

# Rural responses to private educational institution in Punjab – A case study of Chaheru Village of Kapurthala District

Dr. S. Kannan

Assistant Professor, School of Arts and Languages,  
Lovely Professional University, Punjab.

---

**Abstract:** *Establishment of educational institutions in rural areas might have significant influence on its economic and occupational structure. Occupational structure in a rural areas are mainly depends on agricultural activity and other natural resources. However, the rural population finds it non-profitable and unstable income makes their life in pathetic condition. Under this circumstance many new development activities like establishment of Industry, government projects, educational institutions were emerged in the rural settings. But how far these rural areas are benefited/improved their economic and occupational is unknown. Against this background, present study focussed on the benefits gained by rural areas by the establishment of private educational institutions in Punjab. For this micro-level empirical analysis, one village was selected on the basis of establishment of private educational institutions within the one kilometre of radius. The study comprises participant observation and interviews conducted among the native village residents and sarpanch of Chaheru village, which is situated in Phagwara Teshil of Kapurthala district in Punjab. And also provides a series of interesting case studies. The result shows that how the villagers responded to the various alternatives that were open to them as they sought to increase their material well-being by the establishment of the educational institution. .*

## 1. Introduction

Since the industrial revolution in Europe, the rate of change in economic and occupational structure in modern western society has rapidly accelerated. Similar changes with rapid technological advance have begun and with national independence have moved progressively ahead in some of the developing countries such as India. Since national independence, strong technological and other input through development programmes in both rural and urban areas have resulted in relatively rapid changes for the development of the nation as a whole [1]. In this endeavour, the urban society got more benefited due to industrialization and technological development. However, the condition of the rural

society is unknown and ignored in the process of development. In side with this, many industries and educational institutions are started showing its head in the rural areas. Against this background the present study focussed on the benefits gained by rural areas by the establishment of private educational institutions in Punjab.

The entry of private sector in higher education is not new. Private institutions (aided and non-aided) have always remained a central point of higher education system in the Asia and especially in India. Many specialized but privately owned institutions came into existence in the fields of management, technology, nursing, medical education, etc., with the aim of offering high quality academic degrees having marketable acceptability [2]. As far as Punjab is concerned there are 28 universities and more than 290 affiliated colleges providing general higher education in the state of Punjab by the end of the financial year 2014-15. Out of these colleges, 47.42 per cent were located in the rural areas and 52.58 per cent in the urban areas. Among the rurally located colleges, 22.77 per cent were government owned, 53.47 per cent aided private colleges and 23.76 per cent unaided private colleges [3]. Henceforth, the study focussed on private education institution situated in the rural areas.

Any type of Industry or Education is widely accepted as a leading instrument for promoting economic growth in the area where it is established. In respect of economic status, the Punjab village is rich in agricultural resources but for the better prospects and diversified employment opportunities it depends on the allied industries. Further, for basic infrastructure development, the village is completely depended upon the government support and assistance. Many of the villages suffer from poor health facilities, inadequate school building, extra co-curricular activities of younger population, women livelihood activities. Henceforth, the study tries to explore the result of establishment of private educational institution in the rural areas.

## 2. Methodology

The study is Qualitative in nature. It aims to gather an in-depth analysis of changes happen in economic and occupational structure in the rural areas of Punjab after the establishment of Private educational institution. For this micro-level empirical analysis, Chaheru was selected on the basis of establishment of private educational institution (Lovely Professional University) within the one kilometre of radius.

Chaheru is an village located in Phagwara Tehsil, under the district of Kapurthala. According to some people they believed that Chaheru was named after 'Jat God' and some says that Chaheru was named after the land because of its higher ground and Chaheru means to climb up. Their main occupation is agriculture and they cultivate rice, wheat, maize and vegetables. It have a total population of 2458 out of which 1248 are male and 1210 are female according to 2011 census. There are 509 families residing in Chaheru village. It has the highest literacy rate as compared to Punjab. It is administered by Sarpanch (head of village) who is elected representative of village for the tenure of five year. Their official language is Punjabi and a bit influence of Hindi. Their main festivals are Baisaki, Gurunanak's birthday, Holi, Diwali. Majority of them follow Sikhism but the prevalence of Hinduism and Christianity are also practiced. Their main food is madki ki roti (maize with chapatti).

