



# A Study On Pradhan Mantri Kisan Samman Nidhi Scheme In Role Transforming Agricultural Dynamics And Farmer Well-Being In Coimbatore Of Rural Areas

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## ABSTRACT

The agricultural landscape in India stands as a cornerstone of its economic foundation, providing sustenance to a significant portion of the population. Recognizing the challenges faced by farmers, the government introduced the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) Scheme, a strategic initiative aimed at ameliorating the conditions of agricultural communities. The objective of the study is to analyse the Pradhan Mantri Kisan Samman Nidhi Scheme in Role Transforming Agricultural Dynamics and Farmer Well-Being in Coimbatore on Rural. The sample of the study is 250. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis, Correlation and Weighted Average method statistical tools have been applied to reach the findings of the study. It is found that there is relationship between feel about the age of the respondents and learn about the PM-KISAN Scheme. It is suggested that government should prioritize utilizing multiple communication channels such as government outreach programs, local community discussions, and media platforms to disseminate information about the PM-KISAN Scheme effectively. It is concluded that shed light on the transformative potential of the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) Scheme in Coimbatore's rural areas, specifically in its role in shaping agricultural dynamics and enhancing farmer well-being.

**Keywords:** Farmer, Well-being, Agricultural

## I. INTRODUCTION

The agricultural landscape in India stands as a cornerstone of its economic foundation, providing sustenance to a significant portion of the population. Recognizing the challenges faced by

farmers, the government introduced the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) Scheme, a strategic initiative aimed at ameliorating the conditions of agricultural communities. This study focuses on the specific impact of the PM-KISAN Scheme on the rural regions of Coimbatore, exploring its transformative role in agricultural dynamics and the overall well-being of farmers in the area.

At its core, the PM-KISAN Scheme operates as a financial support mechanism for farmers, designed to alleviate economic burdens and enhance their livelihoods. By providing direct income support to eligible farmers, the scheme aims to ensure a stable and predictable income, thereby fostering financial resilience among the agricultural community. Coimbatore, with its unique agricultural challenges and opportunities, serves as a pertinent context for evaluating the scheme's effectiveness in addressing the diverse needs of farmers in the region.

Beyond its immediate financial implications, the study delves into the broader impact of the PM-KISAN Scheme on the agricultural dynamics of Coimbatore. This encompasses an examination of the scheme's role in promoting sustainable farming practices, improving agricultural productivity, and enhancing the overall resilience of the rural economy. Understanding these dynamics is crucial for assessing the scheme's ability to catalyze positive transformations in the agricultural sector, thereby contributing to the broader development goals of the region.

In essence, this study seeks to unravel the intricate interplay between the PM-KISAN Scheme, agricultural dynamics, and farmer well-being in the rural landscape of Coimbatore. By comprehensively analyzing the scheme's implementation and outcomes, it aims to provide valuable insights into the nuanced challenges and



opportunities faced by farmers in this specific context, contributing to a holistic understanding of the scheme's impact on the agricultural fabric of the region.

#### STATEMENT OF THE PROBLEMS

The study also aims to provide light on the critical connection between the stability of agricultural dynamics and the subsequent impact on farmer well-being. Through a thorough analysis of the scheme's effects, the study seeks to provide useful insights and recommendations that can be used to increase the scheme's efficacy. The research aims to contribute to policy suggestions that would allow farmers to implement sustainable improvements in their agricultural practices, improving their overall well-being in the dynamic sector of Indian agriculture, by identifying areas that need development.

#### OBJECTIVES OF THE STUDY

- To assess the awareness among the farmers regarding the Pradhan Mantri Kisan Samman Nidhi Scheme
- To evaluate the impact of the Pradhan Mantri Kisan Samman Nidhi Scheme on agricultural productivity
- To find the relationship between economic well-being of farmers and Pradhan Mantri Kisan Samman Nidhi Scheme.

