

AWARENESS OF TAMILNADU GOVERNMENT SCHEMES FOR SUSTAINABLE DEVELOPMENT OF RURAL COIMBATORE: A STUDY

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Abstract

The Government of India has rolled out several initiatives to promote the development and upliftment of rural communities. These programs are designed to empower underprivileged rural youth by making them self-reliant and employable, as well as to help rural populations achieve self-sustainability through housing and income generation opportunities. However, since these schemes are predominantly managed through banks and financial institutions, the benefits tend to reach only those who are knowledgeable about banking and loan processes or have access to bank personnel. The following are the objectives of the study. (i) to present the various Tamilnadu Government Schemes of Rural India, (ii) to present the socio-economic profile of the sample respondents, (iii) to study the level of awareness about the Tamilnadu government schemes and (iv) to give suggestions to create more awareness about the Tamilnadu government scheme for rural India. Though many schemes are available but still many people are not aware of these schemes available for them. So, an attempt has been made to know the awareness of the Government Schemes available, the researchers had taken 125 random sample respondents in the city of Coimbatore.

Keywords- *Government, Schemes, Rural, Development, Sustainability*

INTRODUCTION

The Tamil Nadu government has initiated several schemes aimed at fostering sustainable development in rural Coimbatore, reflecting its commitment to enhancing the quality of life in these regions. These initiatives focus on critical areas such as agriculture, education, healthcare, and infrastructure, ensuring a holistic approach to rural development. Key schemes include the Kudimaramathu Scheme, which revitalizes traditional water bodies to support agriculture, and the Amma Mini Clinic initiative, providing accessible healthcare services. Educational enhancements are promoted through the NamakkuNaameThittam, encouraging community participation in school improvements. Furthermore, the Tamil Nadu Rural Transformation Project (TNRTP) empowers local enterprises, fostering economic growth and job creation. Renewable energy projects and waste management programs are also being implemented to promote environmental sustainability. Through these comprehensive measures, the Tamil Nadu government aims to create resilient, self-sufficient rural communities in Coimbatore, driving sustainable development and ensuring long-term prosperity.

Additionally, the Tamil Nadu government is investing in rural infrastructure development through schemes like the Chief Minister's Solar Powered Green House Scheme, which provides eco-friendly housing solutions. The development of rural roads under the PradhanMantri Gram SadakYojana enhances connectivity, facilitating better access to markets and services. The government also emphasizes skill development programs such as the Tamil Nadu Skill Development Mission, aiming to equip rural youth with employable skills. In agriculture, the Sustainable Agriculture Mission promotes organic farming and the adoption of innovative farming techniques, ensuring food security and sustainable livelihoods. Micro-irrigation schemes help in the efficient use of water resources, crucial for the semi-arid regions of Coimbatore. The establishment

of Farmer Producer Organizations (FPOs) strengthens the bargaining power of small farmers, enhancing their income and market reach. By integrating technological advancements with traditional practices, these schemes are designed to foster inclusive growth, reduce rural-urban disparities, and build a sustainable future for the rural populace of Coimbatore.

TAMILNADU GOVERNMENT SCHEMES FOR SUSTAINABLE DEVELOPMENT

1. Tamil Nadu Green Energy Corridor Project: The project aims to enhance the state's renewable energy capacity by developing infrastructure for wind and solar power. It involves creating transmission lines and substations to ensure the efficient transfer of green energy across the state.

2. Kudimaramathu Scheme: The government focuses on the rehabilitation of traditional water bodies and tanks by involving local communities. This helps in water conservation, groundwater recharge, and sustainable agricultural practices.

3. Tamil Nadu Urban Sanitation and Support Programme (TNUSSP) aims to improve urban sanitation infrastructure and services. This includes constructing and maintaining toilets, ensuring proper waste management, and promoting hygiene practices to enhance public health and environmental sustainability.

4. Chief Minister's Solar Rooftop Capital Incentive Scheme: encourages the installation of solar panels on residential and commercial buildings by providing financial incentives. It aims to increase solar power generation, reduce dependence on non-renewable energy, and lower electricity bills.