The data collected through interviews and case studies from the native residents of the village, shop owners and sarpanch. Further participant observation tool was used to analyse the emergence of various shops and allied facilities in the village.

## 3. Results and discussion

Lovely Professional University (LPU), a private university established in 2005 under Punjab State Private University Act of 2005 and recognized by University Grants Commission (UGC) under section 2 of UGC Act 1956. The university land spread over the two villages (Chaheru and Maheru) of Phagwara Teshil of Kapurthala District. Both the villages economy is based on agricultural and cattle rearing. However for the present analysis Chaheru village was chosen as its land coverage is very high. Through the collection of information on economic condition and occupation change reveals that significant changes visible in the village.

The improvement of economic condition of the village was analysed in terms of house construction and rental, emergence of shops and milk business. Further changes in occupational structure was analysed in terms of the emergence of new occupation in the village like auto driver, dabas,

tuition centres, working as skilled and unskilled occupation in the LPU.

The establishment of university in Chaheru has brought about a tremendous change in village Chaheru in social and economic development. Socially through university the village is much aware about the gender discrimination and dowry practises, etc and it has broadened the mindset of the villagers through cross culture as some students resides in the village. And in terms of economic development, the university has opened a number of opportunities to the village people in terms of house construction, house rental as paying guest, established of shops like grocery, tailor, mobile repair, medical, hair cutting and hotels.

Employment benefits through LPU is enormous, some of the educated residents of the village working as administrative staff, illiterate people working as security, gardener, maid servants and as cook. Apart from this many village people started owning auto-rickshaw for the students residing in the village and also from university to other parts of the city. Students also more comfortable with these auto owners as they are more easily approachable, reliable and cheaper. Further livelihood improvement through sale of milk and milk products to those students and faculty members who are residing in the village.

The following development were identified through observation in the entire village and regarded as the development because of Lovely Professional University:

1. Grocery shop – 3 nos.
2. Tea stall – 3 nos.
3. Saloon – 2 nos.
4. Dhaba – 2
5. Fastfood shop – 2
6. Tailor – 4 nos.
7. Clinic- 2 nos.
8. Medical shop – 1
9. Hardware shop – 1
10. Welding shop – 1
11. Wood workshop – 1

The case study and interview reveals that the village people have harmony relationship with the faculty and student staying in the village. The case studies collected from the respondents were given below:

**Case 1:** Pal Singh, aged 62 retired army captain, looking over the management of Gurudwara of village. He expressed his view that there is much profit in village after the establishment of Lovely Professional University. Benefit is based mainly on employment opportunities, business and the rentier. Earlier the primary occupation of people in village Chaheru was agriculture, but with the coming of Lovely Professional University diverse dimensions of occupations has emerged in the village like opening up of more shops, paying guest house etc. More than half of the population in village are

benefiting by engaging themselves in business activities like renting of house, opening more restaurant, more business in autorickshaw and wine shops etc and some are working in L.P.U as part time job and also as a full time worker.

The value of land has also increased drastically profiting the land owners but makes it hard for poor people to buy a land even in their own village. It is also affecting the agricultural practises because of the scarcity of land which is occupied by L.P.U. Though caste system prevails in village, they are treated equally without any discrimination on caste basis. The village is governed by panchayat system consisting of two female members and three male members. All the village issues are handled over by the panchayat. Sometimes the issues are taken to police choki in village.

