

Central Government Schemes for The Sustainable Development of Rural India: An Awareness Study in Ujire Village, Belthangady Taluk, Karnataka

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ABSTRACT

The government has launched numerous schemes for the social and economic welfare of the nation's citizens. The central government's programs aim to improve rural India's quality of life. All Indians must receive government assistance. However, for various reasons, the advantages might not be felt everywhere in rural areas. This research indicates the extent of awareness regarding the initiatives within the central government's programs. This study raises awareness of various central government programs for rural India, and its recommendations help in raising awareness among policymakers.

Keywords: Central government, Schemes, Awareness, Rural, Policy

INTRODUCTION

The Government of India has launched various initiatives to empower rural communities and create a self-reliant workforce with adequate housing and income opportunities. However, limited accessibility through banks has hindered those without knowledge of these institutions from benefiting. To improve awareness, the government has initiated campaigns in educational institutions. This analysis focuses on eight key schemes: The Mahatma Gandhi National Rural Employment Guarantee Scheme, Deen Dayal Upadhyaya Grameen Kaushalya Yojana, Pradhan Mantri Gramin Awaas Yojana, Remunerative Approach for Agriculture and Allied Sector Rejuvenation, Sampoorna Grameen Rozgar Yojana, Pradhan Mantri Gram Sadak Yojana, Pradhan Mantri Adarsh Gram Yojana, and the National Rural Livelihood Mission, all of which have significant potential for promoting sustainable development among the rural poor.

THE OBJECTIVES OF THE STUDY

1. To assess the awareness levels of rural populations regarding central government initiatives.
2. To provide a socio-economic overview of the respondents in the sample.
3. To outline the different central government schemes available for rural India.

METHODOLOGY OF THE STUDY

This research is done based on primary data and secondary data. The data or resources required for this project were collected from websites, articles, and magazines. The study in Ujire village used a convenient sampling method and a structured questionnaire. Data was collected from male and female respondents, resulting in 90 responses, all of which were analyzed.

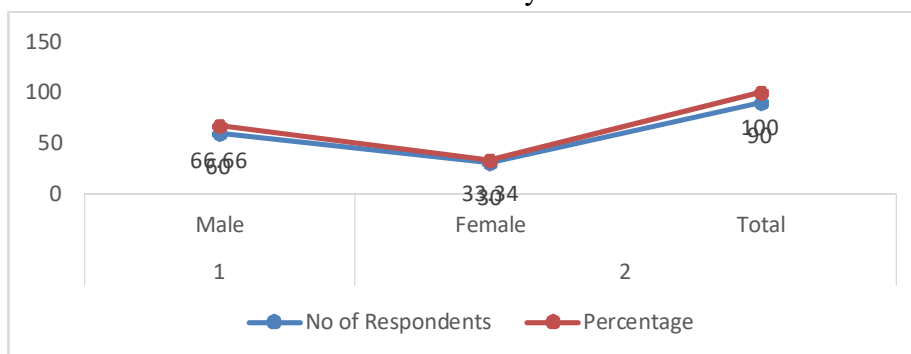
DATA ANALYSIS AND INTERPRETATION

Table 1: Gender of the respondents

Sl.No	Gender	No of Respondents	Percentage
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1	Male	60	66.66
2	Female	30	33.34
	Total	90	100

Source: Primary data

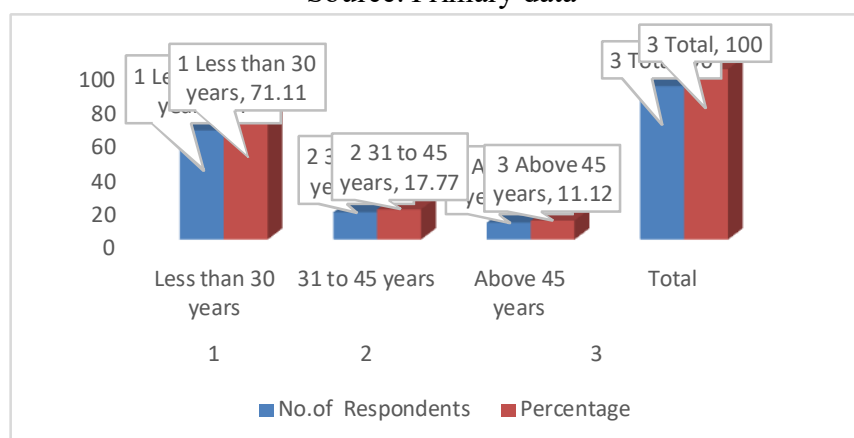


Collected 90 samples for this study, inquiring whether the participants were aware or unaware of the Government Schemes for Rural India. Among the ninety respondents, sixty (66.66%) were male, while the remaining thirty (33.33%) were female. Thus, the majority of the respondents, comprising 66.66%, were male.

