

**Perception of Entrepreneurs towards
Nagaland Bamboo Development Agency
with reference to bamboo handicrafts entrepreneurs of Dimapur,
Nagaland**

Subash Limbu

Asst. Professor, Department of Commerce & Economics, USTM

goolnemu@gmail.com

Nukshichila

M.Com, USTM

achiimsong14@gmail.com

Abstract

Bamboos play a very significant role in the life of Naga people and are found abundantly throughout Nagaland. The bamboo resources also play a vital role in the sustenance of ecological environment of Nagaland. Naga society is also dependent on bamboos for conducting various social functions. It is used in every social ceremonies and activities. At the same time, bamboos are also one of the important sources of income for many of the Naga people. The artistic expertise of Nagas can be easily observed through Bamboo handicrafts. Bamboo handicraft has become an important source of livelihood especially in the rural areas where most of the artisans are neither educated nor employed. On 15th March, 2004, the government of Nagaland established Nagaland Bamboo Development Agency (NBDA) by announcing Bamboo Policy with an objective to harness the potential of bamboo resources in the state. Different programmes are undertaken by the NBDA for ensuring ecological security as well as economic growth through development and utilization of the bamboo resources. One of the important endeavours of NBDA is promoting rural entrepreneurs by providing skill as well as entrepreneurial training. NBDA is also providing market linkages to budding entrepreneurs. The present study is an attempt to analyse the perception of entrepreneurs engaging in bamboo handicrafts towards the NBDA. The perception being analysed is in the area of training process, marketing assistance as well as on post training behaviour.

Key words: Nagaland Bamboo Development Agencies, Entrepreneurship, perception

1. Introduction

In India, handicrafts sector is also playing a key role in building national economy (Mohiuddin, et. al., 2014). It is one of the largest employment generating sectors in India (India Brand Equity Foundation, 2015). Indian handicraft industry is highly labour intensive cottage based industry, being spread all over the country rural and urban area (Mohiuddin, 2013). The handicraft sector plays significant and important role in the country's economic development. It provides employment to large segments of

crafts person in rural and semi- urban areas. It also helps in generating foreign exchange for the country through export, while preserving its heritage. The generation of foreign exchange boosts economic growth and uplift nation's economy (Bhusan, 2014). The top ten countries where Indian handicrafts are being exported are USA, UK, UAE, Germany, France, Latin American Countries, Italy, Netherland, Canada, and Australia (India Brand Equity Foundation, 2015). Handicrafts have great potential as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country but for the increasingly large new of new entrants in the crafts activity.

Nagaland is one of the states of the 'Eight Sisters' of the North-East India. It borders the state of Assam to the west, Arunachal Pradesh and part of Assam to the north, Burma to the east and Manipur to the south. The state capital is Kohima, and the largest city is Dimapur. It has an area of 16,579 square kilometres (6,401 sq mi) with a population of 1,980,602 per the 2011 Census of India, making it one of the smallest states of India

Bamboo is found extensively in Nagaland. It occurs as a predominant grass in parts of the districts of Dimapur, Peren, Mon and Mokokchung. It is found mixed with other forest species in all other districts. 46 species of Bamboo are known to occur in state and about 5% of the growing stock of bamboo of the country is in Nagaland which is about 4,48,000 hectares (National Mission on Bamboo Application, 2016). With an ambitious objective to exploit the potential of bamboo and its benefits, the Government of Nagaland declares its Bamboo Policy on 15th March 2004 and establishes NBDA to carryout activities related to bamboo by keeping ecological sanctity and economic growth through the utilisation of bamboo resources (Nagaland Bamboo Policy, 2004).