#### SCOPE OF THE STUDY

The scope of the study is confined to Coimbatore. This study lies in examining the Pradhan Mantri Kisan Samman Nidhi Scheme's influence on the rural landscape of Coimbatore, with a focus on three primary objectives. Firstly, it aims to gauge the level of awareness among farmers regarding the scheme, understanding how well it has reached and informed the farming community. Secondly, the study seeks to evaluate the scheme's impact on agricultural productivity, exploring whether it has contributed to enhancing farm output. Lastly, it delves into the economic well-being of farmers, investigating how the Pradhan Mantri Kisan Samman Nidhi Scheme has affected their financial stability and overall prosperity. By addressing these objectives, the study endeavors to provide valuable insights into the scheme's effectiveness in transforming agricultural dynamics and promoting the well-being of farmers in the rural areas of Coimbatore.

## II. RESEARCH METHODOLOGY

### Research design

The research design helps a researcher to pursue their journey into the unknown but with a systematic approach by their side. Research design is a plan to answer your research question. A research method is a strategy used to implement that plan. Research design and methods are different but closely related, because good research design ensures that the data you obtain will help you answer your research question more effectively.

### Sample size

In this study, data was collected from 250 Pradhan Mantri Kisan Samman Nidhi Scheme Beneficiaries in Coimbatore rural areas. So, sample size of the study is 250.

### Sample design

The sampling technique adopts for this research purpose is Convenience sampling.

### Area of the study

In the area of study I have selected in Coimbatore rural areas.

### Data collection

Data refers to information or facts. It includes numerical figures, qualitative and quantitative information. There are two types of data collection method. They are,

- Primary data
- Secondary data

### Primary data

A primary data is a data which is collected for the first time for a particular interest to collect more information. In this study the primary data was collected through questionnaire.

### Secondary data

Secondary data consists of information that already exists somewhere have been collected for some other purpose. In this study secondary data was collected from company website, magazines, journals and books.

### Tools used for analysis

- Percentage analysis
- Chi-square test
- Correlation
- Weighted Average method

### LIMITATIONS OF THE STUDY

- The geographical area for the study is the rural areas in Coimbatore only. The results are not suitable to other areas and urban areas.



- This study is only based on the responses provided by the respondents.
- The sample size for the study was restricted to 250 only.

### III. REVIEW OF LITERATURE

**NilutpalDutta (2023)1a project team analyzed on “A Study on PradhanMantriKisanSammanNidhi (Pm-Kisan) With Reference to the North Eastern States, India”** This study investigates the extent to which the system has proliferated among the states. An extensive synopsis of the PM-KISAN scheme's execution across the eight north-eastern Indian states is given in this work. The study will also provide insight into a comparative analysis of the number of beneficiaries of this program across states. Additionally, a gender-based analysis is conducted in this regard. We also hope to raise farmers' awareness of the PM-KISAN plan in north-eastern India through this publication. The study concludes that, in comparison to other north-eastern states, Assamese farmers have profited more from the programme. With 96% of participants being men, Meghalaya has the greatest percentage of male beneficiaries from the scheme, while Manipur has the lowest rate at 45.8%.

**Deepak Kumar (2022)2take survey on “Status of Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) Scheme”** We examine the PM-KisanSammanNidhi program that is in place in India in this study. For this, we utilised secondary data collected from multiple Indian government reports and the PM-Kisan plan dashboard. Descriptive statistical tools, such tables and charts, were employed in the study.500 people make up the study's sample. The study's conclusions indicate that PM-Kisan is a bold plan with the potential to yield important outcomes. The Indian government is taking a progressive move to raise the standard of living for farmers. On the other hand, the sum that farmers receive under the PM-Kisan system is inadequate. It is recommended that the sum be adequate to support a respectable standard of living.

**AcharyaBalkrishna (2021)3a team conducted an analysis on “Pradhan Mantri Kisan Samman Nidhi (PM-KISAN): A Golden Initiative by Indian Government”** to research the PradhanMantriKisanSammanNidhi (PM-KISAN) scheme's implementation objectives and farmer benefits. The initiative helped all marginal and small landowners who were engaged in farming and farm activities because it provided them with

an annual support of Rs. 6000 to meet their agricultural needs. It's interesting to note that from 2018 to 2021–2022, the number of farmers benefited by this plan increased by about 28.73%, and during the Covid-19 lockout, an estimated Rs. 22,000 crores were successfully transferred to the farmers' bank accounts. Furthermore, till August 2020, Rs 75,000 crores were disbursed directly to recipients without any compensation paid to intermediaries. Farmers found the initiative to be beneficial, so it should continue at the same rate.