Table 2: Age Group of the Respondents

SI No	Age Group	No. of Respondents	Percentage
1	Less than 30 years	64	71.11
2	31 to 45 years	16	17.77
3	Above 45 years	10	11.12
	Total	90	100

Source: Primary data

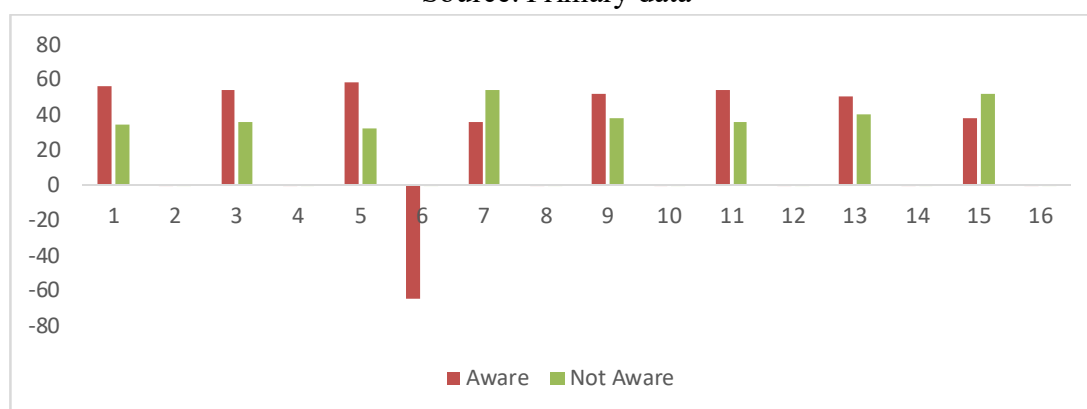


The table above shows that 71.11% of respondents are under 30, 17.77% are aged 31-45, and 11.11% are over 45. The majority are younger than 30.

Table 3: The level of awareness of various Government Schemes for Rural India

Sl.No	Government Schemes	Aware	Percentage	Not Aware	Percentage
1	Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)	56	62.22%	34	37.77%
2	Deen Dayan Upadhyaya Grameen Kaushalya Yojana	54	60%	36	40%
3	Pradhan Mantri Gramin Awaas Yojana	58	64.44	32	35.55%
4	Remunerative Approach for Agriculture and Allied Sector Rejuvenation	36	40%	54	60%
5	Sampoorna Grameen Rozgar Yojana	52	57.77%	38	42.22%
6	Pradhan Mantri Gram Sadak Yojana	54	60%	36	40%
7	Pradhan Mantri Adarsh Gram Yojana	50	55.55%	40	44.44%
8	National Rural Livelihood Mission	38	43.22%	52	57.77%

Source: Primary data



The awareness levels regarding Central Government Schemes among respondents. Out of ninety participants, fifty-six individuals (62.22%) reported being aware of the Mahatma Gandhi National Rural Employment Guarantee Scheme, while thirty-four individuals (37.77%) indicated they were unaware. Thus, a majority of respondents are informed about this scheme.

Regarding the Deen Dayal Upadhyaya Grameen Kaushalya Yojana, fifty-four respondents (60%) expressed awareness, whereas thirty-six respondents (40%) were unaware. Consequently, a majority of participants are knowledgeable about this initiative.

In the case of the Pradhan Mantri Gramin Awaas Yojana, fifty-eight respondents (64.44%) are aware, while thirty-two respondents (35.55%) are not. This indicates that a significant majority are familiar with this scheme.

Conversely, for the Remunerative Approach for Agriculture and Allied Sector Rejuvenation, thirty-six respondents (40%) are aware, while fifty-four respondents (60%) are unaware. Therefore, a majority of respondents lack of awareness of this particular scheme.

With respect to the Sampoorna Grameen Rozgar Yojana, fifty-two respondents (57.77%) are aware, and thirty-eight respondents (42.22%) are unaware, indicating that a majority are informed about this program.