NBDA and its activities in brief

NBDA is situated at 6th Mile, Dimapur, Nagaland – 797112. Since inception, the Agency has been on a progressive mode with all its initiatives under the flagship of the National Bamboo Mission and National Mission on Bamboo Applications. Agency has successfully provided many numbers of entrepreneurial trainings to budding entrepreneurs in the area of bamboo handicrafts and furniture, bamboo shoot, bamboo charcoal, bamboo mat, bamboo incense sticks, bamboo blinds, etc. Agency has collaborated with many Self Help Groups in reaching to the grass root people for providing assistance, training and skill development. NBDA is also providing marketing opportunities to the entrepreneurs through collaboration with various private marketing houses. The Agency has also been creating awareness on the ecological benefits of bamboo through various campaigns involving NGOs, students and green innovators (Nagaland Bamboo Development Agency, 2013).

Meaning of Entrepreneurship

Entrepreneurship has been defined by many authors differently. Some of the definitions are as follows.

According to Prof. Parrek and Nadkarani, “Entrepreneurship refers to the general trend of setting up new enterprises in a society.”

According to Joseph A. Schumpeter, “Entrepreneurship is an innovative function. It is leadership rather than ownership.”

According to Peter F. Drucker, “Entrepreneurship is neither science nor art. It is a practice. It has a knowledge base. Entrepreneurship is a potential and enterprising individual, endowed with special ability to innovate or imitate and for decision making, interest in advancing technology and willingness to resume risk involved in it. It is meant for creating something new, organising and coordinating and undertaking risk and handling economic uncertainty.”

Entrepreneurship is also referred as the act of entrepreneurs. For the purpose of study, the researcher finds the definition of given by Dr. Ajanta Buragoahin Rajkonwar (2004) is most suitable one. According to Dr. Rajkonwar “An entrepreneur is a person who keeps his/her eyes and ears open, sees opportunities in his/her environment and is capable of organising required resources of men and materials for exploiting the resources by taking risk and putting necessary time, effort and money. In the process not only he/she benefits, but the society at large is also benefited.

2. Importance of the Study

Entrepreneurship is a very vital ingredient for job creation and has a wide potential. In the view of ever growing economy many Government and Non-Government agencies are playing different roles in promoting entrepreneurship. In this regard, one of the promising endeavour of the Government of Nagaland is the establishment of the NBDA. Nagaland Government has invested and promoted the institute with a primary objective of promoting entrepreneurship, which will propel the economy of the state as well as of the nation. Therefore, the researcher strongly beliefs that, a study on NBDA and on its activities would throw some lights on the facts that may help the institute as whole to work more efficiently and effectively. The study will also helps in determining the perception of the entrepreneurs towards NBDA.

3. Review of Literature

The researcher has tried to find out various published literature regarding NBDA. However, the literatures related to NBDA were not visible. Hence, the researcher has attempted to review the

different literature associated with entrepreneurship. Following are the few literature reviewed during the study period.

- **Chanu YL, Chanu YI (2014)**, in their study titled ‘Women Entrepreneurs of Manipur after MSME Act, 2006: An Analysis’ have found that there exist significant difference between the growth of women entrepreneurship in valley and hills districts of Manipur. They observed higher growth rate in the valley. In the study, they also observed that women entrepreneurs have started venturing into newer areas of entrepreneurship like cattle rearing, furniture and fittings, iron and steel, jewellery, press and printing, clinic, pharmacies, computer works, studios, videography, etc
- **Harinarayana(1991)** in his study of: “Promotion of Women Entrepreneurs: A Brief Comment”, tried to find out the problems impeding the promotion of grass-roots entrepreneurship among women. The study is limited to the participants of entrepreneurial awareness-cum-promotional campaigns conducted by the District Industries Centre, Anantapur. According to him there are many factors which act as the obstacle for the growth of women entrepreneurship. Some of the factors are poor financial status, lack of co-operation from the family and community, illiteracy and ignorance, meaningless and ancient traditions and customs, shyness, inhibition and lack of motivation.
- **Sorokhaibam R, Laishram N, (2011)**, in their research study titled ‘Women Entrepreneurship in Manipur, North East India’ has observed that Manipuri women have to face many constraints in entrepreneurial venture. A few of the constraints are lacking social support, marketing, finance, operations, managerial skill, mobility, dual responsibility, risk-bearing ability, lack of awareness about institutional support and incentives, etc. The study has also revealed that majority of untrained Manipuri women entrepreneurs have availed assistance from their parents for starting enterprise. The study has also identified that advice of the family member are important factor in embracing entrepreneurial venture.
- **Mohiuddin T, Mir LA, Bhusan S, (2014)**, in their research paper titled ‘ An analysis of Current Scenario and Contribution of Handicrafts in Indian Economy’ have found that handicraft industry has solved the socio-economic problem of artisans at large. However, this industry is facing threat from cheaper machine made local substitutes and imports. In their study they have also found that artisans are not making any attempt on infusing innovation & technology in the field of handicraft. Artisans are also facing problem of raw material shortage.
- In the study ‘Institutional Shackles to Entrepreneurship Development Among the Ethnic Groups in North-East India: A study on Entrepreneurial Environment in Poumai Naga Ethnic Group by **PouKh & Mishra SK, (2013)**, have observed that societal attitudes towards entrepreneurship of select community is not very positive. They have also found that most of people believe that the status of entrepreneurs are equal to the farmers and are lesser than the

