



**GOGVERNMENT DEGREE COLLEGE, ETURNAGARAM.**

**JIGNASAS STUDENT STUDY PROJECT -2022-23**

**Title of the project: “Changing consumption pattern- A study in agency area of Mulugu District”**

### **Names of the Students**

- 1. K.Shivakumar, B. A., III year**
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# “Changing consumption pattern among Koya tribe- A study in agency area of Mulugu District”

## INTRODUCTION

Consumption pattern of people is a main indicator of the every economy that reflects the state and condition of the economy. Consumption level and pattern is a very strong indicator of the health of the economy. Consumption is considered to be the fundamental determinant of welfare for any economy. It reflects several important characteristics of an economy including affordability, inequality and the similar ones. Consumption behavior is one of the true measures of a society's economic, political and social condition at a given point of time or over time.

### **Significance of the study / Statement of the problem**

Consumption pattern of tribal people whose economy is mainly dependent on forest produces undergone changes due to changes in the economy and socio cultural transition. Tribal people especially living in forest region and away from mainstream people are gradually following consumption pattern of plain area people. After settlement of the refugees, destruction of the forest and restriction on hunting, the Koya people have changed their food habit in last three or four decades. It is pertinent to study the changing consumption pattern of tribal people to understand their socio economic transition.

### **Objectives of the study project**

1. To study economic status of the tribal people
2. To study consumption pattern.
3. To study changed food habits.
4. To make recommendation for the policy.

### **Sources of data and area of study**

The present study is based on primary and secondary data. Primary data have been collected from the respondents by using structured schedules, observations; interviews etc and the secondary data were collected from journals, official reports, research articles etc. for the purpose of the study ,data were collected exclusively from 50 randomly selected Koya households in 5 mandals in Eturnagarm Agency area of Mulugu district.

## **Traditional Food habits koya tribal people**

The Koyas cultivate some minor millets, oil seeds and vegetables around their villages. They also supplement their diet with edible roots, fruits and flowers available in the forest and meat available from hunting. These people in their traditional culture eat variety of meat either hunted or reared. After settlement of the refugees, destruction of the forest and restriction on hunting, the Koya have changed their food habit in last three or four decades. due to the entry of the non tribal refugees in the area. These forest-dependent people lost much of their food sources and suffered. It is worthwhile to note that human groups cannot be forced to adapt to alien food materials and dietary practices.

## **Data analysis**

This study focused on sources of income & income levels of households, monthly consumption expenditure, main food items, non-food items and services they consume. These details are presented in Tables appended.

## **Findings**

- Agriculture and MGNREGS are the main source of income and livelihood for 90 percent of the Households
- 80 percent households are consuming rice as main staple food.
- 95 percent households are using mobile phones and internet services.
- 10 percent of respondents participate in collection of tender leaves in summer season.
- On average every household use 3 mobile phones and spend Rs. 500 to 1000 per month for recharging.
- 20 percent households are collecting MOHUA in summer season and using for various purposes.

## **Conclusion and suggestions**

Based on the findings of the study it is concluded that there is significant change in the consumption pattern. Traditional foods were replaced by rice. The change regarding safe drinking water is not found, 80 percent households still consume water from nearby streams. This change in the consumption pattern appears to be not balanced one. There is a need to create awareness about the consumerism among these Koya tribes