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Research Paper

A Study on The Opinion of the Motivational Schemes Adopted by State Government in Selected Villages of Dindigul District.

Management

KEYWORDS :

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ABSTRACT

The research paper was designed with the primary objective of finding out the opinion of the motivational schemes adopted by the state Government in selected villages of rural areas in and around Dindigul district. The study was conducted with 150 samples from different villages. The facilities available in the villages, the reach of the motivational schemes announced by the state government along with the ratings for each of the schemes was studied. The spending pattern of the people was also studied.

INTRODUCTION

Batlagundu is a panchayat town in Dindigul district in the state of Tamil Nadu, India. The town is about an hour and a half from Kodaikanal. "Vetrilaikunru" was the original name and it got changed to vathalagundu.

Old Batlagundu is the mother village of Batlagundu. Mariamman temple at Old Batlagundu is the main goddess in this region,and the festival being held in this temple at every year is famous in this region.

The economy of the town is mostly dependent on agricultural products, and is home to a banana leaf commission, coconut powder exports, spinning mills, and other businesses. With its proximity to the foothills of the Kodaikanal mountain range, there are wholesale businesses that involve vegetables and fruits (carrots, apples, blue cabbage, tomato, and coffee) that grow in the mountains.

In the 2001 India census, Batlagundu had a population of 22,007. Males constitute 51% of the population and females 49%. Batlagundu has an average literacy rate of 76%, higher than the national average of 59.5%; with 54% of the males and 46% of females literate. 9% of the population is under 6 years of age.

Genguvarpatti is a panchayat town in Theni district in the Indian state of Tamil Nadu. According to the 2001 census, Genguvarpatti had a population of 10,569. Males constitute 51% of the population while females constitute the other 49%. Genguvarpatti has an average literacy rate of 57%, lower than the national average of 59.5%; male literacy is 67%, and female literacy is 47%. 13% of the population is under 6. During the Southwest monsoon, the village receives the majority of its rainfall. Manjalar and Vaigai rivers cross this village. This water and monsoon rain is used to cultivate crops throughout the year. Agriculture is the backbone of the town; most of the residents are cultivate paddy, sugarcane, cotton, etc. During the 1960s and 1970s, the Social Welfare Board headquartered at Madurai ran a "primary health centre" catering to the minor non-emergent needs of Ganguvarpatti, Kamakka Patti, Kallupatti, Thummalapalle, and outskirts of Devadanapatti. The village nurse, whom the villagers refer to as 'Doctaramma', attended to the pre-natal, delivery, and post-natal needs of female villagers. One Lalithakumari present during 1959-63 attended to more than 800 deliveries. That period of time is known as a golden age in terms of both village unity and climate.

SCHEMES OF THE TAMILNADU STATE GOVERNMENT- Taken for research

I.FREE DISTRIBUTION OF ELECTRIC FAN, MIXIE AND TABLE TOP GRINDER

His Excellency the Governor of Tamil Nadu in his address to the Legislative Assembly on 03.0.60211 announced that the Government will procure and distribute Electric fans, Mixies and grinders to the women in the State and commence its distribution with effect from September 15th,2011 on the occasion of the celebration of Perarignar Anna's birthday and that about 25 lakh families will be covered during 2011-12 and that about 1.83 crore women benefciaries belonging to families holding family card which are eligible for drawing rice will get this benefit and that all of them will be covered in a phased manner. All appliances are covered under a warranty of two years, during which period the Suppliers will undertake warranty maintenance at free of cost. The faulty appliances are to be replaced by a fresh one if the faults are reported within 30 days from the date of issue and if the faults are reported after 30 days of issue, they have to be repaired at the cost of the Supplier. the replacement of appliances / repair shall be at free of cost.