Similarly, fifty-four respondents (60%) are aware of the Pradhan Mantri Gram Sadak Yojana, while thirty-six respondents (40%) are unaware, demonstrating that a majority are knowledgeable about this initiative.

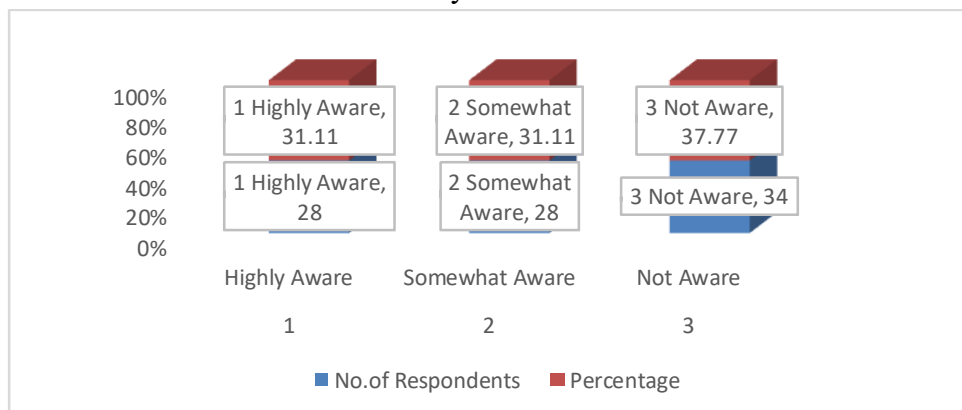
Lastly, fifty respondents (55.55%) are aware of the Pradhan Mantri Adarsh Gram Yojana, with forty respondents (44.44%) indicating they are unaware. This shows that a majority are informed about this scheme.

In contrast, for the National Rural Livelihood Mission, thirty-eight respondents (42.22%) are aware, while fifty-two respondents (57.77%) are unaware, indicating that a majority lack awareness of this initiative.

Table 4: Level of Mahatma Gandhi National Rural Employment Guarantee Act.

SI No.	Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)	No of Respondents	Percentage
1	Highly Aware	28	31.11
2	Somewhat Aware	28	31.11
3	Not Aware	34	37.77

Source: Primary data

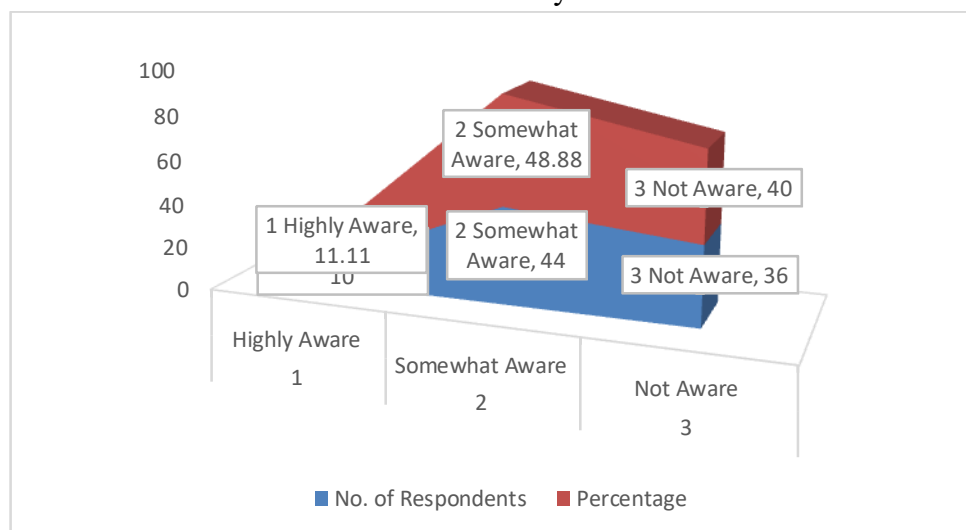


The table above shows awareness levels of the Mahatma Gandhi National Rural Employment Guarantee Scheme among ninety respondents. Thirty-four individuals (37.77%) are completely unaware, while twenty-eight (31.11%) are highly aware and another twenty-eight (31.11%) have moderate awareness. Thus, the majority (37.77%) lack of awareness of the scheme.

