



# Need Assessment Study Of Maa Shitala Dham (Chowkiyan) To Promote Local Products Of Jaunpur District And Make It Self-Reliant.

Dr.Janhvi Srivastava<sup>1\*</sup>

<sup>1\*</sup>Asst. professor, Dept of Applied psychology, Veer Bahadur Singh Purvanchal University Jaunpur  
Email: drjanhvisrivastava@gmail.com

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## ARTICLE INFO

## ABSTRACT

A comprehensive need assessment study focused on the Maa Shitala Dham (Chowkiyan) shopkeepers in Jaunpur district, aimed at promoting local products to achieve district self-reliance. The study spans multiple aspects, from the demography and history of the temple to an in-depth methodology of the survey conducted among 70 randomly selected shopkeepers within the temple premises. The objectives include analyzing shopkeepers' living standards and socio-economic profiles, conducting a detailed needs analysis, and identifying potential income-generating activities. Results reveal the economic conditions, satisfaction levels, and types of merchandise sold, predominantly including items such as coconut, chunri, garland, flowers, and incense sticks, with a notable emphasis on locally produced goods. Despite the area's agricultural reliance, the study suggests avenues for enhancing local industry through temple-related commerce, emphasizing the potential of leveraging the temple's popularity to foster economic self-sufficiency in Jaunpur. The initiative aligns with broader cultural and economic trends, including the 'vocal for local' movement encouraged by Prime Minister Narendra Modi, reflecting a strategic approach to revitalizing local economies through cultural heritage sites.

**Keywords:** Self reliant,local sellers,self sufficiency,women,employment opportunities.

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## DEMOGRAPHY

Situated in the northwest region of the Varanasi Division, the Jaunpur district's terrain is mostly characterized by its relatively low elevation, lying between 261 and 290 feet above sea level. The area is defined by its vast flat plains and minor river valleys, with the Gomti and Sai rivers playing significant roles in shaping its geography, along with smaller rivers like Varuna, Basuhi, Pili, Mamur, and Gangi. These major rivers split the district into almost four equal parts. The prevalent soil types include sandy, loamy, and clayey varieties. The region is frequently challenged by floods, and while it lacks in mineral resources, local excavation sites do produce lime from sand and gravel for construction purposes. The district experiences temperature fluctuations between a low of 4.30°C and a high of 44.60°C, receiving an average annual rainfall of 987 mm and covering an area of 4038 square kilometers. Agriculture forms the economic foundation of Jaunpur, with the limited presence of heavy industries. Nonetheless, the vicinity of the Varanasi Jaunpur highway is witnessing an upsurge in industrial activity, highlighted by the presence of a cotton mill near Karanja Kala and approximately 85 industrial entities in Satahariya, featuring prominent companies such as M/s Raja Flour Mill, Pepsico India Holdings, Howkins Cookers Limited, Amit Oil & Vegetable, Chaudharana Steel Limit, and Saurya Aluminium.

## HISTORY OF TEMPLE:

In the Purvanchal region, devotees typically begin their spiritual journey by offering prayers to Maa Shitala at Chowkiyan Dham, followed by a visit to Vindhyavasini Devi. It's widely believed that wishes are fulfilled only after visiting both sites, leading to a steady influx of followers from various districts including Gorakhpur, Deoria, Ballia, Azamgarh, Mau, Ghazipur, Faizabad, and Ambedkar Nagar. Historical records and numerous

legends affirm the sacred status of this Siddhapeetha. Originally known as Shitala Chowkiyan, the village was later renamed Devchandpur in honor of Devchand Mali. According to lore, Devchand's family included a devout woman named Shitala, who became a widow at a young age. Subsequently, the area's focus shifted towards agriculture. Devchand began his devotional practices by setting up a brick pillar and placing stones at the location believed to be Sati's site around 1772, gradually transforming it into a revered Shaktipeeth.

