

# Pamidipadu Village at a Glance

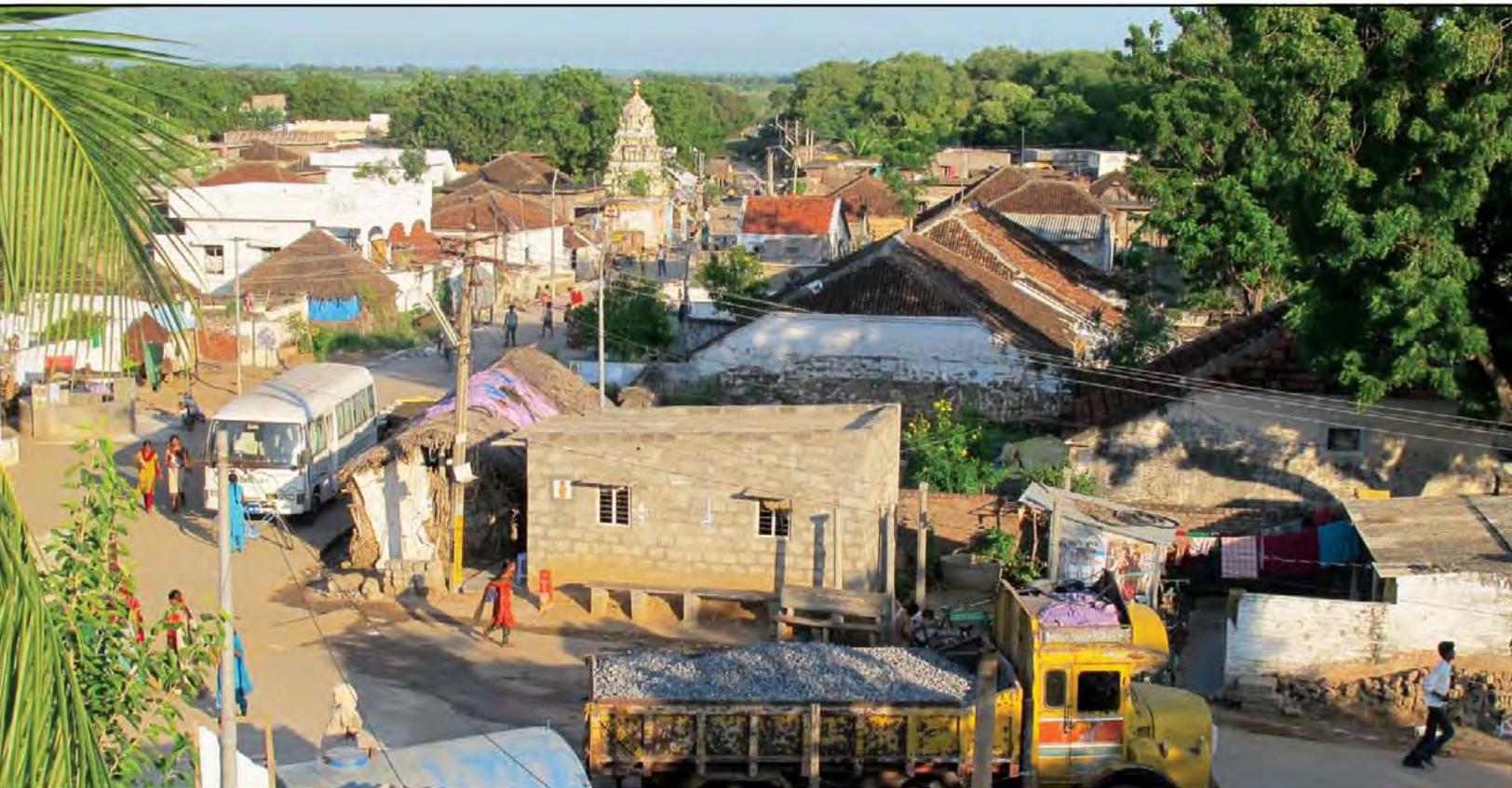
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## I. INTRODUCTION