Government employees. Moreover, study also found that the select ethnic group lacks entrepreneurial skills to large extent.

- **Limbu Subash and Bordoloi Nabasmita, (2013)**, in their research paper entitled “Women Entrepreneurship: Problems and Prospects in Rural Assam” has found that women entrepreneurs in rural Assam has to suffer three different kind of problems viz., Individual problems, Social problems, and Structural problems. Individual problems were, lack of motivation, over burdened, pre-reserved (lack of time), technical knowhow, inferiority complex, education etc. Social problems were role expectation, social taboo, male dominance, etc. Structural problem were related to lack of Government of attention, inadequacy in training institutions, lack of infrastructure etc. However, they also highlighted prospects that lay before women entrepreneurs.

The Government of Nagaland has bestowed Nagaland Bamboo Development Agency (NBDA) with one of the responsibilities of promoting entrepreneurial activities in the state. However, the researcher has not found any study that has been undertaken to exploring NBDA and its activities in promoting Entrepreneurship with reference to Bamboo Handicrafts. Therefore the present study is an attempt to fill this gap of information.

4. Objectives of the Study

- To analyse the perception of bamboo handicraft entrepreneurs towards the training facilities of NBDA
- To analyse the perception of bamboo handicraft entrepreneurs towards the marketing assistance provided by NBDA
- To analyse the perception of bamboo handicraft entrepreneurs on post training behaviour.
- To identify the influential factors attracting entrepreneurship

5. Research Methodology

The present study is descriptive as well as analytical in nature. For the accomplishment of objectives, the researcher has used both primary as well as secondary sources for collecting data. **Primary Data** has been collected through personal interview, observation and structured questionnaire. At the same time **Secondary Data** are collected through company’s magazines, websites, research journals, etc.

The researcher has adopted **non-probability convenience sampling** for achieving the objectives of the study. Initially the questionnaires were distributed to around 50 entrepreneurs, however only 30 could be collected back properly. Therefore, the sample for the study consists of 30 entrepreneurs who have undergone training and are associated with NBDA. The data about the activities of NBDA were collected through one of the official of NBDA with the help of unstructured interview.

For the **data analysis and interpretation**, Researcher has used questionnaire consisting of questions for the entrepreneurs. The most of the questions are close ended with few open ended one. Questionnaire also consists of questions having a range of responses of strongly agree to strongly disagree on a 5 point like rtscale. The data generated are tabulated & analyzed by using simple statistical tools like tables, bar diagram, charts, ranking method and Percentage method for the data analysis, and accordingly conclusions are drawn.

6. Scope of the Study

- The scope of the study is limited to information supplied by the official and bamboo handicraft entrepreneurs associated with NBDA.
- The time scope of the study is three months, that is from January 2016 to March, 2016.