Amidst the destruction of Vijay Mandir at Premrajpur by Ibrahim Shah Sharqi, faithful adherents moved the idol of Sheetal Devi to Devchandpur, enhancing the temple's sanctity. Through the years, beautification projects have been undertaken, including the addition of a picturesque lake and the Lakshmi Narayan temple, contributing to the site's divine charm. Esteemed visitors, including Prime Minister Jawahar Lal Nehru, Pt. Kamlapati Tripathi, Shriprakash ji, Jai Prakash Narayan, alongside celebrated politicians and actors, have sought blessings here. Rooted in the verses from the Markandeya Purana, the myth of Sheetal Devi celebrates her as a mother figure to the universe, drawing pilgrims seeking to fulfill their wishes or expressing gratitude for fulfilled desires through offerings and participating in rituals like marriages, Mundan ceremonies, and sacred thread ceremonies. The site becomes especially crowded during the Sharadiya and Chaitra Navratri festivals, necessitating advanced preparations to accommodate the vast number of devotees. Enhanced security measures, including CCTV cameras and metal detectors, ensure a safe and orderly environment for worship.

The primary goal of promoting local industry through the temple's popularity aims to achieve economic self-sufficiency for Jaunpur by encouraging the consumption of local products among visitors. With over a hundred shops surrounding the temple offering worship materials and food, the area's fertile clay soil supports the cultivation of crops like maize, sesame, cabbage, and radish, further contributing to the local economy and culture.

## **LITERATURE REVIEW**

In a study by Newman, B. J., Shah, S., and Lauterbach, E. (2018), an investigation into whether individuals are conscious of the economic disparities within their immediate communities was undertaken through the analysis of two national surveys: the 2016 Cooperative Congressional Election Study (CCES) and the May 2017 Qualtrics Omnibus Survey. Their findings indicated a positive awareness among the American populace regarding local economic inequalities. This suggests that in India, a country with less economic development compared to the U.S. and higher levels of income inequality, citizens are likely similarly aware of their surrounding economic disparities. Furthermore, a separate study by Solt, F., and colleagues (2016) delved into understanding why, despite this awareness of social and income inequalities, there is no significant public dissent. Contrary to Newman, B. J., et al.'s (2015) theory that greater local income inequality heightens lower-income individuals' rejection of the meritocracy ideology in the U.S., Solt and his team found that in areas with greater inequality, people with lower incomes tend to believe more strongly in the notion that hard work can lead to success. This belief system aligns with the Indian cultural perspective, heavily influenced by the Law of Karma, which encourages acceptance of one's situation rather than revolting against state authorities, viewing such dissent as morally and ethically wrong, especially when the nation is personified as a sacred entity.

On May 13, 2020, India's Prime Minister Narendra Modi emphasized the importance of supporting local businesses and products in his speech during the coronavirus lockdown, coining the phrase 'vocal for local' (Tripathi, 2020). This initiative aims to inspire those without employment to explore new opportunities, thereby potentially transforming the mindset towards preferring and producing local goods, leading to remarkable outcomes.

In 2019, Jayanthi undertook an in-depth analysis of entrepreneurship within India, examining its scope, essential characteristics, and the unique challenges entrepreneurs face in the country. This study revealed that the landscape of Indian entrepreneurship is largely dominated by small businesses, which often struggle with establishing networks and securing cultural backing. Moreover, India's position at 68th among 137 countries on the Global Entrepreneurship and Development Index (GEDI) indicates its average standing in the field of entrepreneurship. The research also points out the potential long-term benefits of entrepreneurship education, emphasizing its role in fostering an environment that encourages autonomy, creativity, and the development of innovative approaches to product creation and marketing.

## **METHODOLOGY**

### **OBJECTIVE**

The objectives for conducting a need assessment survey among shopkeepers operating in the temple area of Jaunpur include:

1. Analyzing Current Living Standards and Socio-Economic Profiles: This aim is directed at gaining insights into the living standards and socio-economic conditions of the shopkeepers around the temple. It seeks to

collect detailed data on their living arrangements, availability of essential services, educational qualifications, family dynamics, levels of income, and other pertinent socio-economic details.