II. SOLAR POWERED GREEN HOUSE SCHEME

Stating that all those below the poverty line are eligible to benefit under the State government's flagship programme, The State government grants Rs.1.50 lakh for constructing the houses and another Rs.30,000 for installing solar powered lighting system to manage five terminals.The houses must measure at least 300 square feet. The beneficiaries must contribute any further amount from their kitty.

III.FREE GOAT SCHEME

A total of 1.5 lakh landless beneficiaries, predominantly women in rural areas, will be given four goats or sheep each to support them for a sustainable livelihood opportunity, officials said. The free goat scheme is aimed at benefiting the poorest of the poor in the rural areas. It was part of efforts to enhance their standard of living by ensuring a sustainable livelihood option. The government has decided to procure goats-sheep, mainly from the local markets available in Tamil Nadu in the proximity of the beneficiaries.

The procurement from village level breeders will also be permitted if good quality animals are ensured. As per norms, beneficiaries should be from the poorest of the poor families living in village panchayats. They should be identified by the village-level committee and approved by the grama sabha. At least 30 per cent beneficiaries from the village panchayat must belong to Scheduled Caste (29 per cent) and Scheduled Tribe (one per cent) communities. Beneficiaries in the districts bordering Andhra Pradesh, Karnataka and Kerala also have a choice of procuring the animals from the markets in other States.

IV. FREE COLOUR TELEVISION SCHEME

The Tamil Nadu government launched the free distribution of colour television sets to poor households at a village in Kancheepuram district, near Chennai, fulfilling the DMK's key

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election promise. Chief minister M Karunanidhi launched the scheme at a function attended by leaders of his poll allies. The government initially distributed 25,245 color TV sets to the residents of Thundalkazhani village in Padappai in Kanchipuram District. Electronics Corporation of Tamil Nadu (Elcot), the nodal agency in charge of the scheme, bought 30,000 TV sets for Rs 9 crore from three companies — Videocon, Kitchen Appliances and Dixon Technologies — through a national competitive bidding. The give-away also to coincided with the 98th birth anniversary of party founder C N Annadurai. The government would start distribution of free land to the poor in two days to mark the birth anniversary of dravidian leader EVR Periyar.

V.OLD AGE PENSION SCHEME

Tamil Nadu Chief Minister Jayalalithaa formally launched an old age pension scheme as part of fulfilling the AIADMK government's poll promises.

The Chief Minister presented the amount to seven beneficiaries at a function at the secretariat, an official press release here said. It said the scheme would benefit 23.65 lakh people in the state. Soon after assuming office on May 16,Jayalalithaa had issued orders to give effect to her major poll promises, including doubling old age pension from Rs 500 to Rs 1000.

VI. Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)

Tamil Nadu Rural Employment Guarantee Scheme shall be open to all rural households (Household means a nuclear family comprising mother, father, and their children, and also single parent/single member households) in the areas notified by the Government of India. The entitlement of 100 days of guaranteed employment in the financial year is in terms of households. The 100 days entitlement of a household can be shared among the members of that household. Within the said entitlement all adult members of the household can register and apply for work, provided they are local residents. This implies they must be residing within the village Panchayat/special village Panchayat area and willing to do unskilled manual work. They may apply as an individual or a household to the local village Panchayat.

Salient Features

- Every registered household will be assigned a unique number
- Village Panchayat shall be responsible for providing the work
- The minimum wage fixed by Govt. of Tamilnadu with effect from 01.01.2011 will be Rs. 119/-
- Equal wages for both men and women
- Mustered Rolls will be maintained on weekly basis
- Employment Registered will be maintained
- Grama Sabha will be monitoring all the works
- Social Audit by Grama Sabha
- Erection of Sign Boards at work site
- Mustered Rolls made available for public scrutiny

VII.MARRIAGE ASSISTANCE SCHEME

To provide assistance to poor parents in getting their daughters married and to promote the educational status of poor girls. **Scheme –I** Rs.25,000/- (in the form of cheque)+4 gm (½ sovereign) gold coin 22 carat is provided for making „Thirumangalyam.

