

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH

Aruna Asaf Ali Marg
New Delhi-110067
Fax # 26741836

Ravethy Vishwanath
Assistant Director I/c (RP)
Tel # 011-26716690

F.No. 02/360/SC/2016-17/RP

Dated: 04.11.2017

The Principal
Visvodaya Government Degree College,
Venkatagiri-524132
SPSR Nellore District A.P.

Subject: Research Project entitled "Development of Beedi Industry in Chittoor District- A Study".

Sir,

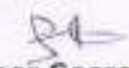
In continuation of the Council's letter of even number dated 30.03.17 on the above subject, I am directed to convey the sanction of the ICSSR, to the payment of **Rs. 80,000/-** as the **second** installment for the research project mentioned above. This brings to the total amount released so far to **Rs. 1,60,000/-** against the total sanctioned grant of **Rs. 2,00,000/-**.

A copy of the grant-in-aid bill for release of **Rs. 80,000/-** as the **second** installment is enclosed. It is requested that the bill may be filled in and returned to the Council to enable us to release the grant.

The grant-in-aid is subject to all the conditions laid down in our letter referred above.

The expenditure on this account is debitable to the Budget Head B Programmes- Research Grants-**Plan SC (10)** grant-in-aid for research project.

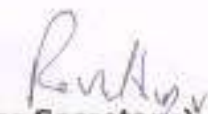
Yours faithfully,


(For Member Secretary)

Encl: as above.

Copy to:

1. FA&GAO, ICSSR, New Delhi
2. Dr. U. Narasimhulu
Lecturer in Commerce,
Visvodaya Government Degree College,
Venkatagiri-524132
SPSR Nellore District
A.P


(For Member Secretary)



Revathy Vishwanath
Assistant Director
☎ 26716690

Indian Council of Social Science Research
(Ministry of Human Resource Development)
Post Box No. 10528, Aruna Asaf Ali Marg
New Delhi - 110067
EPABX: 26741849-51 Fax: 91-11-26741836
E-mail: rpr@icssr.org Website: www.icssr.org

F.No 02/360/SC/2016-17/RPR

Date: 29.06.2018

Dear Dr. Narasimhulu,

This has reference to your letter enclosing two copies of the final report of the approved responsive project on "**Development of Beedi Industry in Chittoor District- A Study**"

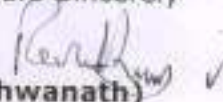
The final report was examined by the secretariat and I am directed to convey you that it is very brief. As per our norms, the final report should be comprehensive enough to be published as a book. Council would appreciate if the following aspects could be specially brought out:

1. Research design
2. Implication for further research and
3. Implications for policy

You are again requested to send the desired documents at the earliest to enable us to process further.

With best regards

Yours Sincerely


(Revathy Vishwanath) ✓

Dr. U Narasimhulu,
Lecturer
Dept. of Commerce,
Visvodaya Government Degree College,
Venkatagiri-524132
SPSR Nellore District A. P.

Copy To:

The Principal
Visvodaya Government Degree College,
Venkatagiri-524132
SPSR Nellore District A. P.

(Revathy Vishwanath)

Indian Council of Social Science Research

Ministry of Human Resource Development

Revathy Vishwanath

Assistant Director (RP)

Aruna Asaf Ali Marg, New Delhi - 11006

Email-rpr@icssr.org

EPABX: 26741849-51 Fax: 91-11-2674 26716690

E-mail: info@icssr.org; **Website:** www.icssr.org

F.No.- 02/360/SC/2016-17/RP

Dated 29.3.2017

Subject: Award of Major/Minor Research Project

Dear Dr. Narasimhulu,

This is with reference to your applications for project grant under the Major/Minor Research Project of the ICSSR entitled "**Developmet of Beedi Industry in Chittoor District- A Study**".

On the recommendations of the Expert Committee duly approved by the Competent Authorities, we are happy to inform you that ICSSR has approved a grant-in-aid of Rs. **2,00,000/-**

With duration of **12** months for the study.

Before we issue a formal sanction order, you are requested to communicate the probable date of commencement of the project and also enter into an agreement with ICSSR on a non-judicial stamp paper of Rs. 100/- (copy attached) send us an declaration (copy enclosed) and Grant-in-aid bill (copy attached) of 40% of the awarded grant, i.e. Rs**80,000/-** as first instalment of the total grant of Rs. **2,00,000/-**. Kindly send all the desired documents to the undersigned to enable us to issue the formal sanction order.

As per the revised rules, the final report of the study needs to be published on completion of the study. So, you are required to keep provision for the same within the approved budget.

With regards,

Yours sincerely,
(Revathy Vishwanath)

Encl. as below

Dr. U. Narasimhulu,
Lecturer in Commerce,
Visvodaya Govt. Degree College,
Venkatagiri, SPSR, Nellore

Copy to:
The Head of Affiliating Institute



Revathy Vishwanath
Assistant Director, RP Incharge
☎ 26716690

Kygd

Indian Council of Social Science Research
(Ministry of Human Resource Development)
Post Box No. 10528, Aruna Asaf Ali Marg
New Delhi - 110067
EPABX: 26741849-51 Fax: 91-11-26741836
E-mail: rpr@icssr.org **Website:** www.icssr.org

F. No. 02/360/2016-17/RP

Date: 23.05.2017

The Principal
Visvodaya Government Degree College
Venkatagiri-524132
SPSR Nellore District (A.P)

Subject: Research Project entitled "Development of Beedi Industry in Chittoor District - A Study".

Sir,

Please find attached herewith a cheque bearing No.035048 dated 31.03.2017 amounting to Rs.80,000/- (Rupees Eighty Thousand only) drawn on Canara Bank, Jit Singh Marg, New Delhi towards the release of the **first** installment of the above noted research project.

Kindly acknowledge the receipt of the same.

