

HOUSE HOLD SURVEY ON RURAL CREDIT IN PENIKERU VILLAGE
OF VINUKONDA MANDAL, GUNTUR DISTRICT

*Project submitted for the award of Degree of
Bachelor of Commerce (V Semester)
In the Department of Commerce*

By

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DECLARATION

I, here by declare that this project work entitled “House Hold Survey On Rural Credit In Penikeru Village Of Vinukonda Mandal ,Guntur District” is the Original work done by me and it has not been submitted for any Diploma or Degree of any other University.

Place: Vinukonda

Date:

Signature of the Student

CERTIFICATE

This is to certify that the project work "House Hold Survey On Rural Credit In Penikeru Village Of Vinukonda Mandal , Guntur District" done by G. Daniyeluy, G. Nayomi , K. Buchibabu , K. Yuvaraju, M. Laksmi Kanth Pyarelaly, N. Mariyababu, R. Gurunadha Rao, R. Kirana Kumar is a bonafide work carried out by her under my guidance and supervision.

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INTRODUCTION

A Survey is defined as a research method used for collecting data from a pre-defined group of respondents to gain information and insights on various topics of interest. Surveys have a variety of purposes and can be carried out in many ways depending on the methodology chosen and the objectives to be achieved.

The data is usually obtained through the use of standardized procedures whose purpose is to ensure that each respondent is able to answer the questions at a level playing field to avoid biased opinions that could influence the outcome of the research or study. A survey involves asking people for information through a questionnaire, which can be distributed on paper, although with the arrival of new technologies it is more common to distribute them using digital media such as social networks, email, QR codes or URLs.

The need to observe or research facts about a situation leads us to conduct a survey. A survey is a method of gathering information. Survey methodology studies the in-depth sampling of individual units from a population and administering data collection techniques on that sample. It includes instruments or processes that ask different question types to a predefined sample, to conduct data-collection and increase the survey response rate.

The two distinctive member types are in a survey methodology are, professionals in the field that focus on empirical survey errors and others that work to design surveys and reduce them. it is therefore both a scientific field and a profession. The primary tasks of a survey methodologist while administering a survey is to identify and create samples, validate test questions, select the mode to administer questions and validate methods for data collection, statistical analysis and data reporting.

SURVEY DATA COLLECTION

The methods used to collect survey data have evolved with time. Researchers have increasingly moved away from paper surveys to using smart, online surveys. Each survey data collection method has its pros and cons and the researcher has to in most cases, use different methods to collect the requisite data from a sample.

The survey response rates of each of these methods varies as multiple factors like time, interest, incentive etc. play a role in the data collection process.

In the section above, we have looked at survey data collection methods on the basis of design, cross-sectional surveys and longitudinal surveys. In this method, we will look at the four main survey data collection methods on the basis of their actual implementation. They are:

- **Online surveys:**

Online surveys have now become the most widely used survey data collection method. This method is now widely being used because the reach of the surveys has increased to wherever there is internet access, which is everywhere. There is no limit to the types of questions that can be asked in online surveys and the data collection and data analysis is now structured and easy to manage. The survey response rate of online surveys is very high compared to other survey mediums.

- **Telephone surveys:**

Telephone surveys are a cheaper method than face-to-face surveys and less-time consuming too. Contacting respondents via the telephonic medium requires less effort and manpower but the survey response rate could be debated as respondents aren't very trusting to give out information on call. In this survey data collection method, the researcher also has less scope to digress from the survey flow.

- **Face-to-face surveys:**

Face-to-face surveys are one of the most widely used methods of survey data collection. The survey response rate in this survey data collection method is always higher because the respondent trusts the researcher since it is in-person. The survey design in this research method is planned well in advance but there is so scope to digress to collect in-depth data.

- **Paper surveys:**

The least used survey data collection method that is now being used mostly in field research, are paper surveys. Since they are logistically tough to manage and tough to analyze, researchers and organizations are moving away from using this method. These surveys can be used where laptops, computers and tablets cannot go and hence they use the age old method of data collection; pen and paper.