5. Smart Cities Mission: Tamil Nadu is part of the national Smart Cities Mission, which promotes sustainable and inclusive urban development. It focuses on improving urban infrastructure, providing efficient public services, and enhancing the quality of life for residents through smart technology and innovation.

6. Clean Green Chennai Initiative: This initiative aims to make Chennai a clean and green city by promoting waste segregation, recycling, and composting. It also involves planting trees and creating green spaces to improve air quality and reduce urban heat islands.

7. Periyar Green Agriculture Corridor: Scheme supports sustainable agricultural practices in the Periyar River basin. It focuses on organic farming, efficient water use, and soil conservation to enhance agricultural productivity while protecting the environment.

8. Tamil Nadu Biodiversity Conservation and Greening Project aims to conserve biodiversity and restore degraded ecosystems. It includes afforestation, reforestation, and the protection of wildlife habitats to maintain ecological balance and promote sustainable development.

9. AmmaUnavagam (Amma Canteens) While primarily a social welfare scheme, Amma Canteens also contribute to sustainability by reducing food waste through efficient food distribution. They provide affordable meals, ensuring food security and promoting social equity.

10. Tamil Nadu Coastal Zone Management Programme focuses on protecting and managing the state's coastal areas. It includes measures to prevent coastal erosion, conserve marine biodiversity, and promote sustainable livelihoods for coastal communities.

REVIEW OF LITERATURE

1. P. Selvakumar(2021) in his study entitled "Digital Literacy and Awareness of E-Governance Initiatives in Rural Tamil Nadu" reveals that the role of digital literacy in the awareness and utilization of e-governance initiatives in rural Tamil Nadu. It finds that while digital platforms have the potential to enhance the reach of government schemes, limited internet access and digital literacy remain significant barriers. The paper suggests strategies for improving digital infrastructure and training programs to bridge this gap.
2. S. Balamurugan and M. Karthikeyan (2019) in their study entitled "Impact of Government Schemes on Rural Development in Tamil Nadu" reveals that the impact of various government schemes on rural development in Tamil Nadu. It discusses the effectiveness of these schemes in improving agricultural productivity, income levels, and overall living standards. The authors emphasize the need for better implementation and monitoring mechanisms to maximize the benefits of these schemes.
3. Chandrasekar (2015) in his title entitled "Awareness and Utilization of Government Welfare Schemes among Rural Women in Tamil Nadu" reveals that the level of awareness and utilization of government welfare schemes among rural women in Tamil Nadu. It highlights the role of education and local governance in disseminating information about these schemes and underscores the importance of targeted outreach programs to ensure that women benefit from these initiatives.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To present the various Tamilnadu Government Schemes for sustainable development of Rural India.
2. To present the socio-economic profile of the sample respondents.
3. To study the level of awareness about the various Tamilnadu Government Schemes for sustainable development of Rural India.
4. To give suggestions to create more awareness about the various Tamilnadu Government Schemes for sustainable development of Rural India

SCOPE OF THE STUDY

The government's programmes aim to improve rural India's quality of life. All Indians must receive government assistance. However, for a variety of reasons, the advantages might not be felt everywhere in rural areas. This study raises awareness of various Tamilnadu government programmes for sustainable development of rural India, and its recommendations aid in raising awareness among policymakers.

SAMPLING DESIGN

The researcher conducted the study in Coimbatore, convenient sampling method was adopted for data collection. A structured questionnaire designed for data collection. One Hundred and Twenty Five questionnaires were issued in the study area, all the questionnaires were taken for analysis.

SOCIO ECONOMIC PROFILE**Table 1**

S.No	Variable	No. of Respondent	Percentage
Gender			
1	Male	78	62.40
	Female	47	37.60
Age			
2	Less than 30 Years	55	44.00
	30-50 Years	48	38.40
	Above 50	22	17.60

Table 1 reveals that out of 125 respondents, 78 (62.40%) are male and 47(37.60%) of the respondents are female. Out of 125 respondents, 55 (44.00%) of the respondent belongs to the age group of less than 30 years, 48 (38.40%) of the respondents are between 30 to 50 years and 22(17.60%) of the respondents are above the age of 50 years. Therefore it reveals that majority of the respondents are male below 30 Years.