The Research Program on Markets, Institutions and Policies (RP-MIP), earlier known as the Global Theme on Institutions, Markets, Policy and Impacts (GT-IMPI), of the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) launched the research project “Village Dynamics in South Asia” in 2009 to track changes in rural poverty in household and village economies in South Asia. Pamidipadu, located in Prakasam district of Andhra Pradesh State, is one of the 42 villages spread across India and Bangladesh selected for implementation of the project during 2009-14. Prakasam district, renamed in 1972 in memory of the eminent freedom fighter, ex-Chief Minister of the composite Madras state and the first Chief Minister of Andhra Pradesh state, late Sri Tanguturi Prakasam Panthulu, was earlier known as Ongole district. It comprises the carved-out portions of Markapur revenue division from Kurnool district, Ongole revenue division from Guntur district and Kandukur revenue division

from Nellore district. Ongole town is the headquarters of the Prakasam district.

Pamidipadu village was formed around the 12<sup>th</sup> century AD, as evidenced from writings on the *Shilashasanam* that appeared in the old Shiva temple constructed in the 13<sup>th</sup> century. Initially, the village was under the control of Raja Yachendra of Venkatagiri Samstanam. During this period, most of the village householders belonged to Brahmin community, and they received land for their services from the rulers of the Samstanam. These Brahmins were more dominant (socially and economically), influential and rich. Their surname was “Paidipadu,” and people of surrounding villages began to call their village by the same name. The village was soon referred to as Paidipadu in Government records. After some time, most of the Brahmins sold their land and left the village. During this century, villagers started calling this village “Pamidipadu” instead of Paidipadu, and the name of the village was changed accordingly in Government records.





Pamidipadu village (15° 42' 41.8" N and 80° 06' 40.4" E) is located in Korisapadu mandal of Prakasam district (14° 57' to 16° 17' N and 78° 43' to 80° 25' E), 28 km away from Ongole town on the Grand Trunk road (Kolkata-Chennai) National Highway No. 5. An approach road from the village connects to the national highway at a distance of 14 km at Medarmetla town. The nearest railway station is Ongole. The major soils of the village are shallow to deep black, constituting about 60% of the arable land. Red, sandy and saline soils contribute the rest. The normal rainfall in the village is 842 mm.

## II. HISTORICAL BACKGROUND / DEVELOPMENT OF THE VILLAGE

During the last three decades, Pamidipadu village has progressed to varying degrees in terms of social, political, economic, technological, institutional, infrastructural, educational and religious advancement.

**Social:** The 1214 households in the village can be grouped into 22 caste groups. Hindus form the largest religious group (1201 households) in the village, followed by Muslims (13 households). Of the 1201 Hindu households, about 343 (29%) households belong to Madiga and Mala (Harijan) caste who are Hindus but have faith in Christianity. People of the Kamma caste (313 households) are highly dominant in the village socially, economically and politically, followed by Madiga (250 households), Mutrasi (140 households), Chakali (98 households), Mala (93 households), Telaga (82 households), Yadav (31 households), Velama and Wadder (24 households each) and Mangalis (21 households). The remaining households belong to Erukula, Vysya, Dudekula, and other castes. The people of different castes interact freely and join together in social and political functions.

**Political:** The Gram Panchayat system was started in this village in 1965 and the Gram Panchayat Office building was constructed in the 1970s. The Gram Panchayat consists of 14 ward members of which 6 posts

are reserved for people belonging to Scheduled Castes (SC) (4 men and 2 women), 3 to Backward Castes (BC) (1 man and 2 women) and 5 to the General Category (4 men and 1 woman). Mr Chenchu Ramaiah (BC) has been elected as Sarpanch (President) of the Gram Panchayat in 2006, and took charge from previous woman Sarpanch B.Venkata Ramanamma (SC). Most of the households are very rich and are strong supporters of different political parties. Nearly three decades ago, a majority of the villagers strongly supported the Communist Party of India (CPI), but at present they are strong supporters of Congress (I) and Telugu Desam Party (TDP).