Yours sincerely,

Revathy V

(Revathy Vishwanath)

Copy for information to:

Dr. U. Narasimhulu
Lecturer in Commerce
Visvodaya Government Degree College
Venkatagiri-524132
SPSR Nellore District (A.P)



VISVODAYA GOVT. DEGREE COLLEGE
VENKATAGIRI- 524 132, S.P.S.R.Nellore Dt.(A.P)

Dr. U. NARASIMHULU, M.Com., M.Phil., Ph.D.,
Lecturer in Commerce
Research Supervisor

Off: 08625-257063
Cell: 09394050244
e-mail:narasimhulu244@gmail.com

To

Date:05-06-2018

The Director,
Research Projects Division,
Indian Council of Social Science Research,
JNU Institutional Area,
Aruna Asaf Ali Marg,
New Delhi-110 067.

Through Proper Channel

Sir,

Sub: Financial Assistance to Minor Research Project (ICSSR)
2017 – Department of Commerce – **Final Progress Report and Utilization Certificate** for favour of consideration and further necessary action to release Final Installment Grant – Request-Regarding.

As per the guidelines stipulated by the ICSSR, New Delhi, for Minor Research Projects, I am herewith submitting 2 (Two) copies of the **Final Progress Report and Utilization Certificate** duly attested by the Chartered Accountant for the period from **01-04-2017 to 31-03-2018** relating to my **Minor Research Project** for your kind perusal and further necessary action to release Final Installment grant at an early time.

Thanking you.

Yours faithfully,

(Dr.U. NARASIMHULU)

Lecturer in Commerce

Visvodaya Govt. Degree College
Venkatagiri, SPSR Nellore Dt.



Revathy Vishwanath
Dy. Director
☎ 26742351

Indian Council of Social Science Research
(Ministry of Human Resource Development)
Aruna Asaf Ali Marg, New Delhi - 110067
EPABX: 26741849-51 Fax: 91-11-26741836
E-mail: rpr@icssr.org **Website:** www.icssr.org

F.No. 02/360/SC/16-17/RPR

Dated: 20/01/2021

Sanction Order

✓ **The Principal**
Visvodaya Govt. Degree College
Venkatagiri-524132
SPSR Nellore District A.P.

Subject: Research Project entitled "**Development of Beedi Industry in Chittoor District - A Study**".

Sir,

In continuation of the Council's letter of even number dated 30.3.17 on the above subject, I am directed to convey the sanction of the ICSSR to the payment of **Rs. 40,000/-** as the **final** installment for the research project mentioned above. This brings to the total amount released so far to **Rs. 1,60,000/-** against the total sanctioned grant of **Rs. 2,00,000/-**.

A copy of the grant-in-aid bill for release of **Rs. 40,000/-** as the **final** installment is enclosed. It is requested that the bill may be filled in and returned to the Council to enable us to release the grant. The grant-in-aid is subject to all the conditions laid down in our letter referred above.

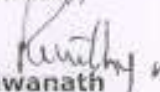
The expenditure on this account is debitable to the Budget Head B Programmes- Research- grant- Plan SC(10) Grant-in-aid for research project.

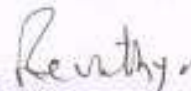
Encl: as above.

Copy to:

1. FA&CAO, ICSSR, New Delhi
2. Dr. U.Narasimhulu
Lecturer in Commerce
Visvodaya Govt. Degree College
Venkatagiri-524132
SPSR Nellore District A.P.

Yours faithfully,


Revathy Vishwanath
(For Member Secretary)


Revathy Vishwanath
(For Member Secretary)

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH

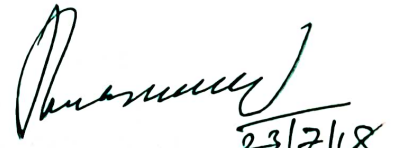
JNU Institutional Area
Aruna Asaf Ali Marg
New Delhi-110 067

PROFORMA FOR SUBMISSION OF INFORMATION AT THE TIME OF SENDING THE FINAL REPORT OF THE WORK DONE ON THE PROJECT

1. Title of the Project : Development of Beedi Industry In Chittoor District - A Study
2. Name and address of the Principal Investigator : Dr.U.Narasimhulu
Lecturer in Commerce
Visvodaya Govt. Degree College
Venkatagiri – A.P. 524132.
3. Name and address of the Institution : Visvodaya Govt. Degree College
Venkatagiri – A.P. 524132.
4. ICSSR Approval Letter No : 02/360/SC/2016-17/RP
5. Tenure of the Project : One year
6. Total Grant Allocated : 2,00,000
7. Total Grant Received : 1,60,000
8. Grant to be Released : 40,000
9. Objectives of the Project : Report Enclosed
10. Whether Objectives were Achieved (Give Details) : Yes, Report Enclosed
11. Summary of the Findings : Report Enclosed


(Principal Investigator)

Lecturer in Commerce
Visvodaya Govt. Degree College
Venkatagiri, SPSR Nellore Dt.


(Principal) 23/7/18

Principal (FAC)
Visvodaya Government Degree College
VENKATAGIRI,
SPSR Nellore Dist-524 132



Financial Assistance for Minor Research Project
GFR 19-A
(See rule 212 (1))

Form of Utilisation Certificate

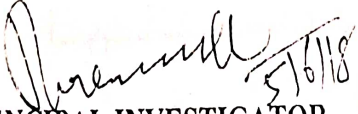
Sl.No	Letter No. and Date	Amount
1	02/360/SC/2016-17/RP	2,00,000-00
TOTAL		2,00,000-00

Certified that the grant of Rs. 2,00,000/- (Rupees Two Lakhs Only) received from the Indian Council of Social Science Research, New Delhi, under the scheme of support of Minor Research Project entitled "Development of Beedi Industry in Chittoor District - A Study" vide Letter No.F.No.02/360/SC/2016-17/RP has been fully utilized for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the Indian Council of Social Science Research.