**Case 2:** Manbir Singh, aged 47 owner of saloon shop. Earlier Manbir Singh runs a hair saloon in Phagwara but now he has opened a hair saloon in Chaheru village. It has been three years since he started his business in village. With the coming of L.P.U some business man is leaving the city business and establishing their business in Chaheru village which seemed to be more profiting. As year pass by his business is recognized by people and profit in each year increased. His daily income in village Chaheru is more than an income in Phagwara city.

**Case 3:** According to Manpreet Singh (aged 85 years) village Chaheru is named after Jat God. He stated that land value in village has changed. Earlier the value for one acre of land was 50 lakh but now after the establishment of Lovely Professional University the value is now in terms of one or two crore. He distinctly stated that L.P.U has brought about radical changes in life of villagers. Changes can be witnessed in terms of standard living of people which is the result of employment in L.P.U, and an increase in business activities like constructing more house by rentiers and opening up of varieties of shops like grocery shops, tea stall etc. The peaceful environment of Chaheru is also disturbed by students of the L.P.U who lives in village as tenants or paying guest. These students seemed to engage themselves in drinking liquor and late night parties which effect the culture of the village.

**Case 4:** Jasgeet (aged 35 years) give an account that village chaheru is a patriarchal village but women are treated equally. There is no restriction toward women's education or occupations. Women are respected and are treated equal. With the establishment of L.P.U women even though uneducated are employed as part time or full time job. The people in Chaheru village are mostly working in university as a cook, housekeeping, gardener, and for educated people they are employed

as lecturer etc. Though the university directly does not provide any hand in developing the village, the university is indirectly developing the village through employment opportunities and a chance for even a people without a work to start a business. The villagers are now engaging themselves in different fields of jobs resulting from the coming of university.

**Case 5:** Khuswant Singh (government servant aged 30 years) stated that the village has been established about 100 years approx. Chaheru means climbing on high palce. The primary occupation of the people is agriculture. The agricultural produced are rice, sugarcane, maize and vegetables. These products are sold in wholesale market as well as for own self sustenance. The recreational activities of the village is kabbaddi and tug of war. Their main festival is diwali and baisaki. The land of chaheru is located in high altitudes but now because of development it has come down to lower level affecting the cultivators or farmers because of flood. The value of land has overcome a considerable change from lakh to crores of one acre of land. There has been a considerable amount of development because of Lovely Professional University. First and the foremost benefit and development was increase in land value which would not be increased drastically if not because of university. Employment opportunities have also increased which also benefited to both the gender. Because of university many of the villagers are now benefiting in many ways but it also has some drawbacks example the identity of chaheru village is overlapped by the identity of the university resulting in the disappearance of the village identity.

### Conclusion

Thus the establishment of Lovely Professional University is seen as a blessing to village Chaheru in terms of economic and occupational changes. Through the case studies some of it is cited below:

1. The identity of the village is popularised with the growing popularity of the university.
2. The increase in the value of land
3. As university is situated in village itself as an educational institution, it is benefited the village in access to higher education.
4. Emergence of new occupation and other economic opportunities
5. Participation of students in the village major festivals

The study also suggests the institutions to adopt the village to improve the educational facilities like provision of new building, contribution of books and infrastructure facilities, regular health camps, conducting sports events for rejuvenating the younger generation, improving women livelihood

programmes, make the village towards global village.

### **Acknowledgement**

The study was conducted under my supervision by the MA students of 2014-16 batch under their field survey project. Based on their collected information, I written this small piece of research paper to honour their effort.

### **References**

- 1.Sharma, R.K. *Rural Sociology*, New Delhi: Atlantic Publisher, 2011, p.23.
- 2.Balbir Singh, *Punjab Economy: challenges and strategies*, Patiala: Twenty First Century Publications, 2006, p.36.
- 3.Department of higher education, 2014-15, Report retrieved from [http://mhrd.gov.in/sites/upload\\_files/mhrd/files/document-reports/Part1.pdf](http://mhrd.gov.in/sites/upload_files/mhrd/files/document-reports/Part1.pdf)