**Economic:** Agriculture is the main occupation of 58% of the households, followed by agricultural labor (25%), nonagricultural labor (9%), caste-based occupations (5%) and others (3%). Income from commercial crops, particularly chickpea, tobacco, chillies, jute, vegetables and pulses, has been very high, which has boosted the economic status of the households. The main constraints to farming in the village are crop destruction by wild boar, cyclonic storms, delayed rains and uneven distribution of rainfall, labor shortage, high wage rate, and steep increase in input cost. There are three commercial poultry farms in the village with 3500 birds in all, which provide supplementary income. There is also one integrated co-operative milk society which started in 1983, in addition to 7 private dairy collection centers. These units encourage dairy farming by providing loans to households for purchasing milch animals and collection of milk daily (about 1200 liters per day) from the dairy farmers.

Laborers are able to get farm employment for about 250 days in a year within and outside the village, since labor intensive crops are cultivated in both the seasons. Wage rates are relatively higher both for men (Rs 250-300) and women (Rs 150-175) for 8 hours of work. During the agricultural lean season, villagers earn wages through nonfarm work in the industrial area near Gundlapalli, about 20 km from the village.



Emigration is observed in the village during the slack period—about 600 members belonging to SC migrate for 3-4 months a year (December to March) to perform tobacco processing work, earning about Rs 8000 per month. More than 25 people have migrated to USA and Britain and other countries for employment, and have been sending huge remittances to their family members in the village. More than 300 members are working on monthly salaried jobs in and surrounding cities.

**Technological:** Farmers in Pamidipadu cultivate crops in both *khariif* and *rabi* seasons. In *khariif*, the major crops cultivated are okra (grown for seed), pigeonpea, jute, vegetables and other fodder crops, while in the *rabi* season, chickpea, black gram, tobacco, chilli, fodder crops, green gram, and vegetables are predominantly grown. Yield levels of these crops are high because of adoption of hybrid and improved seed technologies, better crop management practices, including life-saving irrigations, use of chemical fertilizers and plant protection measures, mechanization (use of tractors, threshers, and power sprayers) and soil and water conservation measures. During times of drought, farmers provide 2-3 lifesaving irrigations for chilli, tobacco, cluster bean and vegetables by pumping water from far-off water resources using tractors and oil engines. The area under commercial crops such as chickpea, tobacco, cotton, chilli, vegetables and jute is increasing. Farmers can take up double cropping on larger areas in years with good rainfall. Bt cotton has



been adopted this year (2010-11) for the first time on 22 ha land. Farmers are using tractors for land preparation in 90% of the area. About 25 tractors are available on rent in the village. Harvesters are used to some extent by hiring from outside the village while threshers are widely used for almost all crops (seven threshers are available within the village). Most of the farmers have been using different types of sprayers (hand and power sprayer, Taiwan sprayer and tractor mounted sprayer).

**Institutional:** The gram panchayat is responsible for village development by collecting house tax from the villagers and getting funds from the government for executing different welfare measures. The funds are spent mainly for development of education, sanitation, drinking water, roads and street lights. A social welfare hostel for SC students was constructed in 2010 and presently 150 boys are benefiting from this hostel. A Primary Agricultural Credit Society (PACS) was established in 1928 in the village, and has 950 members from the village, who have access to credit (both cash and kind) at reasonable interest rates, and a deposit facility to earn interest on their savings. In addition, two banks (Andhra Pradesh Grameena Vikas Bank started in 1985 and State Bank of India started in 2010) are catering to the credit needs of the villagers. Under the Watershed Program, which was started in 2001 and is monitored by a Watershed Committee, check dams were constructed, tanks deepened, gully control checks constructed and field bunds strengthened. Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) was started in 2008, and more than 1052 individuals (469 male and 583 female) belonging to 532 households were distributed work cards. Under this program, participants cut the bushes, deepen the tank beds and strengthen the bunds in the fields. There are 120 Self Help Groups (SHGs) with women members functioning in the village, which provide loans to their members at low interest rates. Most members use these funds for productive purposes (purchase of milk animals, purchase of farm inputs, investment in business, and supporting children’s education).