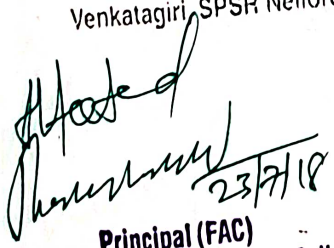
Certified that I have satisfied myself that the conditions on which the financial assistance was sanctioned have been duly fulfilled are being fulfilled and that, I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctions.

Kind of Checks Exercised

- (A). Verification of vouchers.
- (B). Verification of cash book and ledger.


PRINCIPAL INVESTIGATOR
Lecturer in Commerce
Visvodaya Govt. Degree College
Venkatagiri, SPSR Nellore Dt.


PRINCIPAL


Principal (FAC)
Visvodaya Government Degree College
VENKATAGIRI.


CHARTERED ACCOUNTANT

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
JNU Institutional Area, Aruna Asaf Ali Marg, New Delhi-110 067
Detailed Expenditure Statement from 01-04-2017 to 31-03-2018

(i). Research Staff/Hiring Charges: Rs.1, 00,000/-

S.No.	Date	Particulars	Amount (Rs.)
1	01-04-2017 to 31-05-2017	Field Investigator	80,000-00
2	25-03-2018	Hiring Services (Typing, Printing and Book Printing)	20,000-00
		TOTAL	1,00,000-00

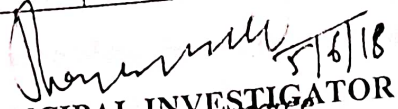
(ii). Statement of Expenditure Incurred on Travel and Field Work: Rs.75, 000/-

(iii). Contingency: Rs.10, 000/-

S.No.	Date	Particulars	Amount(Rs.)
1	20-10-2017	Stationary	4,750-00
2	24-01-2018	Typing, Printing, Graphs Printing	3,500-00
3	26-01-2018	Cartridge refilling and toner blade	400-00
4	26-02-2018	Printing of Report and cardboard binding	1,350-00
		TOTAL	10,000-00

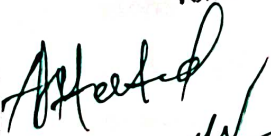
(iv). Institutional Overheads: Rs.15, 000/-

S.No.	Date	Particulars	Amount (Rs.)
1	01-04-2017 to 31-03-2018	Allot a office assistant for 12 months (per month salary Rs.1250-00)	15,000-00
		TOTAL	15,000-00


PRINCIPAL INVESTIGATOR
Lecturer in Commerce
 Visvodaya Govt. Degree College
 Venkatagiri, SPSR Nellore Dt.

PRINCIPAL


CHARTERED ACCOUNTANT


Principal (FAC)
 Visvodaya Government Degree College
VENKATAGIRI,
 SPSR Nellore Dist-524 132



VISVODAYA GOVT. DEGREE COLLEGE
VENKATAGIRI- 524 132, S.P.S.R.Nellore Dt.(A.P)

Dr. U. NARASIMHULU, M.Com., M.Phil., Ph.D.,
Lecturer in Commerce
Research Supervisor

Off: 08625-257063
Cell: 09394050244
e-mail:narasimhulu244@gmail.com

To

Date: 23/7/18

The Director,
Research Projects Division,
Indian Council of Social Science Research,
JNU Institutional Area,
Aruna Asaf Ali Marg,
New Delhi-110 067.

Through Proper Channel

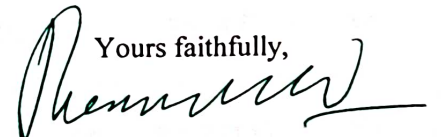
Sir,

Sub: Financial Assistance to Minor Research Project (ICSSR)
2017 – Department of Commerce – **Final Progress Report and Utilization Certificate** for favour of consideration and further necessary action to release Final Installment Grant – Request-Regarding.

* * *

As per the guidelines stipulated by the ICSSR, New Delhi, for Minor Research Projects, I am herewith submitting the **Final Progress Report and Utilization Certificate** duly attested by the Chartered Accountant for the period from 01-04-2017 to 31-03-2018 relating to my **Minor Research Project** for your kind perusal and further necessary action to release Final Installment grant at an early time.

Thanking you.

Yours faithfully,

(Dr.U. NARASIMHULU)

Lecturer in Commerce
Visvodaya Govt. Degree College
Venkatagiri, SPSR Nellore Dt.

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH

JNU Institutional Area
Aruna Asaf Ali Marg
New Delhi-110 067

(Final Progress Report)

1. Title of the Research Project: Development of Beedi Industry In

Chittoor District – A Study

2. Period of the Report : From 01-04-2017 to 31-03-2018

3. Progress Report on the work done on the Project: Enclosed-

4. Statement of expenditure incurred during the period.

The following expenditure was incurred during the period under review.

Sl. NO	Items	Amount Approved in accordance with the sanction order	Expenditure incurred before the beginning of the period under review	Expenditure incurred during the period under review	Total Expenditure at the end of the period under review	Balance of the grant still available
1	Research Staff/Hiring Charges	1,00,000	NIL	90,000	1,00,000	NIL
2	Fieldwork Cost (Travel / Logistics/ Lodging-Boarding etc.)	75,000	NIL	60,000	75,000	NIL
3	Contingency	10,000	NIL	8,000	10,000	NIL
4	Institutional Overheads	15,000	NIL	15,000	15,000	NIL
	TOTAL	2,00,000	NIL	1,73,000	2,00,000	NIL

5. Certified that the expenditure of the scheme has been incurred in accordance with the budget approved by the Indian Council of Social Science Research.