Scheme-II Rs.50,000./- (in the form of cheque) + 4 grams gold (½ sovereign) 22 carat gold coin for making „Thirumangalyam

The benefit will be given in the name of mother or father of the bride. In case of death of the parents it will be given to the bride.

This is a lofty Insurance Scheme launched by the Tamil Nadu State Government through the United India Insurance Company Ltd (a Public Sector Insurer headquartered at Chennai) to provide free medical and surgical treatment in Government and Private hospitals to the members of any family whose annual family income is less than Rs.72,000/- (as certified by the Village Administrative Officers) .The Scheme provides coverage for meeting all expenses relating to hospitalization of beneficiary as defined in the Scope of the Scheme.

VIII. FREE MEDICAL INSURANCE SCHEME

The scheme seeks to provide cashless hospitalization facility for certain specified ailments/ procedures. The scheme provides a coverage up to Rs.1,00,000/- per family per year on a floater basis. For certain specified ailments and procedures of critical nature, which are listed under Annexure "D" in the Scheme, the overall limit is increased from Rs.1,00,000/- to Rs.1,50,000/- Free health camps / screening camps will be conducted by network hospitals as per the directions given by Project Director of Tamil Nadu Health Systems Society. Minimum of one camp per month per empanelled hospital will be held in the districts in each policy year. The persons who need treatment are identified in the Health camps.

IX. MATERNITY ASSISTANCE SCHEME

The disbursement of financial assistance to pregnant women under the State Government's Dr. Muthulakshmi Reddy Maternity Benefit Assistance Scheme has gathered momentum in the district over the past 10 days Under the scheme, pregnant women from below poverty line (BPL) families were eligible for Rs. 12,000 in three phases if they fulfil certain conditions. For getting the first instalment of Rs. 4,000, the beneficiaries will have to undergo the following tests: blood grouping, haemoglobin, ultra sonogram and blood sugar level. However, the second instalment of Rs. 4,000 would be given only after the beneficiary women were delivered of the babies in a government hospital. However, the hospital need not necessarily be in Coimbatore. The beneficiaries could avail of the second instalment even if the delivery takes place in a government hospital in Kerala or Karnataka.

The final payment of Rs. 4,000 will be given when the beneficiary mothers ensure that the babies are administered the third dose of DPT vaccine, he explained. All the Health Department officials, from the village health nurses to Corporation Health staff, have been instructed to step up their activities with regard to this scheme. During their stay in the hospital, they would also be given food free of cost. The Deputy Director said the staff at the Primary Health Centres (PHCs) will provide to the ambulance drivers the names and addresses of women to be picked up based on the expected date of delivery.

1. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- To study the opinion of the public towards the Motivational schemes adopted by state Government.

SECONDARY OBJECTIVES

- To study the profile of the people living in Selected villages of Batlagundu, Dindigul Dist, Tamilnadu.
- To analyze the spending pattern of the people living in selected Villages
- To study the facilities available in selected villages

2. METHODOLOGY

1. DATA COLLECTION

The study depends on primary sources of data; The Interview schedule was adopted for the collection of data. A well-structured Questionnaire was administered to elicit primary data.

2. RESEARCH DESIGN

Research Design constituted the blue print for the collection, measurement and analysis of data. This study is mainly focus on Descriptive research design as base. Descriptive Research design is one that simply describes something such as demographic characteristics of consumers who use the product.

3. SAMPLE FRAME, SIZE AND SELECTION

The sample size is 150 respondents from villages in and around Batlagundu. The villages selected are Genguvarpatti, Kattakamanpatti, and Old Batlagundu.

4. TOOLS USED FOR METHOD OF ANALYSIS

Simple Percentage Analysis, chisquare analysis and Multiple Regression was used. It is a mathematical distribution whose objective is to obtain a count of the number of responses associated with different values of one variable and to express these counts in percentage terms, study the relationship and its impact.

