

Awareness On Rural Development Programmes Among The Landless Agricultural Labourers: A Study In Cuddalore District

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Abstract

This paper is descriptive in nature and highlights the role of promotion for these schemes in rural areas to create awareness among the landless agricultural labourers. The present government has introduced many rural development schemes. The rural development programmes are aimed at reducing poverty and unemployment, improving health and education, and rural people to meet basic needs such as food, shelter and clothing, infrastructure, rural area development, and skill development. The main objective of this paper is to study all the promotional activities by which all these rural development schemes are promoted in rural areas.

Keywords: Rural Development Programmes, Awareness, Beneficiaries, Labourers

Introduction

India is a nation of villages and its development is the same with the development of the populace alive in rural areas. India is a large and second most populous country of the world. (Census of India, 2011). This rural mass meeting only meets poverty, low levels of literacy and income, high levels of unemployment and poor nutrition and health status. Many rural development programmes are being implemented to deal with these specific issues and create opportunities for raising the lives of these rural populations. To improve the living standards of rural people and for the overall development of rural areas. This is the way in which the quality of life of the rural people, especially the poor, is progressive. The rural development programmes are aimed at reducing poverty and unemployment, improving health and education, and rural people to meet basic needs such as food, shelter and clothing, infrastructure, rural area development, and skill development. The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), India's Planning Commission, has been implementing some of India's plans to improve the conditions of the rural population, Indira Awaas Yojana (IAY), Pradhan Mantri Awas Yojana (PMAY), Green House Scheme, Swachh Bharat Abhiyan (SBA), Atal Pension Yojana (APY), Bachat Lamp Yojana (BLY), Deen Dayal Upadhyaya Grameen Kaushalya Yojna (DDUGKY), Digital India Programme (DIP), Pradhan Mantri Adarsh Gram Yojana (PMAGY), Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Gram Sadak Yojana (PMGSY), Sampoorna Grameen Rozgar Yojana (SGRY), National Rural Livelihood Mission (NRLM), Pradhan Mantri Ujjwala Yojana (PMUY).

IAY (Indira Awaas Yojana)

The Indira Awaas Yojana (IAY) was started during 1985-86 as a sub-scheme of RLEGP. When Jawahar Rozgar Yojana (JRY) was started in April, 1989 IAY was made its sub-scheme. Six per cent of JRY funds were allocated for implementation of IAY. In the initial years, the housing scheme addressed the needs of the SC and ST families and families of attachment labourers in the BPL category. From 1993-94, the scope of IAY was extensive to cover non-SC/ST families in the rural areas. IAY was de-linked from JRY and made a free scheme with effect from 1st January 1996. It is now a flagship programme of the Ministry of Rural Development, part of the larger strategy of rural poverty eradication, to provide poor households the dignity of owning their own pucca home to facilitate their right to settlement of further rural development scheme.

PMAY (Pradhan Mantri Awas Yojana)

Prime Minister Manmohan Awas Yojana was launched in June 2015 to provide affordable housing for urban poor. Prime Minister Awas Yojana - Gramin is the main project of the Government of India. It was formerly known as Indira Awaaz Yojana (IAY), which is a major project in India, which makes it a part of the lower-lying population to set up a safe and lasting shelter for families below the poverty line. This initiative is part of a major strategy of the Ministry of Poverty Alleviation, which enhances the environmental environment with adequate provisions for improved expansion and advancement. With a funding of 2 trillion US dollars (2 billion US dollars) by the federal government, 2022 is planned to construct 2 crore houses for urban poor, including economically weaker sections of urban areas and low income groups.

Green House Scheme

The chief minister's solar energy project, the Green House project (CMSPGHS) The scheme was launched in 2011-2012. This is the main project of the Government of Tamil Nadu, which is a major project for the housing needs of the rural poor in the state. Solar Potential home lighting systems and thereby promote green energy. Free house and solar power lights are available. There is nothing else in the country like this project. The solar power lights will be built up to 300 square meters of area. Every house shall be constructing with an area of 300 square feet at a unit cost of Rs.2.10 lakh fully funded by the State Government. Each house shall consist of a living room, bed room, kitchen, toilet and verandah apart from the provision of harvesting rain water. Both the building of houses and equipment of solar lights shall be taken up by the Rural Development and Panchayat Raj Department. The Green Houses shall be constructing on the land own by the recipient.

Swachh Bharat Abhiyan

Swachh Bharat Abhiyan is a nationwide hygiene movement recognized through the Government of India. This movement is face 4041 legislative urban in regulate to sanitary road and rail network, street, and interactions of the India. It is a gathering association has event to

generate a hygienic India by 2019. It is a pace further on to the Mahatma Gandhi's vision of Swachh Bharat Abhiyan for strong and wealthy living. This assignment is starting on 2nd of October 2014 (145th birth anniversary of Bapu) by goal its wholeness in 2019 on 150th birth anniversary of Bapu. The assignment has been implementing to envelope every one the rural and urban region of the India under the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation accordingly.

