

Brief Note on Context of Eral and Netwalgarh Villages

1. Introduction of Community

1.1 Netawalgarh Village

Netawalgarh is located 20 km east from the Chittorgarh district headquarter. Netawalgarh, a Gram Panchayat, is home for 400 families with population of 2000 people. The village has Gram Panchayat office, Patwar Bhawan, health sub centre, senior secondary school and two *Aanganwadi* centres. The village is situated in the foothills of two mountains with having living abodes of people belonging to schedule castes and scheduled tribes apart from Rajputs, Muslims, Vaishnavs and Garg community. On an average, a family has five members with farming and labour as main source of income. Most of the women works under MNREGA scheme. The village has six grocery stores and one tea stall. The village is well connected with road. Three-four autos rickshaw and a private bus is available in the village which villagers uses in their daily commutation to city areas for daily wage and other household works. 20 per cent villagers are engaged in labour works whereas 80 per cent are dependent on farming and livestock breeding. *Bheel* community is mostly involved in labour works and goat breeding.

1.2 Eral Village

Eral is located 16 km east from Chittorgarh district headquarter. Eral Gram pachayat is a home of 220 families with total population of 1100 people. There are village Gram Panchayat office, Patwar Bhawan, health sub centre, senior secondary school and two aaganwadi centres. The village, situated on Chhittorgarh-Kota NH-79, is primarily dominated by scheduled castes and scheduled tribes apart from members of Jats, Vaishnav and Sen communities. On an average, every family has five members and farming and labour are main source of income for families to earn their bread and butter. Most of the women are enrolled for work in MNREGA scheme. The village has four grocery stores, one electrical and tea shop each. The village is well-connected with road. People commute on auto and private bus for reaching city areas for daily wages and other works. 20 per cent people are involved in labour work whereas 80 per cent are dependent on farming and livestock breeding.

2. Lifestyle

People living in these villages are economically and socially backwards and literacy level is low. Most of people visit cities for labour works. 10-12 people are in government jobs whereas a few are self-employed or work as helpers and security guards. Most of the homes in the village are half *pucca* (Permanent). People belonging to scheduled castes and scheduled tribes live in kutcha houses and a few high class people have their pucca houses.

3. Uses of household items

Due to lack of awareness and illiteracy, people uses items easily available at local level and cheap, rather than using durable products. Especially, women and kids purchase products from local vendors and grocery stores to fulfil their cosmetic and consumable items needs. Even those who visit cities often and are aware do not give importance to branded and durable products. They are inclined towards cheap, easily available and largely popular items in the village.

4. Knowledge about Sustainable Products

Though people want to use quality and durable product, they refrain using them due to economic constraints. Consistency/stability is beyond people's comprehension. People have a mind-set that every item can be used in certain time period. People here say that they purchase the item which shopkeeper claims to be the best and durable.

5. Conclusion

Lack of education, awareness and limited needs keep villagers away from safe and durable products. Also, availability of products at local level and less commutation facilities restrict people from quality products. People save on their money and time by purchasing products at local level.

It is urgent need to make people aware about benefits of safe and durable products. Emphasis should be laid on such quality products that are affordable for poor people and easily available in village. Products should have certification marks that even a layman can understand. People in the village mostly require food products.

Public distribution system can be strengthened to make available required household items to people of village and awareness can be raised in community about quality household products.