7. Limitation of the Study

- Due to various constraints, the sample size remains small.
- The study is limited to handicrafts entrepreneurs only and hence the result arrived may be different to the other traditional entrepreneurs such as handloom, pretty traders etc.
- As the facts are collected from the respondents, the biasness from their side cannot be said to be nil. Existence of human biasness cannot be totally ignored.

8. Analysis of the Data

The Table 1 (Annexure I) highlights that the factors 'profit' as well as 'independent life' have got highest score of 17% each. This reflects that these two factors are the most influential factor that motivates respondents to pursue entrepreneurship. Another factor is 'career achievement' with 16% score stand very near and is the third most influential factors that motivate respondents to accept entrepreneurship as career. The Table 1 also reveals that Government policies and schemes least motivate people to start entrepreneurial venture. The said table can be better explained with the help of following diagrams:

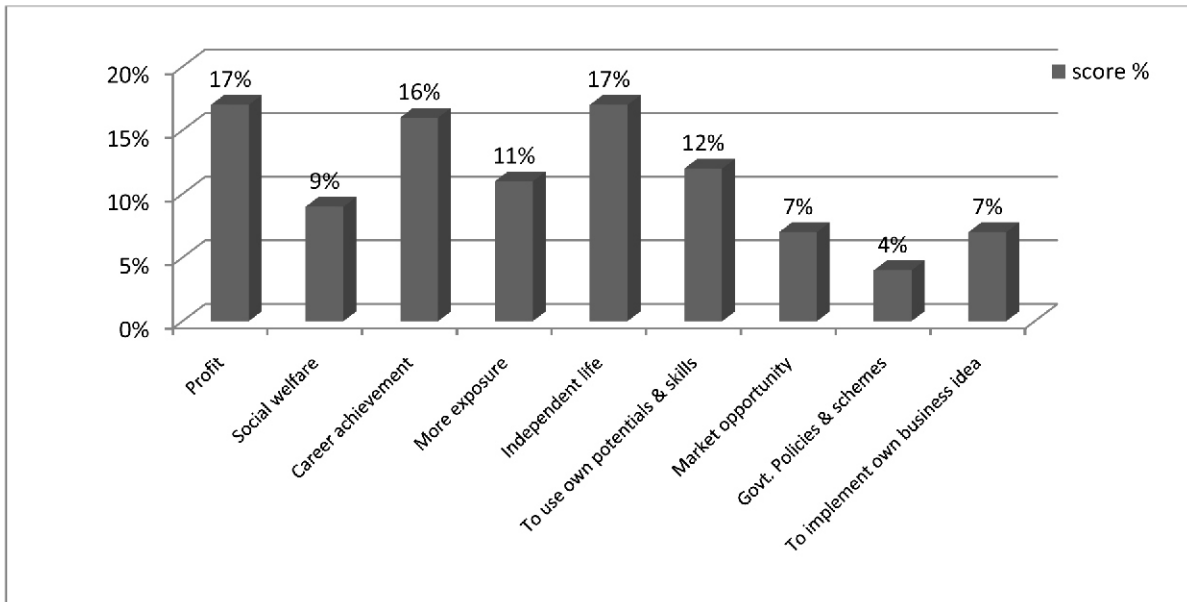


Fig 1: Factors motivating entrepreneurs

The table 2 (Annexure I) highlights the diverse perceptions of the respondents towards the different selected elements related to NBDA. The said table is been analysed with the help of mean rating scale. The mean rating scale adopted is as follows:

Mean Rating Score (Range)	Opinion on Element of Work Environment as perceived by employees
4.5 & above	Strongly agree (Very Positive)
3.5 – 4.49	Agree (Positive)
2.5 – 3.49	Neutral (Neither Positive nor Negative)
1.5 – 2.49	Disagree (Negative)
Below 1.5	Strongly Disagree (Very Negative)