**Infrastructural:** The village has well-developed infrastructure facilities. It was electrified in 1975, and at present, 1075 households have access to electricity for domestic purposes in addition to 50 connections for commercial purpose and 20 connections for irrigation pumpsets. Water is supplied to the villagers through 110 public and private tap connections connected to an overhead tank constructed in 2001. In 2010, a Nandi safe drinking water plant was established to purify the water and supply safe drinking water at nominal price. Cement and tar roads were constructed during 2004-07 with a good drainage system. Public transport buses (12 trips a day), autorickshaws, four wheelers and motor cycles are the main means of transportation. The village post office was established in 1949 and a BSNL telephone exchange in 1982. There are about 250 landline connections, 3000 cell phones and three STD booths in the village. There is also one E-Seva Centre (started in 2004) providing bill-payment services to the villagers.

One sub-center of the Primary Health Centre which was started in 1975 provides the services of two Multipurpose Health Assistants. In addition, there are five Registered Medical Practitioners in the village. One veterinary hospital established in 1969 provides animal health services. Two of the 50 cold storages available in the region are owned by Pamidipadu villagers. These structures have a capacity of 240 tonnes each, used by farmers of this village to store their produce till they take it to market. Under the Public Distribution System (PDS), households receive rice, sugar, kerosene, and dal from six PDS shops through 1484 cards.

**Educational:** Six Anganwadi centers (5 started in 2002 and 6<sup>th</sup> in 2009) functioning in the village provide nutritious food and medicine to about 316 children (169 boys and 147 girls) and 70 pregnant and lactating women. Of the five primary schools functioning in the village, three are government managed (started in 1938, 1941 and 1965) and two privately managed (started in



1993 and 1994), providing education up to Standard 5. Three high schools functioning in the village include one government-managed school (started in 1971) and two privately-managed schools (started in 1977 and 1999), providing education up to Standard 10. The enrolment in these institutions is 622 (372 boys and 250 girls) for primary education and 567 children (326 boys and 241 girls) for higher secondary education. The present literacy rate in the village is 81%. After completion of Standard 10, students go to Hyderabad, Guntur, Vijayawada, and Ongole for higher education. The Saksharabharathi scheme was started in 2010 to educate SHG members.

**Religious:** Religion plays an important role in the daily life of the villagers. Hindus form the largest religious group in the village (99% of households), followed by Muslims. About 29% of the households belonging to SC are Christians. The village has seven temples and four churches. Vinayaka Chaturthi, Dussera, Diwali, Sankranthi and Ugadi are the main festivals celebrated by Hindus. During May every year, villagers perform Jathra (Fair) for the goddess Mahalakshamma and Bhulakshamma. Boya households celebrate Valmiki Jayanthi. Villagers perform bhajans in the temples. Muslims go to the mosque in the neighboring town for prayers. The Christians celebrate Christmas, Dr BR Ambedkar Jayanthi and New Year (January 1).



### III. BASIC STATISTICS OF THE VILLAGE

#### A) LOCATION/ACCESSIBILITY

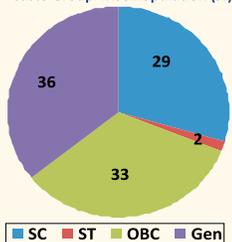
- Village: **Pamidipadu**
- Mandal: **Korisapadu**
- District: **Prakasam**
- State: **Andhra Pradesh**
- PIN: **523213**
- GPS values: (a) Latitude: **15° 42' 41.8" N** (b) Longitude: **80° 06' 40.4" E** (c) Altitude(m): **37**
- Nearest town: (a) Name: **Ongole** (b) Distance from village (km): **28**
- Nearest State Highway: **Zilla Parishad Road** (b) Distance from village (km): **0**
- Nearest National Highway: (a) Number: **NH 5** (b) Distance from village (km): **14**
- Name of the Village Panchayat in which the village falls: **Pamidipadu**
- Details of the Village Panchayat President: (a) Name: **Mr G Chenchu Ramaiah** (b) Cell No.: **09948090926**
- Details of the Gram Sevak: (a) Name: **Mr Y Venkata Subba Rao** (b) Cell No.: **09848491083**
- Village Revenue Officer (VRO): (a) Name: **Mr M Venkata Narayana** (b) Cell No.: **09652314634**