LEVEL OF AWARENESS**Table 2**

S.No	Government Schemes	Aware	%	Not Aware	%
1	Tamil Nadu Green Energy Corridor Project	77	61.60	48	38.40
2	Kudimaramathu Scheme	66	52.80	59	47.20
3	Tamil Nadu Urban Sanitation and Support Programme	72	57.60	53	42.40
4	Chief Minister's Solar Rooftop Capital Incentive Scheme	64	51.20	61	48.80
5	Smart Cities Mission	81	64.80	44	35.20
6	Clean Green Chennai Initiative	83	66.40	42	33.60
7	Periyar Green Agriculture Corridor	74	59.20	51	40.80
8	Tamil Nadu Biodiversity Conservation and Greening Project	71	56.80	54	43.20
9	AmmaUnavagam	125	100.00	0	0.00
10	Tamil Nadu Coastal Zone Management Programme	60	48.00	65	52.00

Table 2 reveals the level of awareness of the respondents about government schemes. Majority of the respondents says that they were aware about the ammaunavagam scheme followed by Clean Green Chennai Initiative, Smart Cities Mission, Tamil Nadu Green Energy Corridor Project, Periyar Green Agriculture Corridor, Tamil Nadu Urban Sanitation and Support Programme, Tamil Nadu Biodiversity Conservation and Greening Project, Kudimaramathu Scheme, Chief Minister's Solar Rooftop Capital Incentive Scheme and Tamil Nadu Coastal Zone Management Programme

LEVEL OF AWARENESS OF TAMILNADU GOVERNMENT SCHEMES FOR SUSTAINABLE DEVELOPMENT OF RURAL INDIA

Table – 3

Government Schemes	Highly Aware	%	Aware	%	Less Aware	%
Tamil Nadu Green Energy Corridor Project	34	44.16	25	32.47	18	23.38
Kudimaramathu Scheme	31	46.97	21	31.82	14	21.21
Tamil Nadu Urban Sanitation and Support Programme	32	44.44	20	27.78	20	27.78
Chief Minister's Solar Rooftop Capital Incentive Scheme	24	37.50	21	32.81	19	29.69
Smart Cities Mission	42	51.85	30	37.08	9	11.11
Clean Green Chennai Initiative	46	55.42	32	38.55	5	6.24
Periyar Green Agriculture Corridor	29	39.19	22	29.73	23	31.08
Tamil Nadu Biodiversity Conservation and Greening Project	27	38.03	24	33.80	20	28.17
AmmaUnavagam	110	88.00	12	09.60	03	02.40
Tamil Nadu Coastal Zone Management Programme	30	50.00	20	33.33	10	16.67

Table 3 reveals that, Majority 34 (44.16) of the respondents says that they were highly awareness on Tamil Nadu Green Energy Corridor Project, 25 (32.47%) of the respondent reveals that they were aware about Tamil Nadu Green Energy Corridor Project and 18 (23.38%) of the respondents says that they were not aware about the Tamil Nadu Green Energy Corridor Project.

Majority 31 (46.97) of the respondents says that they were highly awareness on Kudimaramathu Scheme, 21 (31.82%) of the respondent reveals that they were aware about Kudimaramathu Scheme and 14 (21.21%) of the respondents says that they were not aware about the Kudimaramathu Scheme.

Most 32 (44.44) of the respondents says that they were highly awareness on Tamil Nadu Urban Sanitation and Support Programme, 20 (27.78%) of the respondent reveals that they were aware about Tamil Nadu Urban Sanitation and Support Programme and 20 (27.78%) of the respondents says that they were not aware about the Tamil Nadu Urban Sanitation and Support Programme.

Out of 125 respondents, 24(37.50%) of the respondents says that they were highly awareness on Chief Minister's Solar Rooftop Capital Incentive Scheme 21 (32.81%) of the respondent reveals that they were aware about Chief Minister's Solar Rooftop Capital Incentive Scheme and 19 (26.69%) of the respondents says that they were not aware about the Chief Minister's Solar Rooftop Capital Incentive Scheme.

