

A STUDY ON THE PERFORMANCE OF THE RURAL
DEVELOPMENT SOCIETIES AT KORALAI PATTU
(TAMIL) DIVISIONAL SECRETARIAT

KANTHASAMY PATHTHINITHASAN



DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY

2008

ABSTRACT

Measuring the performance of an organization is vital in determining whether an organization meets its customers' expectations successfully. Rural development means the optimum use of available human and physical resources to increase rural productivity and to promote standard of living and income level of rural of population particularly poor rural people.

For the private organizations it is very important to measure the performance because by that they can able to explore how to distinguish themselves from their competitors and also how they can obtain competitive advantage. Likewise the performance of rural development societies should be assessed to ensure the accountability of the rural development societies towards the general public.

This research work is studied about the 'performance of Rural Development Societies at Koralaipattu (Tamil) Divisional Secretariat' which is one of Government rural institution. It renders many services to the public. The RDS is a main rural institution for rural development even though it faced many complaints from the rural people, regarding the activities, specifically the activities of rural development and agriculture, health activities, self-employment and cottage industries, and village women development. Thus, the question was, whether the level of performance of Rural Development Societies at Koralaipattu (Tamil) Divisional Secretariat was to the satisfactory level? Hence, there was a gap to studies about the level of performance of Rural Development Societies at Koralaipattu (Tamil) Divisional Secretariat.

In order to measure the performance the above activities are accessed. The structured questionnaire was used to collect primary data for this study from 200 respondents. Collected data were analyzed and evaluated as low, moderate and high level of performance.

The study found that the discussed four services, three services indicate low level of performance and only one service indicate moderate performance. Therefore it was known from the conclusion, the Rural Development Societies Koralaipattu (Tamil) Divisional Secretariat have the responsibility to upgrade the level of performance at high level. Eventually this report recommends some remedial actions that help to improve the performance of the RDS.

TABLE OF CONTENTS

	Page Number
Title page	i-iii
Acknowledgement	iv
Abstract	v
Abbreviation	vi
Contents	vii
List of table	xi
List of figures	xiii
CHAPTER – 01 Introduction	1-6
1.1 Back ground of the study	1
1.2 Problem statement	3
1.3 Research questions	4
1.4 Research objectives	4
1.5 Significance of the research	5
1.6 Scope of the study	5
1.7 Summary	6
CHAPTER- 02 Literature Review	7-27
2.1 Introduction for literature review	7
2.2 Rural populations and economy	7
2.2.1 Definition of rural development	9
2.3 Government initiated rural institutions	12
2.3.1 Administrative system changes after independence	14
2.3.2 Co-operative movement	17
2.3.3 Rural development societies	18
2.3.4 Cultivation committees	18
2.3.5 Gramodaya Mandalas	19
2.4 Agro- industry and rural development	19
2.5 Obstacle to rural development	21
2.6 Technology to rural development	22
2.7 Strategies to rural development	24

2.8 Importance of rural development societies	24
2.7.1 Rural development and agriculture	25
2.7.2 Health activities	26
2.7.3 Self-employment and cottage industry	26
2.7.4 Village women development	26
2.9 Summary	27

CHAPTER – 03 Conceptualization and Operationalization **28-33**

3.1 Introduction	28
3.2 Conceptualization	28
3.2.1 Rural development and agriculture	29
3.2.2 Health activities	30
3.2.3 Self-employment and cottage industry	30
3.2.4 Village women development	30
3.3 Operationalization	31
3.4 Summary	32

CHAPTER - 04 Methodology **34-50**

4.1 Introduction	34
4.2 Sampling	34
4.2.1 Sampling size	35
4.2.2 Sampling method	35
4.2.3 Sampling distribution	35
4.3 Method of data collection	36
4.3.1 Sources of data	36
4.3.2 Structure of the questionnaire	37
4.3.3 Questionnaire	38
4.3.4 Data presentation	39
4.3.5 Analysis	39
4.3.6 Measures	39
4.4 General information	40
4.5 Research information	40
4.5.1 Rural development and agriculture	40

4.5.2 Health activities	41
4.5.3 Self-employment and cottage industry	42
4.5.4 Village women development	43
4.6 Method of data presentation, Analysis, and evaluation	44
4.7 Overall evaluation for individual variable	45
4.8 Aggregate score of the sample for variance	47
4.9 Summary	50
CHAPTER – 05 Data presentation and analysis	51-67
5.1 Introduction	51
5.2 Personal information	51
5.2.1 Gender	52
5.2.2 Age	52
5.2.3 Educational qualification	53
5.2.4 Permanent building	54
5.3 Research data	55
5.3.1 Rural development and agriculture	56
5.3.2 Health activities	57
5.3.3 Self-employment and cottage industry	59
5.3.4 Village women development	61
5.4 Overall analysis	62
5.4.1 Extend of individual contribution in $X_i < 3$	64
5.4.2 Extend of individual contribution in $X_i = 3$	65
5.4.3 Extend of individual contribution in $X_i > 3$	66
5.5 Summary	67
CHAPTER – 06 Discussions	68-75
6.1 Introduction	68
6.2 Discussion on personal information	68
6.3 Discussion on research information	70
6.3.1 Rural development and agriculture	70
6.3.2 Health activities	71
6.3.3 Self-employment and cottage industry	72

6.3.4 Village women development	73
6.4 Overall and aggregate mean and standard deviation	74
6.5 Summary	75
CHAPTER-07 Conclusion	76-86
7.1 Introduction	76
7.2 Conclusion	76
7.3 Recommendation	80
7.3.1 Rural development and agriculture	80
7.3.2 Health activities	82
7.3.3 Self-employment and cottage industries	83
7.3.4 Village women development	84
7.4 Limitations	84
7.5 Assumptions	85
7.6 Implication of research	86
7.7 Summary	86