Table 5: Level of Deen Dayan Upadhyaya Grameen Kaushalya Yojana

Sl No.	Deen Dayan Upadhyaya Grameen Kaushalya Yojana	No. of Respondents	Percentage
1	Highly Aware	10	11.11
2	Somewhat Aware	44	48.88
3	Not Aware	36	40

Source: Primary data

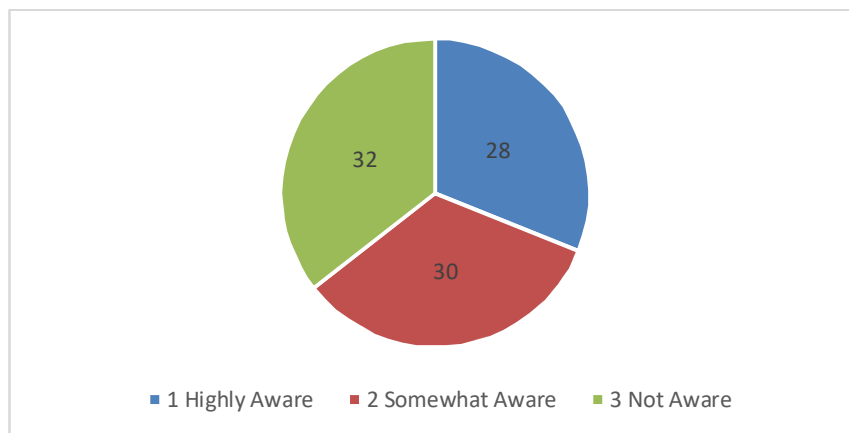


The table shows awareness levels of the Deen Dayal Upadhyaya Grameen Kaushalya Yojana among ninety respondents. Ten respondents (11.11%) have high awareness, forty-four (48.88%) have moderate awareness, and thirty-six (40%) are unaware. The largest group, at 48.88%, is somewhat aware of the scheme.

Table 6: Level of Pradhan Mantri Gramin Awaas Yojana

Sl No.	Pradhan Mantri Gramin Awaas Yojana	No of Respondents	Percentage
1	Highly Aware	28	31.11
2	Somewhat Aware	30	33.33
3	Not Aware	32	35.55

Source: Primary data

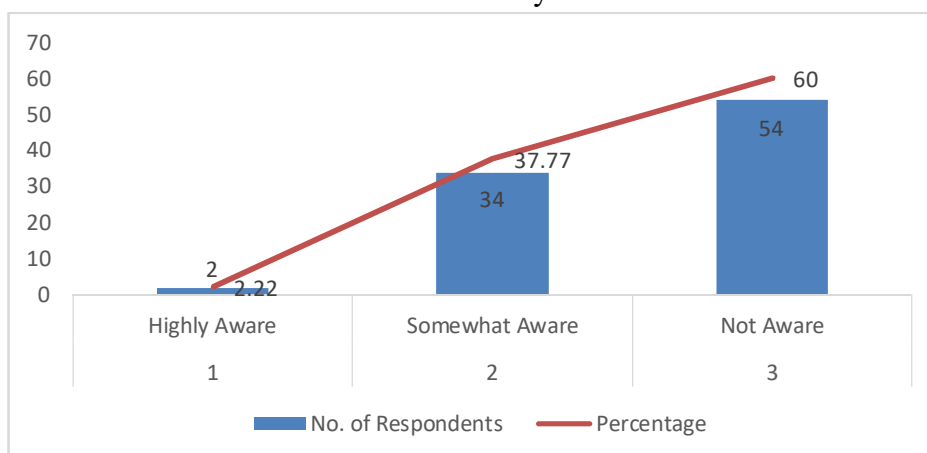


The table presented above illustrates the awareness levels regarding the Pradhan Mantri Gramin Awaas Yojana among the ninety respondents surveyed. Out of these, twenty-eight individuals, representing 31.11%, demonstrated a high level of awareness about the scheme. Meanwhile, thirty respondents, accounting for 33.33%, reported a moderate level of awareness. Conversely, thirty-two respondents, or 35.55%, indicated that they were completely unaware of the Pradhan Mantri Gramin Awaas Yojana. Thus, the majority of respondents (35.55%) fall into the category of being entirely uninformed about the initiative.