**Deepak Varshney (2020)4 conduct a survey about on “PM-KISAN and the Adoption of Modern Agricultural Technologies”** “With the help of the Pradhan Mantri Kisan Samman Nidhi plan, farmers will be able to lower their cash requirements and more easily obtain inputs on time. This study examines the targeting accuracy and correlates of farmers' spending patterns using a binary choice model based on 1,406 farmers in Uttar Pradesh. The differential impact of the scheme on the beneficiaries of KrishiVigyan Kendra is determined by using a triple difference with matching estimators. The program has considerably benefited farmers who are comparatively more dependent on agriculture and have limited access to financing, according to the results, which indicate that it touched one-third of farmers in the first three months of its operation. Furthermore, the program has greatly increased the KrishiVigyan Kendra's influence on the uptake of contemporary cultivars.

**Pavan Kumar (2018)23analyzed on “A Study on Famers Awareness Towards Pradhan Mantri Kisan Samman Nidhi Yojana In The Guntur District”** The study's primary goals are to investigate farmers' awareness of the PM Kisan scheme. to provide a range of recommendations for improved implementation based on findings. This methodology will make use of an exploratory research design. Discover that, in just three months after launch, 30% of farmers have benefited from the program. for consideration while selecting PM-KISAN recipients. According to our findings, there is no proof of selection in the social, economic, or agricultural traits of farmers. Thus, by investing in cutting-edge technology, the PM-KISAN exhibits the potential to end the cycle of intergenerational poverty and low farmer income.

#### Research Gap

There were little piece of works on the topic PradhanMantriKisanSammanNidhi Scheme. They have not taken efforts to understand the impact of the PradhanMantriKisanSammanNidhi Scheme on



agricultural productivity. There were no articles in the Coimbatore region especially in rural place. They have not contributed their studies to evaluate the PradhanMantriKisanSammanNidhi Scheme in

role transforming agricultural dynamics. Thus there were research gaps in the previous studies. The present study aims to fulfill the gaps.

## ANALYSIS AND INTERPRETATION

### Percentage analysis

**Table 1:** Simple percentage analysis of a study on Pradhan Mantra Kisan Samman Nidhi Sceme in Role Transforming Agricultural Dynamics and Farmer well-being in Coimbatore of rural areas

STATEMENT	NO.OF RESPONDENTS	PERCENTAGE
GENDER-MALE	134	64.2%
EDUCATIONAL QUALIFICATION-UG	83	33.3%
ANNUAL INCOME-50,001-1,00,000	100	44.0%
FAMILY MEMBERS-4	110	44.5%
LEARN ABOUT THE PM-KISAN BY WAY MEDIYA (TV,RADIO,NEWSPAPERS)	110	44.0%
SIZE OF AGRICULTURAL LAND-MEDIUM(2-5 ACRES)	111	46.7%
APPLY FOR THE PM-KISAN SCHEME-YES	150	60.0%

### INTERPRETATION

- Majority 53.6% of the respondents are male.
- Mostly 33.3% of the respondents have completed under graduate.
- Mostly 40.0% of the respondents haveRs.50,001- 1,00,000 as theirannual income.
- Mostly 44.0% of the respondents said that 4 as their family members.
- Mostly 44% of the respondents said that media (TV, radio, newspapers) as the learn about the PM-KISAN scheme.
- Mostly 46.7% of the respondents said that medium (2-5 acres) as their size of agricultural land.
- Majority 60.0% of the respondents are applied for the PM-KISAN scheme.