SURVEY DATA ANALYSIS

When you conduct a survey, you must have access to its analytics. While manual surveys based on pen and paper or excel sheets require additional man-power to be analyzed by experienced data analysts, it becomes much simpler when using an online survey platform.

Statistical analysis can be conducted on this survey data to make sense of all the data that has been collected. There are multiple methods of survey data analysis, mostly for what is quantitative data. Most of the commonly used types, are:

- **Cross-tabulation:**

Cross-tabulation is one of the simplest statistical analysis tool that uses a basic tabulation framework to make sense of data. Raw survey data can be daunting but structuring that data into a table helps draw parallels between different research parameters. It involves data that is mutually exclusive to each other.

- **Trend analysis:**

Trend analysis provides the ability to look at survey-data over a long period of time. This method of statistical analysis of survey data helps plot aggregated response data over time which can be used to draw conclusions about the change in respondent perception over time.

- **MaxDiff analysis:**

The MaxDiff analysis method is used to understand customer preferences across multiple parameters. For example, a product's pricing, features, marketing etc. become the basis for maxdiff analysis. In a simplistic form, this method is also called the "best-worst" method. This method is similar to conjoint analysis but is much easier to implement.

- **Conjoint analysis:**

Conjoint analysis is an advanced statistical research method that aims to understand the choices a person makes in selecting a product or service. This method offers in-depth insights into what is important to a customer and what parameters sway their purchasing decisions.

- **TURF analysis:**

TURF analysis or Total Unduplicated Reach and Frequency Analysis, is a statistical research methodology that assesses the total market reach of a product or service or a mix of both. This method is widely used by organizations to understand at what frequency is their messaging reaching the audience and if that needs tweaking. TURF Analysis is widely used to formulate and measure the success of go-to-market strategies.
- **Gap analysis:**

Gap analysis uses a side-by-side matrix question type that helps measure the difference between expected performance and actual performance. This statistical method for survey data helps understand the things that have to be done to move performance from actual to planned performance.
- **SWOT analysis:**

SWOT analysis, another widely used statistical method organizes survey data into data that represents strength, weaknesses, opportunities and threats of an organization or product or service that provides a holistic picture about competition. This method helps to create effective business strategies.
- **Text analysis:**

Text analysis is an advanced statistical method where intelligent tools make sense of and quantify or fashion qualitative and open-ended data into easily understandable data. This method is used when the survey data is unstructured.

PROFILE OF THE SURVEY

The present study has been conducted in the Penikeru Village of Vinukonda Mandal in Guntur District which is full of greenery with agriculture fields consisting of marginal farmers, Agriculture Labour, small business men and self employed persons.

The total households of the village nearly 250 and the population of the village is approximately 2000. 50 households are taken as sample for the study. The sample is taken at random. A questionnaire is designed with 25 questions related to Agriculture, Agricultural credit, Bank reach, SHG and other activities. Special focus on Loan facilities, credit cards and Loan utilization is shown in the questionnaire.

In this study, I have personally visited the 50 households in the village, asked questions in and around the questionnaire and filled the schedules. Tabulation is also made for the important information. A detailed report is given in the analysis part for this project.

ANALYSIS OF SURVEY

- It is observed that the huge number joint families exist in Penikeru village due to agriculture and agriculture allied professions.
- Educational qualifications showed in Table 1.1. The table presents 6 percent of illiterates exist in the village which is below the district average and state average number and it is very positive sign for village economy and agriculture.
- The percentage of below S.S.C population is 30 and percentage of S.S.C population is 28.
- Only elderly persons and illiterate persons depends on agriculture and agriculture labour.
- 36percent of the households involved in agriculture, 30 percent of the total households involved in employment and artisans consist of 16 percent households in the village. (Table 1.2)
- Table 1.3 presents the profile of Bank Account Holders. Major account holders are Saving Accounts and Loan accounts. These account equally consists 35 percent each. Deposit accounts are 27 percent. Current accounts are only 2 percent.
- Only savings account holder households are 5 number. Remaining are more than one account holder households. No household is found without bank account.
- Table 1.4 presents possession of Bank Card Holder households. 85 percent of the households having debit cards and only 5 per households not in the possession of bank cards. Only 7 percent households have Kisan Credit Cards and 2 percent of the households have General Credit Cards.
- Table 1.5 presents possession of Loans of the households. SHG Loan taker are the highest percentage i.e. 79%. Households taken agriculture loan is 21 percent. There are no gold loan users in the village.