For analysing the data, Mean Rating Score of each element was calculated. After that, the mean score of each element was compared with the above scale to draw conclusion regarding the perception towards the NBDA. The overall mean score was calculated by taking into the elements (use for the study) related to NBDA with the help of following formulae.

$$\text{Overall Mean Score} = \frac{\sum(\text{MRS}_i \times f_i)}{\sum f_i}$$

Where,

MRS_i = Mean Rating Score of each item

f_i = Number of employees who rated that item

$\sum f_i$ = sum of f_i in respect of item no.1 to 25

With the help of above stated rating scale and table 2, we can inferred that respondents have positive perception towards training process and marketing assistance provided by NBDA. The table also reveals that the respondents’ perception in relation to post training behaviour is very positive. The overall respondents’ perception towards the NBDA is also found to be positive with aggregate mean score of 4.34 which lies between the scale of 3.5 – 4.49 (positive). This aggregate mean score of 4.34 also indicates that the perceptions of entrepreneurs are near the very positive scale because the Mean Rating Score for very positive perception is starting from 4.5 and above. Further, the table 3.48 can be better understood with the help of following diagram.

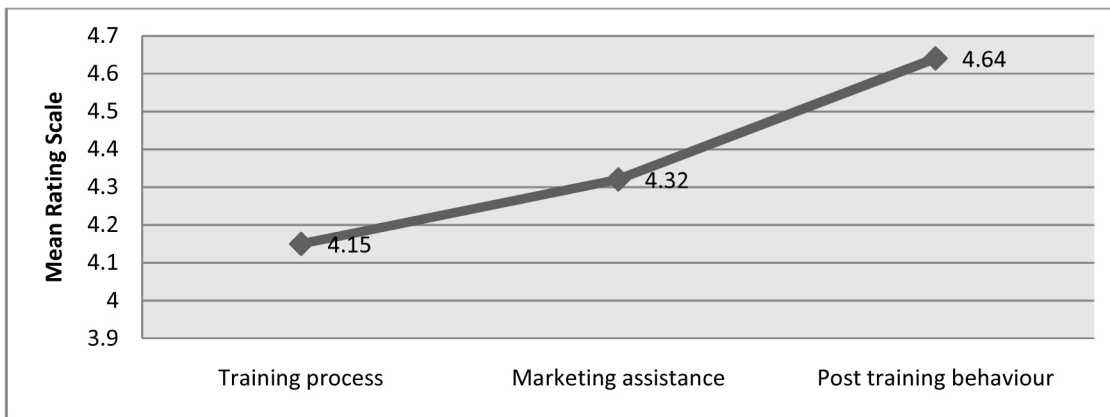


Figure 2: Entrepreneurs perception towards NBDA

9. Major Finding of the Study

After the thorough analysis and interpretation of data, the Researcher put forwards the following findings:

- NBDA is playing various important roles such as Advisory Roles, Financial Assistances, Developmental Roles and Promotional Roles in promoting Entrepreneurship.
- Workshop and carnivals are the major Entrepreneurial promotion programmes offered by NBDA.
- First generations entrepreneurs and lack of entrepreneurial skills are some of the barriers confronted by NBDA while promoting entrepreneurs.
- For identifying the target group for entrepreneurial training in bamboo handicraft, NBDA gives importance to the factors like attitude and skills, interest and sincerity. For them educational qualification is of least important.
- Study has also observed that prior to handicraft business; majority of entrepreneurs didn't have any kind of job/business experience.
- The study also found that the entrepreneurs in handicraft business are first generation entrepreneurs. They are the first generation who has chosen entrepreneurship as a source of livelihood as well as a career.
- The study also strengthens the fact that entrepreneurship creates employment opportunities. It has been observed that all the entrepreneurs have created at least one direct employment opportunity for other.
- Most of the entrepreneurs came to know about the entrepreneurial program of NBDA through their friends only. Advertisement of NBDA's program is found to be least effective. None of the undergraduate entrepreneurs come to know about the programs through advertisement.
- It is also observe that most of the entrepreneurs are attending training program having duration of less than 3 months
- Satisfactory level among the entrepreneurs regarding the availability of physical facilities for training at NBDA is found to be satisfactory.
- It is also found that NBDA provides various assistance to entrepreneurs in decision making. The entrepreneurs believes that adequacy of such assistance is satisfactory.
- The NBDA is promoting and selling the products of entrepreneur. Entrepreneurs regard NBDA's efforts in the promotion and selling of their handicraft items highly satisfactory.
- Procurement of raw materials is also very important task for the entrepreneurs. NBDA is also assisting bamboo handicraft entrepreneurs in this regard. It has been observe that majority of the entrepreneurs are highly satisfied with the NBDA's efforts in this aspect.
- NBDA's administrative staff assistance to the entrepreneurs is also found to be very adequate.
- The entrepreneurs felt more motivated and more skilled after the training programme.
- The study has found that after training programme entrepreneurs' attitude got positively changed.

