



## A Study on Impact Influence and Effects under Day-Nrlm with A Focus On Coimbatore

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### ABSTRACT

In the dynamic landscape of rural development, where the challenges of poverty, unemployment, and social inequality persist, the Government of India has been proactive in implementing transformative initiatives to uplift the rural poor and marginalized communities. One such visionary intervention is the Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM). This scheme, launched by the Ministry of Housing and Rural Affairs, aims to address the multifaceted issues faced by the Rural poor by providing them with sustainable livelihood opportunities and improving their overall quality of life. The objective of the study is to analyse the Impact, Influence and Effects under DAY - NRLM with a Special Focus on Coimbatore. The sample of the study is 228. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis, one way-ANOVA, independent-Test Correlation and Weighted Average method statistical tools have been applied to reach the findings of the study. It is found that There is some significant relationship between educational qualification of the respondents on primary barrier faced in accessing benefits under DAYNRLM. It is suggested that Beneficiaries should actively seek opportunities for applying the skills acquired through DAY-NRLM programs to enhance their employability further. It is concluded that the DAY-NRLM program has made significant strides in enhancing the livelihoods of rural residents. The findings reveal that the skill development initiatives implemented under DAY-NRLM have effectively contributed to improving the employability and economic empowerment of beneficiaries

### I. INTRODUCTION

In the dynamic landscape of rural development, where the challenges of poverty, unemployment, and social inequality persist, the Government of India has been proactive in implementing transformative initiatives to uplift the rural poor and marginalized communities. One such visionary intervention is the Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM). This scheme, launched by the Ministry of Housing and Rural Affairs, aims to address the multifaceted issues faced by the Rural poor by providing them with sustainable livelihood opportunities and improving their overall quality of life. The DAY-NRLM scheme, named after the eminent philosopher and political leader Pandit Deendayal Upadhyaya, is designed to empower the vulnerable sections of society residing in rural areas through skill development, access to credit, and the establishment of self-help groups. Launched in September 2013, the program envisions poverty reduction, skill enhancement, and social inclusion as its primary objectives, thereby contributing to the broader goals of inclusive rural growth and development. This comprehensive study seeks to analyse and evaluate the impact, influence, and effects of the DAY-NRLM scheme on the lives of Rural beneficiaries. By examining the various components of the program, including skill training, financial inclusion, and entrepreneurship development, the study aims to shed light on the tangible outcomes and socioeconomic transformations brought about by the implementation of DAY-NRLM across diverse Rural settings. Through a combination of quantitative data analysis, case studies, and stakeholder interviews, this research endeavours to provide a nuanced understanding of how DAY-NRLM has influenced the socio-economic fabric of rural communities. By exploring success stories, challenges faced, and lessons learned, the study



aims to contribute valuable insights to policymakers, researchers, and development practitioners, fostering a more informed discourse on the efficacy of rural poverty alleviation strategies in the Indian context. As the DAY-NRLM scheme continues to evolve, this study serves as a timely and critical examination of its impact, offering evidence-based recommendations for refining and enhancing the effectiveness of similar interventions in the future.

### STATEMENT OF THE PROBLEM

To improve the socioeconomic circumstances of rural populations, the Central Government of India has launched several large-scale programs in recent years, including the Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM). Although these programs have the potential to greatly enhance the standard of living for the intended recipients, there is an urgent need to identify and resolve the obstacles preventing their successful execution. A lack of customized tactics, accessibility issues, and inefficient resource allocation could all be factors in DAY-NRLM's meagre success. We hope that this study will provide insightful information that will help stakeholders, governmental bodies, and policymakers maximize the advantages of central government programs like DAY-NRLM. The research endeavours to offer practical suggestions for optimizing the benefits on rural dwellers' quality of life, expediting the implementation process

### OBJECTIVES OF THE STUDY

- 1.To study the demographic profile of the sample respondents
- 2.To evaluate the effectiveness of DAY-NRLM in enhancing skill development and increasing employment opportunities.
- 3.To identify the barriers and challenges faced by individuals in accessing benefits.
- 4.To investigate and understand the subjective perceptions of individuals and communities regarding the impact of DAY-NRLM on their livelihoods.
- 5.To examine the extent of the economic impact of DAY-NRLM on individuals and communities.
- 6.To give suggestions and recommendations for the success of DAY -NRLM in rurallivelihoods.