2. Conducting a Detailed Needs Analysis for Shopkeepers: This goal involves understanding the specific requirements and challenges faced by the shopkeepers located within the temple's vicinity. It looks to identify areas where they might need support, their goals for business improvement, potential service gaps, and their overall expectations for enhancement of their livelihoods.
3. Identifying Opportunities for Income Enhancement: The survey aims to explore and identify potential activities or ventures that could serve as additional sources of income for these individuals, thereby helping to improve their overall livelihoods and economic well-being.

Subject Selection- 70 shopkeepers of Chowkiyan Dham were randomly selected. Complete details were taken from them regarding their name, age, gender, educational qualification, monthly income, religion, etc.

Materials (TOOLS)- Self-made product, need scale, paper, pen. Test Description-Product Need Scale in which a total of 33 statements are given, out of which some statements were of alternative type and some statements were of open-ended type which has been self-made.

Details of Field Survey - Data were collected from 70 shopkeepers around Chowkiyan Temple, first of all by having a general conversation with the shopkeeper and giving them general instructions in the research work, "Dear Sir/Madam, we are trying to promote the local products of Jaunpur district and We are conducting a study in the direction of making the district self-reliant. The questions given below are related to your economic benefits. None of these answers are wrong or right. Answer them in the same way which is equally applicable in the direction of making the district. Your answers are confidential. Will be kept and your answers will be used only for research purposes." Cooperation was requested, after which the test was administered to them. First of all, general information was taken from all the 70 shopkeepers separately like –

Name

age

educational qualification..

Income per month..

Religion..

gender.....

After this, a total of 33 questions were asked to them through the questionnaire which were of the following types -

Were infected with Corona - Yes/No.

Which products do you take from Jaunpur, which are of local level, which materials come from other cities etc.

## RESULT(IN %)

**TABLE 1**

Where to buy incense sticks?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	JAUNPUR	56	82.4	82.4	82.4
	R				
	OUTSIDE	12	17.6	17.6	100.0
Total		68	100.0	100.0	

TABLE 1 SHOWS "WHERE DO YOU BUY INCENSE STICKS", IN WHICH 82.4% PEOPLE SAID "JAUNPUR" WHILE 17.6% PEOPLE SAID "OUTSIDE".

**TABLE 2**

Which months have more sales				
		Frequency	Percent	Valid Percent
Valid	MAY	34	50.0	50.0
	JUNE	30	44.1	44.1
	JULY	16	23.5	23.5
	OCTOBER	26	38.2	38.2

TABLE 2 SHOWS "WHICH MONTHS HAVE MORE SALES", WITH 50% STATING "MAY", 44.1% SAYING "JUNE", 23.5% SAYING "JULY", AND 38.2% "OCTOBER".

**TABLE 3**

Where do you get Ramdana from?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NA	2	2.9	2.9	2.9
	JAUNPUR	44	64.7	64.7	67.6
	R				
	OUTSIDE	22	32.4	32.4	100.0
Total		68	100.0	100.0	

Table 3 shows "Where do you get Ramdana from", in which 67.6% people said "Jaunpur" while 32.4% people said "from outside".

**TABLE 4**

If the locals make ramdana and give it to you, will you take it?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NA	2	2.9	2.9	2.9
	YES	64	94.1	94.1	97.1
	NO	2	2.9	2.9	100.0
	Total	68	100.0	100.0	

TABLE 4 Shows that" Will you take if the local people make RAMDANA and give it to you", in which 97.1% people said "YES" while only 2.9% said "N".

**TABLE 5**

Do you think that if the incense lamp is made from cow dung instead of chemical, will it sell?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	64	94.1	94.1	94.1
	NO	4	5.9	5.9	100.0
	Total	68	100.0	100.0	

TABLE 5 Shows " do you think that if the incense lamp is made from Desi cow dung instead of chemical, will it sell", In which 94.1% of people said "YES" while only 5.9% said "NO"

**TABLE 6**

Which items sell the most?					
		Frequency	Percent	Valid Percent	
Valid	NARIYAL	26	38.2	38.2	
	PRASAD	32	47.1	47.1	
	CHUNARI	26	38.2	38.2	
	MALA PHOOL	38	55.9	55.9	

TABLE 6 Shows "Which are the most sold", In which 38.2% said "COCONUT", 47.1% "PRASAD", 38.2% "CHUNARI", AND 55.9% "GARLAND flowers".