ANALYSIS

TABLE- I

PROFILE OF THE PEOPLE LIVING IN SELECTED VILLAGES

VARIABLES	MAJORITY	PERCENTAGE
AGE	20-30 YRS	52(35%)
GENDER	MALE	87(58%)
COMMUNITY	BC	60(40%)
EDUCATIONAL QUALIFICATION	ILLITERATE	38(25%)
REASON FORDISCONTINUE THE STUDY	POVERTY	63(42%)
MARTIAL STATUS	MARRIED	109(72.7%)
NO OF CHILDREN	BELOW 2	56(37.3%)
NO OF FAMILY MEMBERS	3 to 5	94(62.7%)
NATURE OF FAMILY	NUCLEAR FAMILY	96(64%)
NATURE OF HOUSE	OWN HOUSE	96(64%)
TYPE OF HOUSE	RCC BUILDING	87(58.1%)
OCCUPATION	COOLI	74(49.3%)

Findings

Majority of the respondents belongs to the age group of 20-30 years, married males. They belong to the Backward Community and they are Illiterates. Most of the respondents discontinue their studies due to poverty. They are with 2-4 members in their family and with below 2 Children. Majority are living as Nuclear family in own house working as coolies.

TABLE- 2

SPENDING PATTERN OF THE PEOPLE LIVING IN SELECTED VILLAGES

PARTICULAR	MAJORITY	PERCENTAGE
MONTHLY INCOME	Rs.3000-4000	48(32%)
NO OF WORKING MEMBERS	BELOW 2	92(61.3%)
TOTAL INCOME	10000-15000	75(50%)
EXPENTITURE FOR FOOD	I RANK	78(52%)
EXPENTITURE FOR PAYMENT OF LOAN	II RANK	42(28%)
EXPENTITURE FOR EDUCATION OF CHILDREN	II RANK	33(22%)
EXPENTITURE FOR MEDICINE	III RANK	46(30.7%)
PERSONAL EXPENDITURE	V RANK	34(22.7%)
EXPENTITURE FOR PRAYER AND POOJA	VI RANK	54(36%)
EXPENTITURE FOR MARRIAGE AND FUNCTIONS	VI RANK	58(38.7%)
SAVE YOUR INCOME AFTER SPENDING.	N0	121(80.7)
IF NO, WHAT IS THE REASON	LOW INCOME	53(35.3%)

Findings

The monthly Income of the majority respondents ranges between Rs 3000 to 4000/ month and the total income of the family ranges between Rs 10,000 to 15,000.Expenditure for food is given first rank followed by expenditure for Repayment of loan and Educational Expenses is given second rank. Expenditure for medicine is given third rank and Personal Expenditure is given fifth rank. Prayer and pooja expenses, Expenses for marriage and functions is given sixth rank by majority of the respondents.

TABLE-3

GOVERNMENT BENEFITS

PARTICULAR	MAJORITY	PERCENTAGE
GOVERNMENT BENEFITS	NO	120(80%)
MIXIE	N0	61(40.7%)
GRINDER	N0	109(72.7%)
TABLE FAN	N0	109(72.7%)
TELEVISION	RANK-I	16/48(%)
MEDICAL INSURANCE SCHEME	RANK-II	12/33(%)
100 DAYS EMPLOYMENT SCHEME	RANK-II	15/36(%)
OLD AGE PENSION	RANK-IV	16/30(%)
MATERNITY ASSISTANCE	N0	140(93.3%)
GREEN HOUSE SCHEME	N0	142(94.7%)
GOAT SCHEME	N0	129(86%)
COW SCHEME	N0	148(98.7%)
CYCLE	N0	127(84.7%)
FREE ELECTRICITY SCHEME	N0	136(90.7%)
MARRIAGE ASSISTANCE	N0	147(98%)
FREE GAS CYLINDER	N0	140(93.3%)

Findings

Most of the respondents are having the opinion that they are not able to save money because of their low income. Regarding Government benefits Television is given first rank and old age pension is given fourth rank and other benefits were not received by the people residing in the selected villages. Medical Insurance scheme, 100 days Employment scheme, Public library facilities given second rank by majority of the respondents.

