

satisfaction, the answer of majority (95%) was affirmative while only 5% respondents replied negatively.

The football makers/stitching workers were asked simple questions like whether they know why white-striped footballs are made /stitched, or, where typically tanned leather of a natural brown colour is used. A large majority (98%) showed their ignorance about such questions while only 2% said that they knew about these questions. Similarly they were not able to provide satisfactory answers like of what animal leather panels they were using while stitching/making footballs, etc. This indicates the football workers are not much knowledgeable about the trade, and have no specific knowledge of material like leather source & stitching material. The possibility of online marketing was explored for footballs/volleyballs stitched/made. In this respect, 78% respondents showed their ignorance while 22% showed some awareness signs of having such avenue.

V. CONCLUSION & RECOMMENDATION

Based on their experience, SC & OBC workers of Sondh village interacted actively during the study and made important suggestions and improvement measures? Efforts may be made by using science and technology, new stitching machines, tools and geospatial technologies for identifying households with respect to decision making keeping in view the economic contribution of small activities like football/volleyball stitched/making by weaker sections such as SC&OBC, may be part time, but to improve their incomes. Use of computers and internet can also be explored to support the online marketing and if found viable in such a situation by providing required infrastructure facilities.

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