Pradhan Mantri Gram Sadak Yojana (PMGSY)

PMGSY was launched on 25th December 2000 as a completely fund centrally subsidized plan to afford all weather conditions road connectivity in rural areas of the country. The programme picture between all habitations by way of a people of 500 personnel and higher than in the natural areas and 250 personnel and higher than in mountain States, the tribal and the wasteland areas. According to most recent information through offered by the State Governments in a investigation to recognize interior arrangement as division of the PMGSY programme, regarding 1.67 lakh inaccessible habitations are qualified for reporting under the programme. This involves structure of with reference to 3.71 lakh km. of roads for latest Connectivity and 3.68 lakh km. in progression. The President of India, in his attend to Parliament on 25th February, 2005, announce a most important industry diagram for innovation rural India identify Bharat Nirman. The Finance Minister, in his Budget Speech of 28th February, 2005, recognized Rural Roads as one of the six mechanism of Bharat Nirman and has set a aim to give connectivity to all habitations with a populace of 1000 citizens and above (500 citizens and higher than in the case of mountainous or tribal areas) with an all-weather road. An entire of 59564 habitations are future to be afford latest connectivity under Bharat Nirman. This would involve construction of 1,46,185 km of rural roads. In addition to new connectivity, Bharat Nirman envisages upgradation/renewal of 1,94,130 km of existing rural roads. These comprise 60% upgradation since Government of India and 40% rejuvenation by the State Governments.

National Rural Livelihood Mission (NRLM)

NRLM was introduced by the Ministry of Rural Development (MoRD), Government of India in June 2011. give support to in division during asset maintain by the World Bank, the assignment goal at make capable and useful institutional platform of the rural poor enabling them to enlarge family income during sustainable living enhancement and better entrance to economic service. NRLM has place away among programme to envelope 7 Crore rural poor household, across 600 districts, 6000 blocks, 2.5 lakh Gram Panchayats and 6 lakh village in the nation stated during self-managed Self Help Groups (SHGs) and federate institution and maintain them for livelihood collective in a time of 8-10 years. In totaling the poor would be facilitate to reach enlarged right to use to their rights, entitlements and community services, diversify possibility and well again public indicator of empowerment. NRLM believes in harnessing the innate capabilities of the poor and complements them with capacities

(information, knowledge, skills, tools, finance and collectivization) to participate in the growing economy of the country.

Pradhan Mantri Ujjwala Yojana (PMUY)

The Government has introduced “Pradhan Mantri Ujjwala Yojana”(PMUY) for as long as LPG links to 5 crore women belong to the Below Poverty Line (BPL) family’s more than a time of 3 years initial beginning FY 2016-17. Aim of the scheme is to afford hygienic cook firewood key to poor household particularly in rural areas. Make use of remains fuel and conservative firewood like cow dung, kerosene, biomass, etc. has severe implication on the wellbeing of rural womenfolk and kids. Use of LPG as a food preparation firewood help in successfully address fitness hazard related with the use of conservative source of cook fuel. The relevant skin tone of the PMUY Scheme is as below:

1. LPG link is open in the name of adult woman of the BPL family, theme to the order that no LPG link exist in the name of any family member of the house.
2. Qualified family is recognized during the Socio Economic Caste Census (SECC) listing.
3. The scheme covers the money help up to Rs 1600/- for provided that new LPG link and this money support is providing in the Central Government.
4. The client bears the price of Hot Plate and pay for of initial fill up.

Review of Literature

Vetrivel V and Manikandan R (2013) focused that sustainable agricultural improvement in the innovative millennium, rural employees and their family must have right to use to sufficient work and living situation, healthiness and wellbeing. An adequate balance between agricultural growth and the protection of the environment is also crucial for the future of the world's food production and for its sustainability. Professional physical condition in agriculture must be included into a rural development strategy with a well-defined strategy. It be supposed to position an importance on avoidance and ecological security to be constant with recent trends and should be concentrate on both at national and international levels.

Hariharapriyadharsan M and Deepa Lakshmi S (2018) focused that Pradhan Mantri Suraksha Bima Yojana scheme is a low cost premium insurance scheme and is affordable to all sections of Indian people and everyone have to get enrolled into the scheme so that the nominee or the family members get benefited in case of any eventuality occurs to the insured person. Undoubtedly this is the lowest insurance premium available for life in General Life Insurance companies for an individual. So, even those who got any other life insurance coverage also can opt for this policy.

Arjun Kumar (2014) studied that on most rural areas in India, housing is scarce. In rural areas a major problem in housing for residents is temporary. The results clearly show that households living in congested and congested conditions are leading to a shortage of housing in India. In addition, rural households are very disadvantaged when it comes to basic amenities. It is

recommended that the Government should promote adequate and affordable rural housing by providing more housing to alleviate the housing shortage in rural India.