- The study has also observed that the trainers at NBDA are very efficient as well as very effective.
- It is also observed that in most of the aspects there was not much difference between the undergraduate and graduate Entrepreneurs.
- Overall perception of entrepreneurs towards NBDA is positive. However, perception of entrepreneurs towards their own post training behaviour is found to be very positive.
- Independent life and Profit are the most important factors that attract people in entrepreneurial activity.

10. Alternative Suggestions

The research study is not only about the unearthing the facts. It is also about suggesting measures for solving the problems. Accordingly, research has put forward following alternative suggestion to various stakeholders of NBDA.

- NBDA at moment need to undertake further more responsibilities in selling and promotional strategies for bamboo handicraft products.
- NBDA should also focus on bringing some changes and modification in the course content of training the Entrepreneurs.
- Training and financial support should be frequently initiated by the Government to entrepreneurs for upgrading technology.
- NBDA should try to give more exposure to the bamboo handicrafts through different media at national levels so that people at large becomes more aware about the products.
- Though the many has opined that the assistance in availing finance by the NBDA is adequate, there still exist a room for improvement. NBDA should have better understanding with all the financial institutions from which entrepreneurs can avail finance.
- NBDA should identify or establish entrepreneurial forums or clubs so that the entrepreneurs can be share their problems and can develop resourceful network.
- NBDA should set up more handicraft sales depot in towns and cities throughout the nation so that more and more customer gets attracted and sales can increase.
- The entrepreneurs should find a way to meet the demands of the customers keeping in mind that the products should be handmade and with very little input from machines.
- NBDA should also focus on helping the entrepreneurs in getting the registration of the entrepreneurial firms.
- NBDA should also give more attention in the follow-up procedure so that the agency can keep a track of the trained entrepreneurs.

- NBDA also need to devise strategy so that more and more people are aware about their program and participated in the same.

11. Conclusion

The training and other capacity building programmes undertaken by NBDA have paid off and there has been a remarkable increase in the income of the entrepreneurs. The entrepreneurs now have the capacity to earn more by hiring more people and increased their production. The agency has trained many of the unemployment youths and they have also established their own handicrafts units which now provide them good incomes. Working under NBDA gave the entrepreneurs more confidence in their business. The NBDA is also providing them more opportunities and support by financing them and exposing their business by supporting to participate in trade fairs and exhibitions both domestic and international expos. Some entrepreneurs have also visited place like Thailand, China, South Korea, Nepal, Malaysia, Russia, Bangladesh, Morocco, London and USA for exposure, survey, training etc.

However, there are still many challenges that the agency and the entrepreneurs are facing. Therefore, the Government should put more efforts to increase the economics opportunities from the use of bamboo as an industrial raw material to raise more employment opportunities.