### SCOPE OF THE STUDY

The scope of this study is confined to Coimbatore. This study encompasses a comprehensive examination of the impact, influence, and effects of the Deendayal Antyodaya

Yojana - National Rural Livelihoods Mission (DAY-NRLM) with a particular emphasis on Coimbatore. The study will address key objectives, including assessing the level of awareness among the target population about DAY-NRLM, examining the economic impact on individuals and communities, evaluating the effectiveness of the scheme in enhancing skill development and increasing employment opportunities, and investigating the influence and empowerment of vulnerable groups. By delving into subjective perceptions of individuals and communities, the study aims to provide a nuanced understanding of how DAY-NRLM has shaped the socio-economic landscape in Coimbatore, offering insights that can inform policy decisions and contribute to the ongoing discourse on rural poverty alleviation strategies.

## II. RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

### Descriptive 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..

### Primary data and secondary data

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw data or first-hand information. The mode of assembling the information is costly, as the analysis is done by an agency or an external organisation, and needs human resources and investment. The investigator supervises and controls the data collection process directly. The data is mostly collected through observations, physical testing, mailed questionnaires, surveys, personal interviews,



telephonic interviews, case studies, and focus groups, etc. In this study, primary data was collected by questionnaire. In this study, primary data was collected by questionnaire. Secondary sources are closely related to primary sources and often interpret them. These sources are documents that relate to information that originated elsewhere. Examples of secondary sources include textbooks, articles, and reference books.

#### **TYPE OF PROJECT**

This study uses Descriptive research. Descriptive research refers to the methods that describe the characteristics of the variables under study.

#### **TARGET RESPONDENTS**

In this study, target respondents are all Rural areas in Coimbatore.

#### **TOOLS**

1. Simple Percentage Analysis
2. Chi-Square Test

#### **SAMPLING/DESIGN**

A sampling technique is the name or other identification of the specific process by which the entities of the sample have been selected. This study uses Non-Probability Sampling technique. The non-probability method is a sampling method that involves a collection of feedback based on a researcher or statistician's sample selection capabilities and not on a fixed selection process.

#### **Convenience sampling**

This study used convenience sampling method. A convenience sample simply includes the individuals who happen to be most accessible to the researcher.

#### **Sample Size**

Sample size refers to number of items to be selected from the population to frame a sample. Here the researcher has selected 228 is a sample size.

#### **Sample Unit**

Here sampling unit is Coimbatore.

#### **LIMITATIONS**

The data is collected only from the Beneficiaries of Deendayal Antyodaya Yojana -National Rural Livelihoods Mission (DAY-NRLM) scheme. These

results are not suitable for other government schemes.

- The sample size chosen for this study is limited to 228 does not cover all the beneficiaries of the DAY-NRLM scheme.
- The study is restricted to Coimbatore only.
- The researcher had also difficulty in getting some information which the respondents were not interested to give.

#### **PERIOD OF STUDY**

The period of the study is from the three months.

### **III. REVIEW OF LITERATURE**

**Dr. Pushpa Suryavanshi (2023)<sup>1</sup>, The Deendayal Antyodaya Yojana National Rural Livelihood Mission (DAY-NRLM) stands as a significant initiative aimed at alleviating poverty and fostering sustainable livelihoods in rural India.**

Central to the success of DAY-NRLM is the collaboration with different sectors banks, which play a pivotal role in providing financial services and support to the rural poor. This research seeks to evaluate the role of public sector banks in the implementation of DAY-NRLM, examining their contributions to rural financial inclusion and the challenges they encounter in effectively supporting the mission's objectives. The study analyses the total disbursement amount and total outstanding amount (loans due with Banks) by the public sectors banks in Sagar district under DAY-NRLM scheme. The study will explore the experiences of public sector banks in DAY-NRLM implementation, identify key success factors, and propose recommendations to enhance their impact in driving inclusive growth and sustainable development in rural communities.