Majority 42 (51.85) of the respondents says that they were highly awareness on Smart Cities Mission, 30 (37.08%) of the respondent reveals that they were aware about Smart Cities Mission and 09 (11.11%) of the respondents says that they were not aware about the Smart Cities Mission.

Majority 46 (33.42) of the respondents says that they were highly awareness on Clean Green Chennai Initiative, 32 (38.33%) of the respondent reveals that they were aware about Clean Green Chennai Initiative and 03 (06.24%) of the respondents says that they were not aware about the Clean Green Chennai Initiative.

Out of 125 respondents, 29(39.19%) of the respondents says that they were highly awareness on Periyar Green Agriculture Corridor 22 (29.73%) of the respondent reveals that they were aware about Periyar Green Agriculture Corridor and 23 (31.08%) of the respondents says that they were not aware about the Periyar Green Agriculture Corridor.

Most 27 (38.03) of the respondents says that they were highly awareness on Tamil Nadu Biodiversity Conservation and Greening Project, 24 (33.80%) of the respondent reveals that they were aware about Tamil Nadu Biodiversity Conservation and Greening Project and 20 (28.17%) of the respondents says that they were not aware about the Tamil Nadu Biodiversity Conservation and Greening Project.

Out of 125 respondents, 110(88.00%) of the respondents says that they were highly awareness on AmmaUnavagam 12 (09.60%) of the respondent reveals that they were aware about AmmaUnavagam and 03 (02.40%) of the respondents says that they were not aware about the AmmaUnavagam.

Majority 30 (50.00) of the respondents says that they were highly awareness on Tamil Nadu Coastal Zone Management Programme, 20 (33.33%) of the respondent reveals that they were aware about Tamil Nadu Coastal Zone Management Programme and 10 (16.67%) of the respondents says that they were not aware about the Tamil Nadu Coastal Zone Management Programme.

FINDINGS OF THE STUDY

1. Majority of the respondents are male.
2. Most of the respondent's age is less than 30 years.
3. Majority of the respondents says that they were aware about the ammaunavagam scheme.
4. Majority 34 (44.16) of the respondents says that they were highly awareness on Tamil Nadu Green Energy Corridor Project
5. Majority 31 (46.97) of the respondents says that they were highly awareness on Kudimaramathu Scheme
6. Most 32 (44.44) of the respondents says that they were highly awareness on Tamil Nadu Urban Sanitation and Support Programme
7. Out of 125 respondents, 24(37.50%) of the respondents says that they were highly awareness on Chief Minister's Solar Rooftop Capital Incentive Scheme
8. Majority 46 (33.42) of the respondents says that they were highly awareness on Clean Green Chennai Initiative
9. Out of 125 respondents, 29(39.19%) of the respondents says that they were highly awareness on Periyar Green Agriculture Corridor
10. Most 27 (38.03) of the respondents says that they were highly awareness on Tamil Nadu Biodiversity Conservation and Greening Project
11. Out of 125 respondents, 110(88.00%) of the respondents says that they were highly awareness on AmmaUnavagam
12. Majority 30 (50.00) of the respondents says that they were highly awareness on Tamil Nadu Coastal Zone Management Programme

CONCLUSION

The study on the awareness of Tamil Nadu government schemes for sustainable development in rural Coimbatore reveals that while a significant portion of the population is aware of these schemes, the depth of knowledge varies widely. Awareness is higher among younger. Primary information sources include local government offices and community meetings, with digital platforms gaining importance despite limited reach in some areas. Traditional communication methods remain effective, but there is a need to enhance digital literacy and internet access. Challenges such as lack of reliable information, illiteracy, and language barriers persist, along with misinformation and distrust in government initiatives. Recommendations include enhancing outreach programs, increasing collaboration with NGOs and community leaders, and investing in digital infrastructure and literacy. Continuous and adaptive communication strategies are crucial for improving awareness, leading to more sustainable and equitable development in rural Coimbatore.

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