#### B) DEMOGRAPHY (as on 31 December 2010)

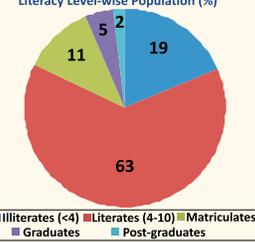
- Population (No.): **5380**
- Households (No.): **1214**
- Voters (No.): **3835**
- Farmer accounts/Khatas (No.): **950**
- Classification of population:

Category	No.	Farm Size*	No.	Religion	No.	Caste	No.	Literacy	No.	Gender	No.
SC	1583	Landless	2600	Hindu	5325	Kamma	1340	Illiterates (<4)	1000	Male	2373
ST	85	Marginal	1665	Muslim	55	Madiga	1122	Literates (4-10)	3430	Female	2334
OBC	1784	Small	550			Mutrasi	719	Matriculates	600	Children	673
General	1928	Medium	350			Mala	461	Graduates	250	(<14y)	
		Large	215			Chakali	431	Postgraduates	100		
						Telaga	302				
Caste Group-wise Population (%)											
						Boya	171				
						Yadav	126				
						Wadder	113				
						Velama	108				
						Vysya	81				
						Erukala	77				
						Mangali	76				
						Dudekula	70				
						Muslim	55				
						Others#	128				
<b>Total</b>	<b>5380</b>		<b>5380</b>		<b>5380</b>		<b>5380</b>		<b>5380</b>		<b>5380</b>

Caste Group-wise Population (%)



Literacy Level-wise Population (%)



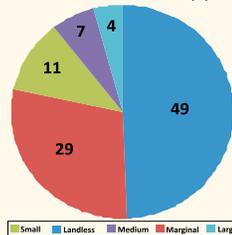
\*0.1ha=Landless; 0.1-<1.0=Marginal; 1-2ha=Small; 2-4ha=Medium; >4ha=Large

# includes Padmasali, Viswabrahmin, Brahmin, Jangam, Yanadhi, Kummari, Balija, etc.

#### 6. Classification of households: Male headed (No): **1139** Female headed (No): **75**

Category	No.	Farm Size*	No.	Religion	No.	Caste	No.	Main occupation	No.
SC	343	Landless	600	Hindu	1201	Kamma	313	Farming	700
ST	24	Marginal	350	Muslim	13	Madhiga	250	Agril.labour	300
OBC	388	Small	135			Mutrasi	140	Non-agril.labour	104
General	459	Medium	80			Chakali	98	Caste occupation	60
		Large	49			Mala	93	Others\$	50
						Telaga	82		
						Yadav	31		
						Velama	24		
						Wadder	24		
						Mangali	21		
						Erukala	20		
						Vysya	17		
						Dudekula	14		
						Muslim	13		
						Others#	74		
<b>Total</b>	<b>1214</b>		<b>1214</b>		<b>1214</b>		<b>1214</b>		<b>1214</b>

Farm Size-wise Households (%)



Main Occupation-wise Households (%)



\*<0.1 ha=Landless; 0.1-<1 ha=Marginal; 1-<2 ha=Small; 2-4 ha=Medium; >4 ha=Large; # include Padmasali, Viswabrahmin, Brahmin, Jangam, Yanadhi, Kummari, Balija, etc; \$ including salaried, money lenders, middlemen, service sector, etc.