TABLE- 4(a)

FACILITIES AVAILABLE IN THE VILLAGE AND THEIR PREFERANCE

PARTICULARS	MAJORITY	PERCENTAGE
COLLEGE	RANK-I	31/33(%)
SCHOOL	RANK-I	74(49.3%)
PUBLIC LIBRARY	RANK-II	62(41.3%)
POST OFFICE	RANK-III	73(48.7%)
BANK	YES	100(66.7%)
RATION CARD	YES	141(94%)
IF YES, PURCHASE GOODS	YES	133(88.7%)
HOW DO YOU USEIT	OWN CONSUMPTION	87(58%)
POLICE STATION	N0	100(66.7%)
WOMEN SELF HELP GROUP	NO	79(52.7%)
TEXTILE SHOP	NO	79(52.7%)

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TABLE- 4(b)
FACILITIES AVAILABLE IN THE SELECTED VILLAGES

PARTICULARS	MAJORITY	PERCENTAGE
PRIMARY HEALTH CENTRE	YES	150(100%)
IF YES, WHAT REASON YOU ARE GOING THERE	DISEASES	97(64.7%)
GROCERIES SHOP	RANK-I	80(53.3%)
MEDICAL SHOP	RANK-II	47(31.3%)
SHOE SHOP	RANKVIII	12/52(%)
TAILORING SHOP	RANK -III	26/91(%)
VESSELS SHOP	RANK-IV	18/67(%)
FANCY SHOP	RANK-VI	22/89(%)
BEAUTY PARLOUR	RANK-VI	21/70(%)
JEWELLERY SHOP	RANK-IX	14/40(%)

Findings

Among the facilities available in the selected villages, Colleges and Schools in the village are ranked as first. Public library is given second rank and Post office is given third rank. Majority of the respondents have ration card and the goods purchased in the ration shops are utilized for their own consumption.

Primary health center facility is available and it is used for curing general diseases. Groceries shop given first rank. In these villages Medical shop is given second rank. Vessels shop is given fourth rank and Fancy shop and Beauty parlor given sixth rank. Slipper shop is given eighth rank. Jewellery shop is given ninth rank and tailoring shop given third rank.

TABLE 5
EXPENSES MADE BY THE RESPONDENTS- A COMPARISON

S.NO	CATEGORY	MAJORITY	RANK
1	EXPENDITURE FOR FOOD	52%	I
2	EXPENDITURE FOR PAYMENT OF LOAN	28%	II
	EXPENDITURE FOR CHILDREN'S EDUCATION	22%	
3	EXPENDITURE FOR HOSPITAL	30.7%	III
4	PERSONAL EXPENDITURE	22.7%	V
5	EXPENDITURE FOR PRAYER AND POOJA	36%	VI
	EXPENDITURE FOR MARRIAGE AND FUNCTIONS	38.7%	

The testing of Hypothesis shows that there exists significant association between Age, educational Qualification and monthly income of the respondents with their opinion about the government schemes. Further analysis shows that the impact of the variables is up to 88%.

Conclusion

The study on the opinion of the motivational schemes of the state government was conducted with the secondary objective of finding out the spending pattern of the people living in selected villages. Further it aimed to find out the facilities available in the villages and the preference of the people in respect to the facilities. The Spending pattern of the respondents clearly shows that food, repayment of debts and children's education occupies the top 3 places. Further the reach of the Government schemes in the selected villages is not upto the mark. Televison, oldage pension, Medical insurance and 100 days Employment scheme has been a remarkable reach in these villages and it holds the top preference.

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