(a). Total amount sanctioned for the project : Rs: 2,00,000 /-


(b). Amount received from the Council before the Beginning of the period under review : Rs: 80,000/-

(c). Amount received from the Council during/ for the period under review : Rs: 80,000 /-

(d). Total amount received from the Council (b+c) at the of the period under review : Rs: 1,60,000 /-

7. Amount now asked for from the Council : Rs: 40,000 /-

Certified that no change has been made in the project as approved by the Council.


Signature of the Project Director 23/7/18
Lecturer in Commerce
Visvodaya Govt. Degree College
Venkatagiri, SPSR Nellore Dt.




Counter signature of the Administrative 23/7/18

Head of the Affiliating Institution/University with seal
Principal (FAC)
Visvodaya Government Degree College
VENKATAGIRI,
SPSR Nellore Dist-524 132

Development of Beedi Industry in Chittoor District – A Study

ICSSR Minor Research Project
FINAL RESEARCH PROGRESS REPORT
(01-04-2017 to 31-03-2018)

By

- **Dr.U.Narasimhulu**, Lecturer in Commerce,
- Principal Investigator, Minor Research Project,
- Visvodaya Govt. Degree College, Venkatagiri - 524 132.

A Brief Final Research Progress Report relating to Major Research Project work on “Development of Beedi Industry in Chittoor District – A Study “for the period 01-04-2017 to 31-03-2018 and utilisation certificates are herewith submitting as per the ICSSR guidelines for perusal and consideration.

The Principal Investigator visited the Beedi making units as well as Beedi Rolling Workers and collected the data and information relating to his research work. He also visited the University Libraries of S.V.University, Tirupati, Vikrama Simhapuri University, Nellore and Dravidian University, Kuppam for collection of data.

Beedi industry is a labour-oriented industry since it requires a large number of labourers for rolling Beedies. Further, this industry is unique in its nature of operation that it does not require much capital and modern technology. It provides sizeable employment to the rural masses since their very much existence is rural in nature. The workers, working for this industry need not work in the factory premises. They can sit in their respective homes and turn out the work. The owners of the beedi making units are not providing any statutory and non-statutory facilities. But without the support of labour, the existence of these units is very much doubtful. Thus, there is moral obligation on the part of the owners of the beedi-making units in extending the needed facilities and to pay remunerative price to the workers for their well being. Since, there is no legitimate bondage between the owners of the beedi making units and labour working for these units, the problems of beedi making units and the problems of workers working for these units are severe and continuous. Thus, the present study is proposed to identify the problems of beedi-making units and as well as the problems of workers who are working for these units.

Beedies are manufactured predominantly in the house hold sector and as such the information on number of persons involved is often underestimated. Through, one person is

registered in the family for beedi work, the tendency is to take support of as many family members as possible to increase the earnings which are piece rated in the Ministry of Labour, it is clear that the industry, through, spread in all parts, is concentrated in certain states of the country. The following nine states are the major beedi producing States; Tamil Nadu, Karnataka, West Bengal, Madhya Pradesh, Maharashtra, and Andhra Pradesh, Uttar Pradesh, Bihar and Kerala

Objectives of the Study

The following objectives have been set specifically for the present study:

- To examine the origin, growth and development of beedi industry in the study area.
- To identify the functional problems of beedi-making units in study area.
- To analyze socio-economic conditions and to identify the problems of select beedi Rolling workers in the study area.

Selection of Beedi-Making Units & Workers

The study confine to development of beedi industry in Chittoor district. The universe (11 Regions) comprises 95 beedi-making units. Out of these, 13 beedi making units is working in the study area i.e Puttur Region. The sample size of 50 per cent i.e. 7 beedi-making units is taken for the study. As per the official records of the offices concerned the total number of beedi- rolling workers working in the chittoor district is 506. Out of these, 131 beedi-rolling workers are working in the study area i.e Puttur Region. The sample size of 50 per cent i.e. 66 workers are taken for the study.

Preparation of Schedule

A structured pre tested Schedules are prepared to collect primary data from customers and bankers. The Principal Investigator and Field Investigator visited the select Beedi-making units and Beedi-rolling workers and collected the data through a schedule.

Field Work & Data Collection

The Principal Investigator along with Field Investigator visited the select Beedi-making units and Beedi-rolling workers and collected the primary data from unit owners and beedi rolling workers through the structured schedule. The present study is based on both secondary and primary sources of data. The Secondary Data collected from the records prepared and maintained by the offices of the Statistical Officer, Chittoor, Assistant Labour Office, Puttur, Commissioner of Labour office, Vijayawada, books published articles, websites, journals and PDF files and some information has also been elicited by holding

discussions with the owners of the beedi-making units of Puttur Region. Further, Primary Data is to be collected from the beedi-making units and beedi-rolling workers.

PART A: Problems of beedi -making units

1. Competition: Within the industry

For 90 percent of the beedi-making units that are established in puttur region, competition from big companies of same nature is a severe problem. The Basha Beedi Factory plays an important role in deciding the destiny of the other beedi-making units. It is ruling the entire industry in the district. The other factories are just following the leader in all operational activities. Thus, it seems, the monopoly attitude of the leader concern is hindering the growth and development of the other factories, which are involved in making the same product. In chittoor district, only one beedi-making unit by name Basha Beedi Factory is controlling the entire beedi industry in the district. It was established in 1953. Investment-wise also it is a huge factory and it deployed an amount of rupees 50 lakh but the investment of each of the other factories is at low level, say, rupees 5 lakhs. Profit-wise also Basha Beedi factory is at the forefront where as the profit of the other factories is very nominal. The study reveals that the Basha Beedi Factory has acquired a maximum market share (40 percent) for its products. Whereas the remaining beedi factories are serving only 60 percent of market area. Thus, it indicates that the Basha Beedi Factory is enjoying a monopoly status in the beedi market. Hence, on the whole, Basha Beedi factory is enjoying monopoly control in the chittoor district. The big beedi factories alone can attract the skilled and experienced beedi rolling workers. The Basha Beedi factory markets its products at the local level, at district level, at state level and at national level through its wide distribution system namely manufacturer's agents, wholesalers, retailers etc. Thus, the Basha beedi factory is holding a control over the making, marketing, and consumption by launching impressive promotional activities. But the other beedi-making units are not in a position to hold a control over the making and marketing activities. Thus, their products are not popular and familiar to the customers. These units could also not attract the senior and skilled beedi-rolling workers. It seems the consumers also are not showing much liking for the products manufactured by the other small beedi factories in the study area. They concentrated on marketing only in the local area. The consumers are very loyal to only major branded products. Thus they will not divert their attention towards other products. Addiction to taste is also other major constraint to the small and newly emerging beedi-making units. This indicates that the beedi-making units that are located in and around puttur region are facing a major threat from the so called big beedi-making units.