Table 7: Level of Remunerative Approach for Agriculture and Allied Sector Rejuvenation

Sl No.	Remunerative Approach for Agriculture and Allied Sector Rejuvenation	No. of Respondents	Percentage
1	Highly Aware	2	2.22
2	Somewhat Aware	34	37.77
3	Not Aware	54	60

Source: Primary data



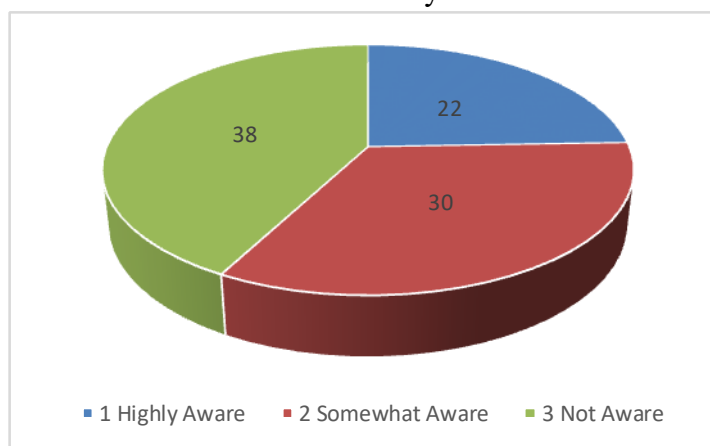
The table above shows awareness levels of the Remunerative Approach for rejuvenating the Agriculture and Allied sector among ninety respondents. Only two individuals (2.22%) had a high awareness, while thirty-four (37.77%) had moderate awareness. A significant majority,

fifty-four respondents (60%), were completely unaware of the initiative, indicating a lack of awareness among most participants.

Table 8: Level of Sampooma Grameen Rozgar Yojana

Sl No.	Sampoorna Grameen Rozgar Yojana	No of Respondents	Percentage
1	Highly Aware	22	24.44
2	Somewhat Aware	30	33.33
3	Not Aware	38	42.22

Source: Primary data

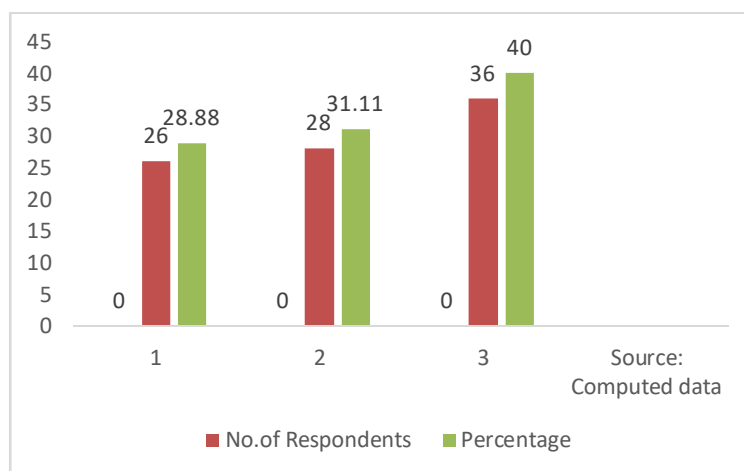


The table shows awareness levels of the Sampoorna Grameen Rozgar Yojana among ninety respondents 24.44% have high awareness, 33.33% have moderate awareness, and 42.22% are completely unaware. Thus, a significant majority (42.22%) found lack of awareness of the initiative.

Table 9: Level of Pradhan Mantri Gram Sadak Yojana

Sl No.	Pradhan Mantri Gram Sadak Yojana	No of Respondents	Percentage
1	Highly Aware	26	28.88
2	Somewhat Aware	28	31.11
3	Not Aware	36	40

Source: Primary data

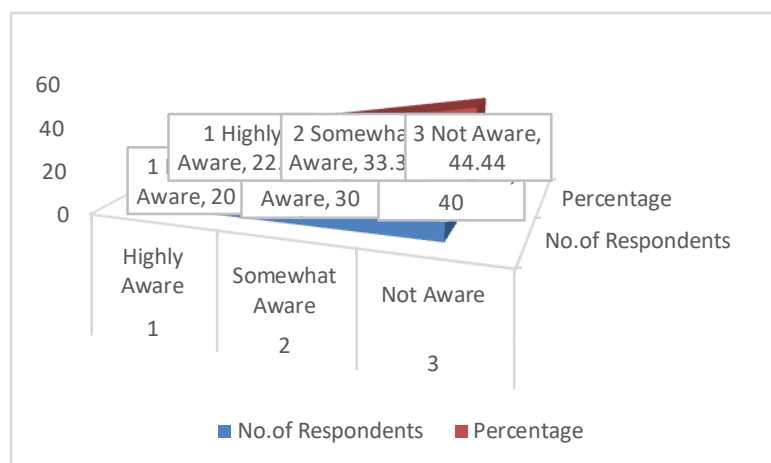


The table shows awareness levels of the Pradhan Mantri Gram Sadak Yojana among ninety respondents. Twenty-six individuals (28.88%) had high awareness, twenty-eight (31.11%) had moderate awareness, while thirty-six respondents (40%) were completely unaware of the initiative. Thus, 40% of respondents lack awareness of the program.