**TABLE 7**

Will the Chota Havan Kund (readymade) be sold if prepared by the local people?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	8	11.8	11.8	11.8
	NEUTRAL	2	2.9	2.9	14.7
	AGREE	58	85.3	85.3	100.0
	Total	68	100.0	100.0	

TABLE 7 shows that "if a small ready-made havan kund is prepared by local people, will it sell?" In this, 85.3% of people said "agree," 11.8% of people said "disagree," and 2.9% of people remained "neutral."

**TABLE 8**

If the black thread is adorned with decorative , will it sell?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	52	76.5	76.5	76.5
	NO	16	23.5	23.5	100.0
	Total	68	100.0	100.0	

TABLE 8, it is shown that "If a black thread is prepared as a bracelet with decorations, will it sell?" In which 76.5% of people said "Yes" while only 23.5% of people said "No".

**TABLE 9**

Will it sell if we embroider a beautiful design of Goddess Durga on a scarf?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	62	91.2	91.2	91.2
	NO	6	8.8	8.8	100.0
	Total	68	100.0	100.0	

TABLE 9, it is shown that "If we embroider a beautiful design of Goddess Durga on a scarf, will it sell?" In which 91.2% of people said "Yes" while only 8.8% of people said "No".

**TABLE 10**

Will it sell if we create an image of Goddess Durga using Rakhi?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	60	88.2	88.2	88.2
	NO	8	11.8	11.8	100.0
	Total	68	100.0	100.0	

TABLE 10, it is shown that "If we create an image of Goddess Durga using Rakhi, will it sell?" In which 88.2% of people said "Yes" while only 11.8% of people said "No".

**TABLE 11**

Will bracelets made with black thread and using new and innovative styles, will it sell?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	64	94.1	94.1	94.1
	NO	4	5.9	5.9	100.0
	Total	68	100.0	100.0	

TABLE 11 Shows that "if new types of BRACELETS are made with black thread and using other colors of thread, will it sell", In which 94.1% of people said "YES" while only 5.9% said "NO".

**TABLE 12**

The material that is most in demand?					
		Frequency	Percent	Valid Percent	
Valid	NARIYAL	30	44.1	44.1	
	SINDHUR	14	20.6	20.6	
	PRASAD	20	29.4	29.4	
	MALA	18	26.5	26.5	
	PHOOL	20	29.4	29.4	

TABLE 12 Shows that "most in demand was "COCONUT" by 44.1%, 20.6% "SINDOOR" by 29.4%, PRASAD by 26.5% said GARLAND flower and 29.4% said CHUNARI".

**TABLE 13**

How much is the monthly income of your business?				
		Frequency	Percent	Valid Percent
Valid	0-10K	38	55.9	55.9
	11-20K	18	26.5	26.5
	21-30K	6	8.8	8.8
	31-40K	0	100.0	0.0
	41-50K	4	5.9	5.9
	50K and above	0	100.0	0.0

TABLE 13 Shows "how much is the monthly income of your business". In which 55.9% said "0-10 thousand", 26.5% said "11-20 thousand", 8.8% said "21-30 thousand", and 5.9% said "41-50 thousand".

**TABLE 14**

Are you satisfied with the monthly income of your business or not?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	34	50.0	50.0	50.0
	NO	34	50.0	50.0	100.0
	Total	68	100.0	100.0	

TABLE 14 SHOWS "WHETHER YOU ARE SATISFIED WITH THE MONTHLY INCOME OF YOUR BUSINESS OR NOT", WITH 50% OF THE PEOPLE SAYING "YES" AND 50% SAYING "NO".

**TABLE 15**

More shoppers from your shop				
		Frequency	Percent	Valid Percent
Valid	KIDS	36	52.9	52.9
	YOUNG	32	47.1	47.1
	MARRIED COUPLE	60	88.2	88.2
	OLD	4	5.9	5.9

TABLE 15 SHOWS THAT "SHOPPERS FROM YOUR SHOP" INCLUDE 52.9% OF PEOPLE WHO SAID "CHILDREN", 47.1% SAID "YOUNG", 88.2% WERE "MARRIED COUPLES", AND 5.9% WERE "ELDERLY".