**Ravi Kumar Gupta (2023)<sup>3</sup>, Self-employment plays a prominent role in the improvement of the condition of unemployment.** Those members who are engaged in self-employment are in a much better situation compared to wage-earning women members. The findings are based on 2 surveys conducted in 2005 and 2009 with the same members of Self-Help Groups (SHGs), and the data collected from North TwentyFour Parganas in the Southern region of West Bengal state of India. This study also analysed economic and social demographic factors affecting the probability of both factors related to employment and empowerment.



### ANALYSIS OF STUDY PERCENTAGE ANALYSIS

FACTORS	NO.OF RESPONDENTS	PERCENTAGE
GENDER -MALE	150	68.2%
AGE(26-36)	82	37.3%
BELOW Rs.50,000	136	61.8%
UNEMPLOYED	82	37.3%
PARTICIPATION IN DAY-NRLM PROGRAM	92	41.8%

### INTERPRETATION

The above table shows that 61.8% of respondents have below below Rs. 50,000, 14.5% of the respondents have Rs. 50,001- 1,00,000, 13.2% of the respondents have Rs. 1,00,001-2,00,000 and 10.5% of the respondents have above Rs. 2,00,000 as their annual income.

Thus the majority of the respondents have below Rs. 50,000 as their annual income.

### CHI-SQUARE ANALYSIS

FACTORS	CALCULATED VALUE	TABLE VALUE	RESULT
JOB-RELATED SKILLS	0.661	16.919	ACCEPTED
EMPLOYMENT OPPORTUNITIES	0.910	24.996	ACCEPTED
ACCESSIBILITY OF DAY-NRLM	0.583	21.026	ACCEPTED
OVERALL IMPACT ON PERSONAL LIVELIHOOD	0.652	16.875	ACCEPTED

### INTERPRETATION

It is clear from the above table that NH1 is accepted and there is significant difference between the age of the respondents and effectiveness of the skill development programs offered by DAY-NRLM in enhancing skills and knowledge.

### FINDINGS

- The 64.4% of the respondents are male.
- And the 46.0% of the respondents are in the age group of below 20 years.
- The 36.8% of the respondents have Rs. 50,000 to 1,00,000 as their family income per annum.

### SUGGESTIONS

- The government needs to ensure continuous monitoring and evaluation to enhance the effectiveness of skill development programs under DAY-NRLM.
- Beneficiaries should actively seek opportunities for applying the skills acquired through DAY-NRLM programs to enhance their employability further.
- The government must focus on providing specialized job-related skills training aligned with current market demands to enhance beneficiaries' professional development.
- Beneficiaries should proactively utilize networking opportunities provided by DAYNRLM



to explore employment avenues and enhance their career prospects..

#### IV. CONCLUSION

After meticulous analysis and interpretation of the data collected through this study, it is concluded that the DAY-NRLM program has made significant strides in enhancing the livelihoods of rural residents. The findings reveal that the skill development initiatives implemented under DAY-NRLM have effectively contributed to improving the employability and economic empowerment of beneficiaries. Moreover, participants have reported positive perceptions regarding the impact of DAY-NRLM on their personal livelihoods, with many highlighting the program's role in providing employment opportunities and financial support. Additionally, the study highlights the need for continuous monitoring and evaluation to ensure the sustained success of DAY-NRLM in creating sustainable livelihoods for rural communities. By addressing the identified challenges and building upon the program's strengths, policymakers can further strengthen the impact of DAY-NRLM and contribute to the overall development and progress of rural areas.

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