Table 10: Level of Pradhan Mantri Adarsh Gram Yojana

Sl No.	Pradhan Mantri Adarsh Gram Yojana	No of Respondents	Percentage
1	Highly Aware	20	22.22
2	Somewhat Aware	30	33.33
3	Not Aware	40	44.44

Source: Primary data

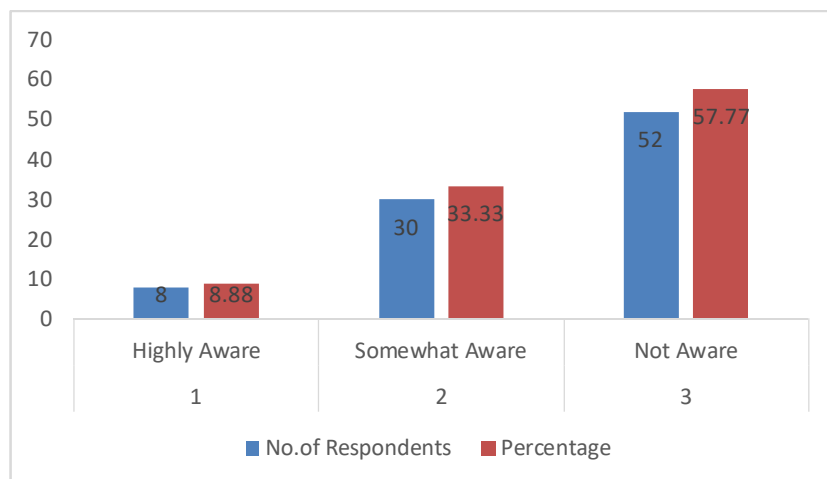


The table shows awareness levels of the Pradhan Mantri Adarsh Gram Yojana among ninety respondents 22.22% have high awareness, 33.33% have moderate awareness, and 44.44% are completely unaware. Thus, the majority (44.44%) lack of awareness of the program.

Table 11: Level of National Rural Livelihood Mission

Sl No.	National Rural Livelihood Mission	No of Respondents	Percentage
1	Highly Aware	8	8.88
2	Somewhat Aware	30	33.33
3	Not Aware	52	57.77

Source: Primary data



The table shows that among ninety respondents, only eight (8.88%) have a high awareness of the National Rural Livelihood Mission, while thirty (33.33%) have moderate awareness. A majority of fifty-two respondents (57.77%) are completely unaware of the initiative, indicating a general lack of awareness about the program.

SUGGESTIONS

India's remarkable diversity, with over 1.41 billion people across 28 states and 8 union territories, presents challenges in effective program implementation. Each year, central and state governments launch numerous initiatives aimed at various demographics, but successful execution often falls short. The implementation process typically starts with a government department creating a detailed action plan that outlines responsibilities, funding flows, target populations, and progress tracking. This plan is then shared with the public to kick off the scheme.

To improve implementation, several recommendations have been made:

1. The Central Government should work with State Governments to enhance the scheme's effectiveness and reach.
2. Advertisements should be in regional languages to boost visibility and understanding.
3. Financial institutions should conduct outreach in rural areas to inform residents about available schemes.
4. Educational institutions should play a greater role in program implementation.
5. Engagement processes with financial institutions should be simplified for accessibility.
6. Bank representatives should create a welcoming environment for beneficiaries and communicate in local languages.

CONCLUSION

The initiatives introduced by the Central Government aim to foster the development and upliftment of impoverished and unemployed individuals. It is essential to enhance public awareness of these schemes through appropriate communication channels and languages. A significant concern is the decreasing literacy rates in rural India, especially among women. There is a pressing need for technical and agricultural reforms. To increase productivity and

profitability, the adoption of modern technologies, such as organic farming, is recommended. Furthermore, improving banking services in rural areas will enable the community to access affordable loans and credit. Awareness can be effectively generated through advertisements and campaigns, with direct outreach by students proving to be more impactful than national television advertisements in various languages. The government's introduction of schemes in educational institutions will ensure that these resources are accessible to all individuals in need, both now and in the future.

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