### Chi-square test

**Table 2:** Relationship between the gender of the respondents and satisfied in the impact of PM-KISAN scheme on the economic well-being of farmers

FACTOR	CALCULATED VALUE	TABLE VALU	RESULT
INCOME STABILITY	0.925	9.488	ACCEPTED
FINANCIAL SECURITY	0.954	9.488	ACCEPTED
DEBT RELIEF	0.839	9.488	ACCEPTED
SAVINGDS CONFIDENCE	0.372	9.488	ACCEPTED
COST-BENEFIT PERCEPTION	0.819	9.488	ACCEPTED
IMPROVED LIVELIHOOD	0.609	9.488	ACCEPTED
WEALTH ACCUMULATION	0.579	9.488	ACCEPTED
INVESTMENT CAPACITY	0.359	9.488	ACCEPTED

### INTERPRETATION

There is no relationship between gender of the respondents and satisfied in the impact of PM-KISAN scheme



**Correlation**

**Table 3:** Relationship Between the annual income of the respondents and impact of the PM-KISAN scheme on your agricultural productivity

		ANNUAL INCOME OF THE RESPONDENTS	IMPACT OF THE PM-KISAN SCHEME ON YOUR AGRICULTURAL PRODUCTIVITY
ANNUAL INCOME OF THE RESPONDENTS	Pearson Correlation	1	.889**
	Sig. (2-tailed)		.000
	N	250	250
IMPACT OF THE PM-KISAN SCHEME ON YOUR AGRICULTURAL PRODUCTIVITY	Pearson Correlation	.889**	1
	Sig. (2-tailed)	.000	
	N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION**

There is positive relationship between of the annual income of the respondents and impact of the PM-KISAN Scheme on agricultural Productivity.

**Table 4:** Table indicating the impact of the Pradhan MantriKisan Samman Nidhi Schemeon agricultural productivity

Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	W.A.S	Ranking
Yield Improvement	70	50	30	35	20	21	10	14	5.768	2
Technology Adoption	62	31	35	24	30	32	12	24	5.228	6
Sustainable Practices	25	10	35	58	70	35	7	10	4.716	8
Soil Health	50	45	26	20	40	24	25	20	5.092	7
Financial Assistance	64	51	20	23	26	40	12	14	5.464	5
Crop Quality	42	52	54	36	30	28	5	3	5.684	4
Timely Disbursement	71	46	73	21	19	14	2	4	6.236	1
Diversification Effect	70	29	47	27	50	3	18	6	5.712	3



#### INTERPRETATION

The above table shows that it is found that First rank goes to timely disbursement, Second rank to yield improvement, Third rank to Diversification Effect, fourth rank to Crop Quality, Fifth rank to Financial Assistance, Sixth rank to Technology Adoption, Seventh rank to Soil Health and Eighth rank to Sustainable Practices.

#### IV. SUGGESTIONS

- Continuously monitor and evaluate the impact of the PM-KISAN Scheme on crop yield to identify areas for further improvement and targeted support to farmers. It is essential to intensify awareness campaigns and outreach efforts through various channels to ensure widespread knowledge about the PM-KISAN Scheme among farmers.
- Government should prioritize utilizing multiple communication channels such as government outreach programs, local community discussions, and media platforms to disseminate information about the PM-KISAN Scheme effectively.
- Efforts should be made to simplify and widely publicize the eligibility criteria for availing benefits under the PM-KISAN Scheme to ensure maximum participation from eligible farmers.

#### V. CONCLUSION

In conclusion, this study has shed light on the transformative potential of the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) Scheme in Coimbatore's rural areas, specifically in its role in shaping agricultural dynamics and enhancing farmer well-being. Through a comprehensive analysis of farmers' perceptions and experiences, it is concluded that the PM-KISAN Scheme has significantly contributed to improving various aspects of agricultural productivity, economic stability, and social welfare among beneficiaries. Farmers reported notable enhancements in crop yield, income stability, and access to financial resources, indicating a positive impact on their overall well-being.

Ultimately, this study underscores the significance of evidence-based policy decisions and grassroots initiatives in driving meaningful change and fostering resilience in India's agricultural landscape. By recognizing the transformative power of schemes like PM-KISAN and actively addressing the needs and aspirations of farmers, policymakers can contribute to building a more equitable and prosperous future for rural communities.

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