## C) LAND USE PATTERN (2009-10)

### 1. Distribution of Geographical Area:

Particulars	Ha
Agricultural land	2244
Waste lands	618
Land used for roads, buildings & non-agricultural purposes	226
Land occupied by water resources (tank, river)	36
<b>Total Geographical Area</b>	<b>3124</b>

### 2. Cropped Area:

Season	Ha
Kharif	595.0
<i>Rabi</i>	1226.3
Summer	12.1
Annual/Perennial crops	52.1
<b>Gross Cropped Area</b>	<b>1885.5</b>

### 3. Irrigated Area:

Season	Ha
Kharif	0.00
<i>Rabi</i>	121.4
Summer	12.1
Annual/Perennial crops	1.6
<b>Gross Irrigated Area</b>	<b>135.1</b>

## D) LAND RESOURCES

### 1. Soil distribution:

Soil type	% area
Deep black	35
Medium black	15
Shallow black	10
Garapa (small stones)	15
Red soil	12
Red sandy	8
Chowdu (saline & alkaline)	5

### 2. Irrigation sources (as on 31 December 2010):

Sources	Total No.	Working No.	Approx. depth (m) of working wells	Irrigated area (ha yr <sup>-1</sup> )
Borewell	20	20	75.0	44.5
Open well	10	8	9.0	9.7
			<b>Approx. land area covered (ha)</b>	
Tank	5	3	8.1	80.9
Check dam	4	3	8.1	0

### 3. Rainfall (Jun'09-May'10):

(a) Quantity (mm yr<sup>-1</sup>):

Normal: **842**

Actual (Jan-Dec 2010): 1655

(b) No. of rainy days:

Normal: **NA**

Actual (Jan-Dec 2010): 71

## E) CROP PRODUCTION (2009-10)

Kharif		Rabi		Summer		Annual/Perennial Crops	
Crops	Area (ha)	Crops	Area (ha)	Crops	Area (ha)	Crops	Area (ha)
Okra	263.1	Chickpea	728.7	Sorghum (fodder)	12.1	Subabul	40.4
Pigeonpea	161.9	Black gram	172.0			Eucalyptus	10.1
Sorghum fodder	141.7	Tobacco	121.4			Ber	1.6
Jute	26.3	Chilli	80.9				
Vegetables	2.0	Fodder	80.9				
		Green gram	26.3				
		Pumpkin	4.0				
		Watermelon	3.2				
		Vegetables	8.9				
<b>Total</b>	<b>595.0</b>		<b>1226.3</b>		<b>12.1</b>		<b>52.1</b>

## F) ASSETS (as on 31 December 2010)

### 1. Productive Assets:

Livestock		Heavy Machinery	
Type	No.	Type	No.
Cow (indigenous)	8	Tractor	25
Buffalo	400	Thresher	7
Bullock	40	Cart	20
Sheep	1000	Auto	30
Goat	300	Flour mill	7
Poultry	3500	Rice mill	2
Pigs	50	Irrigation pumps	20
Milk sale (L day <sup>-1</sup> )	1100		

### 2. Consumer Assets:

Type	No.
Television	1000
Refrigerator	60
Air conditioner	85
Washing machine	15
Microwave oven	4
LPG connection	850
Dish Antenna	25
Motorcycles	260
Car/Jeep	6
Truck/Bus	3
Computer	20
Laptops	50
Electric motor to pump water for domestic use	350

### 3. Buildings:

Type	No.
Houses-Pucca	700
Houses-Kuchcha (Tile roofed)	364
Houses-Thatched/Huts	150
Cattle sheds	80
Cold storage godowns	2
Mineral water plant	1
Input (seed, fertilizer) shops	3

## G) BASIC NEEDS (as on 31 December 2010)

- Type of food (No. of households): (a) Pure Vegetarian: **60** (b) Non-Vegetarian: **1154**
- Type of clothes: (a) Men: **Pant, Shirt and Lungee** (b) Women: **Sari-Blouse and Kurta-Chudidar**
- Type of houses: (a) Pucca-**700** (b) Kuchcha-**364** (c) Thatched/Tents/Huts-**150**