Rashid and Dr. AnjanSen (2010) reviewed that self mobilized participation of people in rural development is a critical factor, which is possible through a vibrant and powerful Gram Sabha. Two prominent groups of people lead the panchayats; the first group includes traditional influential persons, and the second group consists of new and raw entrants. Significance of participation in the panchayat activities and implementation of rural development programs has not yet been realized by the common man. Women representatives are much neglected. Thus there is a need to empower them by providing them proper training and education. People's participation in rural development remains little due to poor literacy rate and little awareness of the rural development programs. Thus there is a need to educate and create awareness among the members of Gram Sabha about their powers and functions.

Objectives

1. To analyse the socio economic conditions of the landless agricultural labourers in the study area.
2. To know the level of awareness and beneficiaries of rural development programmes.

Methodology

The present article makes an attempt to study the awareness of rural development programmes in rural areas of Cuddalore district, Parangipettai block of for this purpose twelve villages were selected. The primary data has been collected with help of interview schedule method. The random sample of 240 landless agricultural labourers, from the villages has been selected the awareness and problems perceived and come across by the agricultural labourers in their day to day life.

Table -1
Socio Economic Status of Landless Agricultural Labourers

Variable	Sub Group	Frequency	Percentage(%)
Age Group	18 – 30	30	12.5
	31 – 45	46	19.2
	46 – 60	98	40.8
	60 above	66	27.5
	Total	240	100.0
Gender	Female	138	57.5
	Male	102	42.5
	Total	240	100.0
Marital Status	Married	221	92.1
	Unmarried	4	1.7
	Divorce	4	1.7

	Widow	11	4.6
	Total	240	100.0
Religion	Hindu	192	80.0
	Christian	48	20.0
	Total	240	100.0
Community	BC	54	22.5
	MBC	77	32.1
	SC	109	45.4
	Total	240	100.0
Type of Labour	Permanent Labour	196	81.7
	Casual Labour	44	18.3
	Total	240	100.0

Table -1 examines the socio economic characteristics of the landless agricultural labourers. The majority 40.8 percent of the landless agricultural labourers belong to age group 46-60 years. Regarding gender is the great strength 57.5 percent of the female labourers. 92.1 percent of the landless labourers are married. Most of the labourers are in the religion of Hindu in 80 percent. The majority of the respondents are 45.4 percent of the labourers are belonging to the SC community. Based on the most groups of labourers are around 81.7 percent of the permanent labourers and followed by casual labourers.

Table – 2
Distribution of Respondents by the Awareness on Rural Development Programmes

Sl. No.	Programmes	Respondents		Total
		Yes	No	
1.	Ever heard PMAY	207 (86.3)	33 (13.8)	240 (100.0)
2.	Ever heard Green House	225 (93.8)	15 (6.3)	240 (100.0)
3.	Ever heard SBA	240 (100.0)	.00 (.00)	240 (100.0)
4.	Ever heard PMGSY	240 (100.0)	.00 (.00)	240 (100.0)
5.	Ever heard NRLM	240 (100.0)	.00 (.00)	240 (100.0)
6.	Ever heard PMUY	240 (100.0)	.00 (.00)	240 (100.0)

Table -2 From our study, we find that the landless agricultural labourers of rural development programmes are more about the Pradhan Mantri Awas Yojana (PMAY), Chief Minister's Solar Powered Green House (CMSPGHS), Swachh Bharat Abhiyan (SBA), Pradhan Mantri Gram Sadak Yojana (PMGSY), National Rural Livelihood Mission (NRLM) and Pradhan Mantri Ujjwala Yojana (PMUY). The majority of labourers are the fully aware of SBA, PMGSY, NRLM and PMUY in 100 percent. Followed by the labourers are 93.8 percent of housing programmes.

Table – 3**Distribution of Respondents by the Motivation of Rural Development Programmes**

Sl. No.	Programmes	Respondents				Total
		.00	Village officers	Friends / Relatives	Media / Journal	
1.	Motivated to PMAY	33 (13.8)	72 (30.0)	104 (43.3)	31 (12.9)	240 (100.0)
2.	Motivated to Green House	15 (6.3)	80 (33.3)	105 (43.7)	40 (16.7)	240 (100.0)
3.	Motivated to SBA	.00 (.00)	172 (71.6)	51 (21.3)	17 (7.1)	240 (100.0)
4.	Motivated to PMGSY	00	53 (22.1)	93 (38.8)	94 (39.2)	240 (100.0)
5.	Motivated to NRLM	00	83 (34.6)	142 (59.2)	15 (6.3)	240 (100.0)
6.	Motivated to PMUY	00	168 (70.0)	60 (25.0)	12 (5.0)	240 (100.0)

Form the table -3 stated that in landless agricultural labourers in study area, 43.3 percent of friends/relatives are motivated by their labourers in PMAY and Green house scheme. According to the SBA and PMUY 71.6 percent of the village officers are motivated by the labourers. As for NRLM scheme, 59.2 percent of friends/relatives are motivated by labourers. Thus we can say that friends/relatives are the best source of motivation.

