WORK

Q 1). Are you informed about the concept of "Portable / Mobile Home" ?

- YES - 34%
- NO - 66%

The study revealed that 66% of the villagers have no information regarding the concept of “Portable /Mobile Homes” and only 34% of the villagers have information regarding “Portable / Mobile Homes.”

Q 2). Do you have any opportunity to see or experience Portable/ Mobile Home ?

- YES - 21%
- NO - 79%

Only 21% of the villagers had the opportunity to see or experience the Portable / Mobile Homes. While the rest of 79% never got the opportunity to see Portable / Mobile Homes.

Q 3). Do you have any ideas about the cost of such type of Portable Home ?

- YES - 37%
- NO - 63%

The study showed that 63% of the villagers have no idea regarding the cost of Portable home while 37% of the villagers know about the cost of such type of home.

Q 4). Will you like to have / afford such Portable Home ?

- YES - 69%
- NO - 31%

The study highlighted that 69% of the villagers are willing to own Portable Home while only 31% are not interested in owning the Portable Home.

Q 5). In what manner will you think it will be useful for farming ?

- TO INCREASE PRODUCTION - 22%
- TO INCREASE INCOME - 26%
- FOR STORING EQUIPMENTS - 37%
- OTHER - 15%

The study revealed that 37% of the villagers will use Portable Home for storing equipment's as a benefit in farming. The rest of the villagers will use Portable Home to increase income, production and for other works related to farming.

V. CONCLUSION

The results of the study are very striking & revealing. It has been observed that rural farmers are aware & very keen to utilise the facilities of Portable / Mobile Homes. The Indian market is undergoing significant changes especially after economic reforms. Undoubtedly, Indian rural market remained backward till recently and regarded as slow but now the wind of change is blowing. Transforming the rural market incomes are increasing, literacy level is going up; transport and communication facilities are improving, credit facilities are significantly escalating. Rurals are considering the Portable Homes highly beneficial in improving production and income of the rural farmers. Now a day's rural marketing and rural buyers are gaining momentum. The study highlighted that 69% of the villagers are willing to own Portable Home while only 31% are not interested in owning the Portable Home. 37% of the farmers find Portable Home efficient for storing their equipments while 26% of the farmers stated that Portable Home will

help them in increasing their income as it will make their work more efficient and the rest 22% said that it will help them in increasing their production.

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