2. Procurement of Finance:

Finance is one of the critical inputs, which determines the health, and wealth of an industrial unit. Majority of the owners of the beedi making units of puttur region have recognized that the

procurement of finance is a major problem for them. However, the sample units under the study area have reported that they have been availing the financial assistance from banks.

The first problem being faced by them is that the banks, government-sponsored institutions and some agencies are demanding very high security for the loan amounts that they sanction to the beedi-making units. The second problem that they face while approaching the banks for financial assistance is so much of inordinate delay due to too many rigid formalities. These formalities quite often create a lot of headache and displeasure to the applicants and they are forced to approach other agencies and moneylenders for their requirements. This indicates that the beedi-making units are not pleasant enough to approach either commercial banks or financial institutions for assistance. They expressed that this is the most woeful problem for beedi-making units in puttur region. The interest rates charged by the banks are also on the high side. The loan amount being sanctioned to them is also insufficient and the working-capital requirements are also not being met satisfactorily. This indicates that the financial assistance sanctioned by the banks is insufficient to their working capital requirements. It is understood from the foregoing analysis that the financial assistance extended by the banks is insufficient and not on time. The working-capital requirements of the beedi-making units were not met properly. Therefore they were forced to approach the moneylenders to obtain financial assistance to meet their working capital requirements even at higher rates of interests.

3. Problem of labour:

Labour problem is another severe problem being faced by the beedi-industry, because the whole functioning of beedi-industry fully depends upon the skilled beedi-rollers. In the study area labourers demand for high wages for every 1000 beedies as Rs.106, but in the 1st and 2nd zones beedi-workers are getting Rs.68 only for every bundle of 1000 beedies. This represents a greater disparity in wages from one zone to another. Some factory workers attend to the work units irregularly and turn up the low production. Skilled- labour roll the beedies more efficiently and effectively than the unskilled and semi-skilled. But skilled laborers are not available all the beedi making units at reasonable wage rates. 90 percent of the beedi making workers are working for daily wages both at the factory and as well as at homes purely on temporary basis. There has not been any social and human bondage between the owners and the workers.

4. Problems of Marketing

Marketing is also one of the most crucial problems to the beedi making units in puttur region. Under the study area it is evident that most of the agents, wholesalers, retailers show much favoritism towards the big and leader companies as they have adequate good will in the market area. The leader

companies also offer a good number of gifts, price off, trade discounts and the like to the wholesalers, agents and retailers. The big companies enjoy all types of monopoly benefits. The agents, wholesalers and retailers also do not show any interest in purchasing and selling the goods of small beedi-making units as they are not in a position to offer the above benefits on par with the big/leader companies. The big companies also launch variety of promotional programmes effectively and efficiently in order to get the attention of the customers towards their products. Whereas the small manufacturers do not have that much of ability to perform all such programmes and are not able to attract the customers. This leads to so much of brand popularity. Whereas the small units cannot afford to pay large amount for such promotional programmes to get brand popularity.

5. Problem of raw material:

Under the study area, it is evident that most of the beedi -making units are facing so many problems in procuring the standard raw material at reasonable rates. Actually 'A' grade tobacco in Andhra Pradesh is abundantly available at cheaper rates. But the beedi-making units under the study area, are not consuming the tobacco and leaves which are available within the state of Andhra Pradesh. Whatever the tobacco and leaves that are used initially by the owners of the beedi-making units have been used even now. The other reason is that the available tobacco is suitable for making beedies. Thus, the owners of the beedi-making units are forced to go to other states to procure the required raw material by incurring considerable expenditure towards freight and miscellaneous charges. If they change the formula for making the beedies automatically, the consumers divert their attention towards the other branded beedies. Since the raw material is not available to the owners of the beedi-making units, they are importing the tobacco and leaves from the other states. This practice automatically increases the cost of production of beedi. The other problem being faced by the owners of beedi making units is that the non-availability of tobacco and leaves in desired quantities at the time they are needed. Most of the units are using the tobacco which is available in other states like Maharashtra, Gujarat, Tamilnadu and Madhya Pradesh and the like. To procure the required raw materials from such distant places would create a lot of transport problems. This also causes much delay in the supply of raw material. This kind of inferior and adulterated raw material causes much discomfort, inconvenience, monetary loss and loss of time to the owners of the beedi-making units. The suppliers of raw materials who are far away from the centres of the beedi-making units may discontinue the supply due to heavy rains during rainy season.

6. Storage problem

It is clear from the table that 75 percent of the select beedi-making unit holders whose units are located in different regions of the district have expressed that the storage is a serious problem for them. 25 percent of the select beedi-making unit holders whose units are located in puttur

region have expressed that the storage is not a serious problem for them. Thus, it can be concluded from the foregoing analysis that storage is a serious problem for majority of the select beedi-making unit holders in the puttur region.