**TABLE 16**

Can sesame and jaggery laddus be made the main prasad?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	34	50.0	50.0	50.0
	NO	34	50.0	50.0	100.0
	Total	68	100.0	100.0	

TABLE 16 SHOWS "CAN TIL AUR JAGGERY LADDOOS BE MADE THE MAIN PRASAD", WITH 50% SAYING "YES" AND 50% SAYING "NO".

**TABLE 17**

Can Jaunpur's perfume be made a major offering?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	18	26.5	26.5	26.5
	NO	50	73.5	73.5	100.0
	Total	68	100.0	100.0	

TABLE 17 SHOWS "CAN JAUNPURR MADE PERFUMES BE MADE AS THE MAIN PRASAD", WITH ONLY 26.5% SAYING "YES" AND 73.5% SAYING NO.

**TABLE 18**

If chunri is dyed and made locally with muslin or khadi cloth, will it be sold?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	60	88.2	88.2	88.2
	NO	8	11.8	11.8	100.0
	Total	68	100.0	100.0	

TABLE 16 SHOWS "IF CHUNRI IS DYED AND MADE LOCALLY WITH MUSLIN OR KHADI CLOTH, WILL IT BE SOLD", IN WHICH 88.2% SAID "YES" AND ONLY 11.8% SAID NO.

## RESULT

The merchandise available at Chowkiyan Dham primarily consists of coconut, chunri garland, flowers, incense sticks, vermilion, and Ramdana. In addition to cosmetics and certain toys, other wooden utensils and other items are also available for purchase. Through extensive inquiry, it was discovered that the sole domestically produced The materials used are Dona Dalia, garland flowers, and a plastic box containing vermilion. The majority of the merchandise is transported to this location by wholesalers and thereafter sold to small retailers from various cities such as Varanasi, Mirzapur, Bangalore, Moradabad, and Delhi.

When considering the geographical position of Jaunpur district, it lacks any industries that can provide employment opportunities. The local population primarily relies on agriculture, taking use of the exceptionally fertile area for cultivating sesame and sugarcane. The cultivation of flowers, maize, radish, cabbage, and other crops.

The perfume's aroma pervaded every part of the world, but in the contemporary day, its smell gradually dissipated. Efforts are underway to restore the district's prestige and promote self-sufficiency. The aim is to revive the production of Jasmine and Belle, renowned for their scent, and spread their aroma worldwide. The Chief Minister has taken the lead in this endeavor, as seen from his address. Sesame seeds were reportedly utilized in combination with flowers for perfume production. The decline in demand for perfume was mostly attributed to its labor-intensive production process, resulting in high costs, while cheaper alternatives flooded the market. Deodorant, fragrance, and other scents are now accessible. Likewise, the demand for sesame also began to decline, resulting in

As a result, farmers' preference moved towards cultivating sesame. If a designated location is chosen and Mahaprasad incorporates fragrances and confections derived from locally cultivated sesame seeds, while the priests prioritize illuminating lamps with sesame oil rather than desi ghee, it would significantly contribute to the district's self-sufficiency. The most optimal location to seek assistance is Chowkiyan Dham, a destination that attracts devotees from all throughout India.

In addition, if the women of the group create and supply incense, lamps, incense sticks, and idols of Maa Shitala made from locally sourced cow dung to shopkeepers, they will be able to achieve self-sufficiency. This initiative has been undertaken in the university by inviting the women of the group. The ladies received training in the art of crafting incense lamps. However, they were unable to continue due to the requirement of establishing a small manufacturing facility, which would incur a cost of approximately Rs 3-4 lakhs. Consequently, the women were unable to proceed with their pursuit.

In addition, if the women in the organization create handcrafted decorative items and sell them to retailers, it will provide significant economic advantages for them.

Will have the capability to obtain. Despite the chunri being adorned with colored fabric and embellished with gota, individuals will still receive financial advantages. By engaging in small-scale tasks, women and farmers can achieve self-sufficiency.

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