Table – 4**Distribution of Respondents by the Beneficiaries of Rural Development Programmes**

Sl. No.	Programmes	Respondents			Total
		Yes	No	We have just joined this Scheme	
1.	Beneficiaries of PMAY	26 (10.8)	214 (89.2)	00	240 (100.0)
2.	Beneficiaries of	28	212	00	240

	Green House	(11.7)	(88.3)		(100.0)
3.	Beneficiaries of SBA	204 (85.0)	36 (15.0)	00	240 (100.0)
4.	Beneficiaries of PMGSY	181 (75.4)	59 (24.6)	00	240 (100.0)
5.	Beneficiaries of NRLM	75 (31.3)	145 (60.4)	20 (8.3)	240 (100.0)
6.	Beneficiaries of PMUY	230 (95.8)	10 (4.2)	00	240 (100.0)

From the table -4 conclude that the 240 samplers were selected from 12 selected villages. Of the respondents, 10.8 percent of Pradhan Mantri Awas Yojana (PMAY) and 11.7 percent of the Green house schemewere beneficiaries. 85 percent of the Swachh Bharat Abhiyan scheme (SBA), 75.4 percent of Pradhan Mantri Gram Sadak Yojana (PMGSY) and 31.3 percent of the National Rural Livelihood Mission project, and Pradhan Mantri Ujjwala Yojana constitute 95.8%.Landless agricultural labourers have mostly benefited from the Prime Minister's Ujjwala Yojana program. This is followed by the Swasth Bharat Abhiyan Project. Most of these respondents thought they would have to spend less on foreclosures and they would have benefited less from the scheme. And the NRLM project has benefited less from micro-financial institutions, which have benefited less.

Table – 5

Distribution of Respondents by the not aware of Rural Development Programmes

Sl. No.	Programmes	Respondents							Total
		.00	Not eligible	Not aware of such Programme	Not in need	Due to lack of space	Because there is no pre-payment	Family issue	
1.	If no, Reason for PMAY	26 (10.8)	27 (11.3)	33 (13.8)	10 (4.2)	29 (12.1)	92 (38.3)	23 (9.6)	240 (100.0)
2.	If no, Reason for Green House	28 (11.7)	47 (19.6)	15 (6.3)	2 (.8)	17 (7.1)	104 (43.3)	27 (11.3)	240 (100.0)
3.	If no, Reason for SBA	204 (85.0)	3 (1.3)	00	1 (.4)	10 (4.2)	14 (5.8)	8 (3.3)	240 (100.0)
4.	If no, Reason for PMGSY	240 (100.0)	00	00	00	00	00	00	240 (100.0)
5.	If no, Reason	240	00	00	00	00	00	00	240

	for NRLM	(100.0)							(100.0)
6.	If no, Reason for PMUY	230 (95.8)	6 (2.5)	00	4 (1.7)	00	00	00	240 (100.0)

The above table shows that the respondents are the not aware of rural development programmes. Landless agricultural Labourers have been fully aware and benefited from these three projects: Swachh Bharat Abhiyan (SBA), Pradhan Mantri Gram Sadak Yojana (PMGSY), National Rural Livelihood Mission (NRLM) and Pradhan Mantri Ujjwala Yojana (PMUY). But despite the awareness of Pradhan Mantri Awas Yojana (PMAY) and the Green House Scheme, their livelihoods are so consistent that landless labourers find it complicated to benefit from the scheme.

Findings

- The majority of labourers are the fully aware of Swachh Bharat Abhiyan (SBA), Pradhan Mantri Gram Sadak Yojana (PMGSY), National Rural Livelihood Mission (NRLM) and Pradhan Mantri Ujjwala Yojana (PMUY).
- 59.2 percent of friends/relatives are motivated by labourers. Thus we can say that friends/relatives are the best source of motivation.
- Mostly benefited from the Prime Minister's Ujjwala Yojana program.

Conclusion

The study concluded that rural development programmes among landless labourers awareness is economically impacted by the development of rural development programs. Frequently they are less familiar with the names of rural development projects. Among landless labourers, there is increasing awareness of the rural development programme, however, there is little opportunity for rural development programs to be based on age, gender, literacy and socio-economic status. Participation in rural development programmes is low due to low literacy rate. There is a need to educate some on rural development programs. The support of government officials plays an important role in bringing awareness of Gram Sabha members to a greater number of labourers.

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