7. Risk problem

80 percent of the select respondents of beedi-making units in puttur region have expressed that the risk involved in making beedies is very serious. The rest of the 20 percent owners of the beedi-making units have expressed that the risk involved in making-beedi units is not so serious problem for them. Thus, from the above, analysis it can be concluded that the risk involvement in beedi-making units is significant and can be handled cautiously.

8. Transport problem

It is evident from the Table that 75 percent of the units which are located in puttur region have expressed that the transportation of raw material and as well as finished products is a serious problem for them. Only 15 percent of the respondent owners of beedi -making units which are located in different regions have opined that the transportation for them is not that much serious problem. Thus, it can be concluded from the above analysis that the transportation for majority of the units that are located in different regions of the district is a serious one.

9. Management problem

It is evident from that 75 percent of respondent owners of beedi-making units have expressed that management is a serious problem for them. Only 25 percent of respondent owners of beedi-making units in the district have opined that the management of beedi-making units is not a serious problem for them. Thus, it can be concluded that the management of beedi -making units is a serious problem now-a-days because of so many reasons.

10. Problem of government tax

All the respondent owners of select beedi-making units irrespective of then location have unanimously opined that the government has been levying an abnormal rate of taxes in the form exise duty with an intention to discourage and dilute the beedi-manufacturing activity in the district. Thus, from the foregoing analysis, it can be concluded that the levying abnormal tax on the owners of beedi-making units is maximum.

11. Problem of Cancer Patient symbol

The Government of Andhra Pradesh has proposed to affix a label which contains a symbol of Cancer Patient symbol around the bundle of beedies and on the pack of bundles. As a result the beedi -making unit holders have launched an agitation marking a Cancer Patient symbol so as to drop the idea of affixing a label on the beedi bundle. Keeping the above fact in view, the researcher has incorporated. The question to know whether they have any problem or not with this proposal. Thus, from the foregoing analysis, it can be concluded that the government proposal of affixing a label on beedi bundle would be a serious threat for them.

12. Climate Problem

It is assumed that the climatic conditions are not so conducive for making beedies. It is implied that the owners of the beedi-making units are facing unfavorable climatic conditions throughout the years in almost all the regions.

Thus, from the foregoing analysis, it can be concluded that the climatic conditions for almost all the beedi-making units is not so conducive. As a result, the beedi making activity usually be disturbed especially during cold and rainy seasons.

PartB: Problem of Beedi Rolling Workers

In the previous chapter the researcher has presented the problems of beedi-making units only as the study is confined to the development of beedi industry. However, the researcher is also interested to present the problems of the labour whose presence and involvement are very much crucial and indispensable in making beedies. The following are the numerous problems of the workers who are working both inside, and outside the factories. The workers working within the factory premises are called inside the workers and workers working outside the factory i.e., at the residence of workers are called outside workers.

1. Delayed wage payments:

Most of the respondent workers working for beedi -making units located in puttur region have opined that the delay in wage payment has become a serious problem for them. Thus, it can be concluded from the foregoing analysis that the delay in wage payment to workers is a serious problem for a majority of the workers working for select beedi-making units which are located in puttur region.

2. Payment of wages to the workers is at the mercy of owners:

In the study area 77 percent of sample respondents have expressed that the periodical wage payments are made at the mercy of owners of the beedi making units and therefore it is a serious problem for them. In other words the owners of the beedi making units make inordinate delays in the payment of wages. 23 percent of sample respondent beedi-rolling workers have opined that the delay in wage payment is not at all a serious problem for them because for them the beedi rolling activity is not a primary activity and the income out of it is also not a primary source of income.

3. No leave provision for national and festival holidays:

As per the judgment delivered by the Andhra Pradesh High Court on 17th June, 1981 workers are entitled to avail national and festival holidays. But the beedi-rolling workers have reported that they are deprived of this facility.

The provision of leave on national festival days and the reactions of the sample respondent beedi-rolling workers working for the select beedi-making units located in puttur region, 83 percent of the sample respondent beedi-rolling workers irrespective their location have expressed that the beedi-making unit holders are not observing the holidays and hence the beedi-rolling workers are facing that this type of attitude creates a problem. Around 17 percent of sample respondent beedi-rolling workers have opined that not observing holiday on national festival days is not a serious problem. Sample respondent workers fall under this category (not serious) are under the impression that beedi-rolling activity is informal activity and most beedi-rolling workers under take beedi-rolling activity at their respective homes.

4. No weekly holidays:

The beedi-rolling workers are deprived of the privilege of weekly off. In fact, the beedi-worker, who rolls the beedies does not have the privilege of enjoying weekly holidays because he/she is governed by the piece rate of wages as per the beedi and cigar workers (condition of employment) Act, 1966. Hence, it should be presumed that workers other than beedi rollers such as beedi checkers and battiwala are aggrieved by the practice of no weekly off. Thus, it can be concluded from the foregoing analysis that the no provision of week end holiday is not a serious problem for majority of the sample respondent workers because these workers are working for the beedi-making units during their leisure time.

5. No provision for lay off compensation:

As per section 26-R of the Industrial Disputes Act 1947 the worker is entitled to get the lay off compensation. But some of the beedi-establishments in the state are not paying the lay off compensation. 82.67 percent of sample respondent beedi-rolling workers irrespective of the beedi making units for which they are working and irrespective of the beedi-making units where they are located, have expressed that there is no provision for compensation if at all the beedi making unit is closed under any circumstances. Thus it is considered as a major /serious problem for them. 17.33 percent of the sample respondent beedi rolling workers have opined that the non keeping of provision for meeting the compensation during the lay off period of the beedi making factory is not a serious problem. Thus, from the fore going analysis, it can be concluded that not keeping the provision for meeting the compensation during the layoff periods is a serious problem.