## H) INFRASTRUCTURE (as on 31 December 2010)

- Village electrification: **Yes** No. of houses having access to electricity: **1075**
- Tar/metal/cement road to village: **Yes**
- Is there a tar/metal/cement road inside the village? **Yes** Length of the road (km): **6**
- Public transport facility:  
Public/private bus facility to village: **Yes** No. of trips/day from town to village: **12**  
Other mode of travel available? **Yes** Available modes: **Autos, Motorcycles**
- Drinking water facility: **Yes** Source(s): **Open wells, Drinking water supply plant**  
Tap connections available? **Yes** No. of connections: **110**
- Public toilet/urinal facility: **No** Private toilets (No.): **600**
- Public health facility: **Yes** No. of PHC: **1 (Sub-center)** Private Doctors: **5 (RMP)**
- Veterinary health facility: **Yes**
- Banking facility: **Yes** No. of PACS: **1** APGVB: **1** Commercial Bank (SBI): **1**
- Educational facilities:

Level	Number of institutions	Enrolment (Number)	
		Male	Female
Pre-primary (Anganwadi)	6	169	147
Primary (1-5 years)	5	372	250
Higher Secondary (6-10 years)	3	326	241
<b>Total</b>	<b>14</b>	<b>867</b>	<b>638</b>

### 11. Agricultural input shops:

Input	Available in village?	If no, nearest available place	Distance from village (km)
Seed	Yes		
Fertilizer	Yes		
Pesticide	Yes		
Machinery – Purchase	No	Ongole town Inkollu town	28 20
Machinery – Custom hiring	Yes		

12. Agricultural output market:  
Weekly shandy in the village? **No** No. of wholesale traders/commission agents in the/visiting the village: **10**
13. Storage godowns/warehouses: **2** Total capacity of all (tonnes): **480**
14. Other business units (number):  
Grocery shop: **14** PDS Shop: **6** Bar-cum-Restaurant: **2**  
Hotel/Canteen: **14** Flour Mill: **7** Chilli/spices grinding shop: **5**  
Meat shop: **5** Liquor shop: **10** Carpenter: **3**  
Blacksmith: **1** Cobbler: **4** Medical shop: **5**  
Mason: **170** TV/Radio mechanic: **3** Cycle repair shop: **5**  
Moneylenders: **250** Cold storage: **2**
15. Other Institutions (number):  
Post Office: **1** SHG/Sakhi Mandal: **120** Milk Dairy: **1 (Co-op) + 7 (Private)**  
Chit Fund: **4** Bhajan Mandal: **4** Drama Mandal: **1**  
Telephone exchange: **1** Sports and cultural association: **1** Community Hall: **2**  
e-Seva: **1**
16. Place of worship (number): Temple: **7** Church: **4**

### I) GOVERNMENT WELFARE PROGRAMS / POLICIES (as on 31 December 2010)

SN	Name of the Government Program	Beneficiaries (No. of households)
1	Family Planning Operations	32
2	Pensions [Old age (354), Widow (152) and Handicap (53)]	559
3	Mid-Day Meal Program and free text books	200
4	Anganwadi (316 children and 70 pregnant/lactating women)	386
5	Rajiv Arogyashree Program	15
6	Public Distribution System (White-1332, Antyodaya-137, Annapurna-5 and Pink-10)	1484
7	Allotment of house or Subsidy on house construction	405
8	SHGs (10-15 members in each)	120
9	Mahatma Gandhi National Rural Employment Guarantee Scheme	532 (1052 cards)
10	Abhaya Hastham (Pension for members who completed 60 years in SHG)	90
11	Janani Suraksha Yojana (Rs 700 given for nutritious food after childbirth)	22
12	Compensation for crop damage due to floods	400
13	Subsidy on inputs (750) and mechanization (22)	772
14	Free power supply	20

## About ICRISAT



The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) is a non-profit, non-political organization that conducts agricultural research for development in Asia and sub-Saharan Africa with a wide array of partners throughout the world. Covering 6.5 million square kilometers of land in 55 countries, the semi-arid tropics have over 2 billion people, and 644 million of these are the poorest of the poor. ICRISAT and its partners help empower these poor people to overcome poverty, hunger, malnutrition and a degraded environment through better and more resilient agriculture.

ICRISAT is headquartered in Hyderabad, Andhra Pradesh, India, with two regional hubs and four country offices in sub-Saharan Africa. It belongs to the Consortium of Centers supported by the Consultative Group on International Agricultural Research (CGIAR).

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