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ANNEXURE I

TABLE 1: Ranking of the factors that have influenced the respondents in choosing the field of Entrepreneurship

Factors	RANK 1 - SCORE 9		RANK 2 – SCORE 8		RANK 3 – SCORE 7		RANK 4 – SCORE 6		RANK 5 – SCORE 5		RANK 6 – SCORE 4		RANK 7 – SCORE 3		RANK 8 – SCORE 2		RANK 9 – SCORE 1		Total Score
	No. of units	Total score	No. of units	Total score	No. of units	Total score	No. of units	Total score	No. of units	Total score	No. of units	Total score	No. of units	Total score	No. of units	Total score	No. of units	Total score	
Profit	14	126	8	64	2	14					6	24							228 (17%)
Social welfare			4	32	2	14	6	36	2	10			2	6	8	16	6	6	120 (9%)
Career achievement	2	18	14	112	8	56			4	20	2	8							214 (16%)
More exposure					4	28	12	72	8	40			4	12	2	4			156 (11%)
Independent life	14	126	4	32	4	28	4	24	4	20									230 (17%)
To use own potentials & skills					10	70	4	24	4	20	10	40			2	4			158 (12%)
Market opportunity							2	12	8	40	2	8	6	18	2	4	10	10	92 (7%)
Govt. Policies & schemes											4	16	6	18	8	16	12	12	62 (4%)
To implement own business idea							2	12			6	24	12	36	8	16	2	2	90 (7%)
Total	30		30		30		30		30		30		30		30		30		1350 (100%)

Note: figures in bracket indicate percent to total

Source: Primary Data

Table 2: Entrepreneurs perception towards NBDA

Opinion	Question No. of Questionnaires	Strongly Agree – Score 5		Agree – Score 4		Neutral - Score 3		Disagree - Score 2		Strongly Disagree - Score 1		Total Score	Mean Score
Training process	The physical facilities available for the training at NBDA is adequate	12	60	16	64	2	6	0	0	0	0	130	4.33
	The course content you went through during your training were adequate	12	60	17	68	1	3	0	0	0	0	131	4.37
	There is no requirement of bringing modification in the course content today	0	0	2	8	21	63	7	14	0	0	85	2.83
	The trainers of NBDA are efficient	18	90	11	44	1	3	0	0	0	0	137	4.57
	The trainers of NBDA are effective	20	100	9	36	1	3	0	0	0	0	139	4.63
Total A		62	310	55	220	26	78	7	14	0	0	622	4.15
Marketing assistance	NBDA assists you in decision making	11	55	18	72	1	3	0	0	0	0	130	4.33
	NBDA provides adequate assistance in registration of the firm	0	0	16	64	12	36	2	4	0	0	104	3.47
	NBDA provides adequate assistance in getting finance	8	40	16	64	3	9	3	6	0	0	119	3.97
	NBDA provides adequate assistance in promoting product	26	130	4	16	0	0	0	0	0	0	146	4.87
	NBDA provides adequate assistance in selling of product	19	95	11	44	0	0	0	0	0	0	139	4.63
	NBDA provides adequate assistance in procuring raw material	17	85	13	52	0	0	0	0	0	0	137	4.57
	NBDA provides adequate assistance in acquiring technology	10	50	16	64	4	12	0	0	0	0	126	4.20
	Administrative staff assistance to you in NBDA is adequate	16	80	13	52	1	3	0	0	0	0	135	4.50
Total B		107	535	107	428	21	63	5	10	0	0	1036	4.32
Post training behavior	You are satisfied with the Follow-Up procedure at NBDA	11	55	18	72	1	3	0	0	0	0	130	4.33
	After training programme you felt more skilled	24	120	6	24	0	0	0	0	0	0	144	4.80
	After training programme you felt more motivated	16	80	14	56	0	0	0	0	0	0	136	4.53
	After training programme your attitude got positively changed	27	135	3	12	0	0	0	0	0	0	147	4.90
Total C		78	390	41	164	1	3	0	0	0	0	557	4.64
Grand total (A+B+C)		247	1235	203	812	48	144	12	24	0	0	2215	4.34

Source: Primary data