6. Wage cuts for spoiling the beedi leaves:

For no fault of the beedi worker with regard to wastage of beedi leaves cuts in the wages are being made in some cases. This clearly shows the weak bargaining position of the beedi workers.

Table 6.18 reveals the slashing of wages for spoiling the beedi leaves and the reactions of the sample respondent beedi-rolling workers. All the respondent beedi rolling workers have unanimously opined that the owners of beedi-making units provide the inferior beedi leaves and if at all the beedi rolling workers return the beedies less than the expected number, then the owners of beedi-rolling units slashes the wages out of the wages paid to the beedi rolling workers. Thus, the beedi-rolling workers are presuming that this type of practice is unethical and therefore it is a serious problem for them.

7. Non-implementation of minimum wages:

It has been reported that the implementation of minimum wages is not satisfactory in several cases. In order to provide justice to the working community the authorities empowered to implement the policy of minimum wages must take care that section (2) sub-section 9b) of the payment of wages Act, 1936 is strictly followed in every establishment. 52 percent of the sample respondent beedi-rolling workers have expressed that the non implementation of minimum wages is not a serious problem. Because these workers are not working for the beedi-making units on continuous basis and are working during their leisure time only. Therefore, it is a subsistence income only for them. Whereas for the other 48 percent of the sample respondent workers, non implementation of minimum wages is a serious problem because these workers always work for the beedi-making units. They get wages for the lively-hood only.

8. Supply of inferior quality of beedi leaves:

In some of the establishments, there is a practice that the owners of beedi making units/agents supply inferior quality of Tendue leaves. Every establishment has its own formula by which the input and output ratio is prefixed. The worker has to produce the number of beedies as per the prescribed formula. 63 percent of the sample respondent beedi-rolling workers are under the impression that the supply of inferior quality of beedi leaves is not a serious problem. Whereas 37 percent of sample respondent beedi-rolling workers are under the opinion that the supply of inferior beedi leaves is a serious problem for them because if the beedi-rolling workers spoil beedi leaves the owners of the beedi-making units slash the wages to that extent.

9. Problem of disease proneness:

In a day on an average, a worker spends 8 hours of time for rolling the beedies. Tobacco is one of the main ingredients of beedi. The smell of tobacco causes injury to the health of worker in beedi industry. Consequently there is possibility of the workers suffering from pneumoconiosis, lung cancer, chest infection, asthmatic problem, bronchitis, tuberculosis, amaebiosis/dysentery, hyper acidity, dermatitis (skin diseases), bleeding piles, nutritional deficiency, malnutrition, nicotine action, and myocardial infarction and losing sight. For this no compensation is paid but it is learnt that only some of the organizations are paying some medical bills on humanitarian grounds.

The researcher, hence, feels that a statutory rule must be made to this effect in the interest of beedi worker to the effect that compensation (anticipatory) should be paid. 92 percent of the sample respondent beedi-rolling workers have revealed that for them exposure chance to occupational diseases is more and therefore it is a serious problem for them. The incidence of exposure to these kinds of occupational diseases is more in case of those who work for more hours in beedi-rolling activities i.e. since morning to night. Thus, it can be concluded from the foregoing analyses that those workers who work for the entire day and who do not have other activity except this have sense of fear in their minds that they might be prone to occupational diseases. Majority (60 percent) of the respondent beedi-rolling workers have expressed that the beedi -rolling activity is not exposed to occupational diseases and therefore not a serious problem.

10. Nature of job in the beedi industry is purely temporary:

All sample respondents of beedi-rolling workers working for different beedi-making units irrespective of their location have unanimously opined that the non permanency of job in the beedi industry is a serious problem for them because if the jobs of these people are made permanent they

need not depend on other activities for instance on agricultural labour, construction activity and the like for their lively hood. Moreover they need not move from one place to another in search of employment/labour if their jobs are made permanent. Thus, from the foregoing analysis, it can be concluded that the non permanency of job in the beedi making units is a serious problem for all beedi-rolling workers who are working on full time basis for the different beedi-making units irrespective of their location.

11. No guarantee for continuous employment:

Beedi industry provides employment for only 8 to 10 months in a year. Employment in the industry for the remaining period depends on the turnover and sales of the present year. 54 percent of the total sample respondent beedi rolling workers have opined that the non guarantee of employment is not a serious problem because the nature of the beedi-making work is such. It is not a primary occupation for them and the income out of it is a subsistence income for them. Even house wives take up this activity not as a primary activity but as secondary activity. More than 46 percent of the total sample respondent beedi-rolling workers have expressed that the non – guarantee of continuous employment is a serious problem for them. To thesis workers the beedi-rolling activity is primary occupation, even if the beedi rolling activity is discontinued temporarily for any of the reasons; they feel it is very difficult for them to lead their family. These people are solely depending on beedi-rolling activity. For some of the families especially families belonging to Muslim community, it is a primary activity and the income out of it is a primary source of income. Thus, it can be concluded from the foregoing analysis that non-guarantee of continuous employment is not a serious problem for those who take up this activity as a secondary activity for subsistence income. Non-guarantee of continuous employment is a serious problem for those who take up beedi-rolling activity as a primary occupation and income out of it is a primary source of income for their lively hood.

12. Symbol of Cancer Patient:

The opinions of select beedi-rolling workers working for select beedi-making units located in different regions of the district. It is evident from the Table that cent percent of select beedi-rolling workers irrespective location and beedi-making units have categorically expressed that the government's decision of affixing a label containing a Cancer Patient Symbol around the beedi bundle and on the packet of the beedi bundles would contain threat to their lives. The decision of the government would lead to the closure of the beedi-making units, especially small beedi-making units this further resulted in non-availability of work for those workers who have been habituated to the beedi-rolling activity.