- According to table 1.6, there are 6 households reveals that there is problem in loan issue by the bank. 5 households revealed that there is a problem in showing surety for loan sanction. Remaining one household revealed that the track record is hindrance to the sanction of loan.
- Table 1.7 presents loan issuing agency to the village households. 86 percent of the households expressed that they have taken loan from private organization. They opined that the public sector banks are not ready to provide instant loan facility. Only 3 percent of the households taken loan from Public Sector Commercial Banks and 11 percent of the households taken loan from the Regional Rural Banks.
- Table 1.8 presents the utilization of the loans taken as SHG Loan. 54 percent of the households expressed that the loans utilized for household purpose. 43 percent of the households expressed that the loans utilized for the purchase of gold. Only 3 percent of the households used their loans for business purpose.
- Table 1.9 presents the profile of Self Help Group information. 76 percent of the households are SHG members. Out which 70 percent of the households taken SHG Loans. 64 percent of the households expressed that they have familier with the agriculture insurance. 94 percent of the households expressed that they are using debit and credit cards.

Table 1.1
Profile of Educational Qualifications of the House Holds

S.No	Qualification	No of House Holds	Percentage
1	Illiterate	3	6
2	Below S.S.C	15	30
3	S.S.C	14	28
4	Intermediate	7	14
5	Graduation	8	16
6	Post Graduation	3	6
	Total	50	100

Table 1.2
Profile of Occupation of the House Holds

S.No	Occupation	No of House Holds	Percentage
1	Agriculture	18	36
2	Agriculture Labour	6	12
3	Business	3	6
4	Artisan	8	16
5	Employee	15	30
	Total	50	100

Table 1.3
Profile of Bank Account Holders in the House Holds

S.No	Account Type	No of House Holds	Percentage
1	Savings Account	34	35
2	Deposit Account	26	27
3	Current Account	2	2
4	Loan Account	34	35
5	No Account	0	0
	Total	96	100

Table 1.4
Profile of Bank Cards of the House Holds

S.No	Card Type	No of House Holds	Percentage
1	Debit Cards	47	85
2	General Credit Cards	1	2
3	Rupay Card	0	0
4	Kisan Credit Card	4	7
5	No Card	3	5
	Total	55	100

Table 1.5
Profile of Loan Position of the House Holds

S.No	Loan Type	No of House Holds	Percentage
1	Gold Loan	0	0
2	Agriculture Loan	9	21
3	Business Loan	0	0
4	Vehicle Loan	0	0
5	Educational Loan	0	0
6	Dwacra Loan	34	79
	Total	43	100

Table 1.6
Problems in Loan Taking of the House Holds

S.No	Problem Type	Yes	Percentage	No	Percentage
1	Track Record	1	16	0	0
2	Surity	5	84	0	0
3	Others	0	0	0	0
	Total	6	100	0	0

Table 1.7
Loan Issuing Agency

S.No	Type of Bank	No of House Holds	Percentage
1	Commercial Banks	1	3
2	Regional Rural Banks	4	11
3	Cooperative Societies	0	0
4	Private Organizations	30	86
	Total	35	100

Table 1.8
Utilization of SHG Loans

S.No	Purpose of the Loan utilized	No of House Holds	Percentage
1	Business	1	3
2	House Hold Expenses	19	54
3	Gold Purchase	15	43
	Total	35	100

Table 1.9
Profile of Self Help Group in the House Holds

S.No	Particulars	Yes	%	No	%
1	Whether SHG Member	38	76	12	24
2	Whether SHG to Bank Linkage	38	76	12	24
3	SHG Loan Taken or Not	35	70	15	30
4	Do you know Agriculture Insurance	32	64	18	36
5	Agriculture Loan Taken or not	14	28	36	72
6	Do you know debit or credit cards	47	94	3	6