FINDINGS

Findings of Beedi-making units

1. Competition

Majority of the unit owners are (about 75.00 percent) facing competition from about 25.00 percent of the unit owners (2 unit). The owners of two units whose size is big posing a severe competition in all respects. The owners of big units could dictate terms and conditions to the unit owners whose unit size is small.

2. Finance

Procuring finance is also another problem to most of the owners of the beedi-making units 5 (70 percent) out of 7 units have expressed.

3. Labour

The owners of the beedi-making units have expressed that the problem concerning labour is also significant. The problem is in different forms like non-availability of skilled labour and labour are not regular.

4. Marketing

Marketing is also one of the major problems to the beedi-making units as they do not have adequate financial cushion for launching promotional programmes on par with the big units. For majority of the beedi-making units, securing maximum market share is also very difficult for the above reason.

5. Raw Material

Some beedi-making units it is very difficult to procure the standard raw material from the suppliers who are outside the state as they could not maintain cordial relations with the suppliers and have no easy access to the suppliers.

6. Storage problem

Storage is a serious problem for majority of the select beedi making unit holders in the district for preserving their beedi leaves, tobacco and beedies.

7. Transport problem

Transportation for majority of the units that are located in different regions of the district is a serious problem because the suitable mode of transportation is not available.

8. Management problem

The management of beedi-making units is a serious problem now a day because of so many reasons.

9. Problem of government tax

Levying abnormal tax on the owners of beedi-making units in the form of excise duty is a major problem for majority of respondent beedi-making units.

10. Problem of skull and cross bones symbol

The government's proposal of affixing a label containing skull and cross bones symbol on beedi bundle would be a severe threat for beedi making units.

11. Climate Problem

The climatic conditions for almost all the beedi-making units irrespective of their location are not so conducive. Thus, it is a major problem for almost all the beedi-making units irrespective of their location.

Findings of Beedi-rolling workers

The following problems and findings of the beedi rolling workers in the study area is

1. Delayed wage payments

The delay in wage payment to workers is a serious problem for a majority of the workers working for select beedi-making units which are located in different regions of the district.

2. Payment of wages to the workers is at the mercy of owners

The payment of wages to the beedi-rolling workers is at the mercy of the owners of the beedi-making units at present and thus it is a serious problem for majority of the beedi-rolling workers.

3. No leave provision for national and festival holidays

For those workers who exclusively work for beedi-making units non-provision of leave on the days of national and festivals holidays is not reasonable and genuine on the part of the owners of beedi-making units.

4. No weekly holidays

The non-provision of week-end holiday is not a serious problem for majority of the sample respondent workers because these workers are working for the beedi-making units during their leisure time.

5. Wage cuts for spoiling the beedi leaves

The beedi-rolling workers are presuming that this type of practice is unethical and therefore it is a serious problem for them.

6. Non-implementation of minimum wages

For the workers who depend exclusively on beedi-rolling work non-implementation of minimum wages is a serious problem because the owners of the beedi-making units are paying less than the minimum wage fixed by the government of Andhra Pradesh.

7. Differential wage rates

For the workers, who work totally for the beedi-making units differential wage rates is a serious problem.

8. Problem of disease proneness

For those workers who work for the entire day and who do not have other activity except this have a fear in their minds that they might be prone to occupational diseases. Majority (60 percent) of the respondent beedi-rolling workers have expressed that the beedi-rolling activity is not exposed to occupational diseases and therefore not a serious problem.

9. Nature of job in the beedi industry is purely temporary

The non-permanency of job in the beedi-making units is a serious problem for all beedi-rolling workers who are working on full time basis for the different beedi-making units irrespective of their location.

10. No guarantee for continuous employment

Non-guarantee of continuous employment is a serious problem for those workers who take up beedi-rolling activity as a primary occupation and income out of it is a primary source of income for their livelihood.

11. Skull and cross bones symbol

All the 66 sample respondent beedi-rolling workers have unanimously disagreed with the government's decision of affixing a label containing a skull and cross bones around the beedi bundle.

REVIEW OF LITERATURE

Before we come out with a statement of the problems, it is required to survey the existing literature on beedi industry to find the research gaps. A review of important literature on beedi industry is presented in paragraphs in the following pages.

Ramakrishna Sarma, K. "Industrial Development of Andhra Pradesh, Regional Analysis", Bombay, Himalaya Publishing House, 1982.

Swenor and David in their article have highlighted the contradictions arising from government regulatory enrolment in Nicotine Replacement Therapy (NRT), while tobacco

Implication for further research

The present study "Development of Beedi Industry in Chittoor District – A Study" Research Progress Report is discussed Socio-Economic conditions, Problems, Development of Beedi making units and beedi rolling workers in the study area i.e Puttur region in chittoor district. In this topic further implication research can be spread over to district level, state level and nation level respectively.

BARE ENACTMENTS

BARE ENACTMENTS

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- Madras Books Agency : The Factories Act, 1948.
- Allahabad Central Law Agency : The Minimum Wages Act, 1948.
- Allahabad Law Agency : The Industrial Disputes Act, 1947.
- Lucknow Eastern Book Company : Industries (Development and Regulation Act, 1951.
- Allahabad Law Agency, Koti, Hyderabad : The Payment of Wages Act, 1936.
- Law Publishing Company : The Industrial Employment (Starting orders) Act, 1946.
- Ramanuja Das : The Andhra Pradesh Factories and Establishments (National Festival and Other Holidays) Act, 1974.
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10.	Pande,Rekha	: " <i>Child labor in the beedi industry</i> , Ministry of Labor, Government of India". New Delhi. (1996), Report.
11.	Pande, Rekha and Kameshwari .J	: " <i>Girl Child and family in Telengana</i> ", Department of women and child welfare, Government of India, New Delhi. . (1993).
12.	Pande, Rekha	: "Proceedings of the World Health

Organization Global symposium",
Kobe, Japan, pp 192-205. (1999).