

## **REACHING THE RURALITES – A STUDY OF AWARENESS OF GOVERNMENT WELFARE SCHEMES AMONG THE VILLAGERS OF MOTHSARA**

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### **INTRODUCTION**

The government has been formulating policies, programs projects and welfare schemes for common man since independence. Government investing significant financial resources through five year plans to accelerate the rural development. All government welfare schemes being implemented by the concerned ministries and departments of the union and state government in area of Education, Agriculture, Health, livelihood, Sanitation. It has shown varying degree of response and performance at the grassroot level. The rural development programs must sharply focus on people's participation and rural organization as the key attribute for their success.

The policies and welfare schemes of rural development aim at alleviating rural poverty, generating employment and removing hunger. The government has been giving top priority to rural development and spending thousands of crore through various programs. The objective of the national policy should be to reconstruct and develop the rural communities. The goal of rural development is the enrichment of the quality of life in rural areas. The enactment of the 73<sup>rd</sup> Amendment of the constitution was a watershed in the field of decentralization. Since then it become mandatory to involve local people in Panchayati Raj Institutions to implement government Welfare Schemes and make them responsible to achieve the underlying objectives.

Government's initiative to accelerate the process of Rural Development program. To improve the life of rural Development people Government launch policies according to problems. After these Welfare schemes poverty remains constant. Past experiences of planning, implementation the government improves program

effectiveness and achieve expected result.

In Indian context the truth of each government activity since freedom has been to empower marginalized segment of society but the approach has suffered from less exposure. The cause of underdevelopment is lack of awareness, information and initiative among the underprivileged segment of the country. The knowledge commission reiterated vital need of formation of knowledge society by empowering the masses through assisting them identify and utilize knowledge in resource generation. The masses need to be trained to cope with new situation by fulfilling information needs linking to their priorities and possibilities. Another outcome of the development studies is that the rural poor have little or no participation in their own developmental efforts which has appeared as a critical bottleneck in initiating and sustaining development of underdevelopment areas. The impact of non participation is lack of control of the common masses on their own environment which has been the major concern in front of grassroot. (Arpita sharma2014)

The cotton growing farmers were using the cosmopolite communication source of Agriculture Service centers on an occasional basis. Among the interpersonal localize source of information neighbors, contacted farmers, and progressive farmers as a source of information. (Dhanwad B Manohar, 2012)

The finding of role and perception of information sources and channels used by farmers reveal that the neighbors was the most utilized source. The private agencies were second most utilized source. Friends were third most utilized source by farmers and agriculture officers and Non Government Organization were the least utilized of information. (A. Dudi and M.L.Meena 2012)

## GOVERNMENT WELFARE SCHEMES

**IAY:** Indira Awas Yojana is the sole program that deals with housing for the poor from the government of India. This program provides 100% subsidy.

**NRLM:** (The National Rural Livelihood mission) This program was launched for the self employment of the rural people. The programs aims to provide employment rural people through organizing rural poor into Self Help Group

**NRHM:** The National Rural Health Mission has been launched to improve availability of and access to quality health care and public health ,health services including woman's health child health, immunization and nutrition . Janani Surksha Yojana and Indira Gandhi Bal Swastya Yojana also the part of NRLM.

**Plot for SC and BPL:** The state government allot 100 sq yard plot for **SC and BPL** families. Basic infrastructure being provide in these colonies.

**IGVSY:** (Indira Gandhi Vivah Sagun Yojana) This scheme provides financial assistance of rupees 15,000 and 31,000 to the girls of BPL or SC families for their marriage.

**JSY:** Janani Surksha Yojana aims to reduce maternal mortality and neo-natal mortality by promoting in institutional delivery among poor pregnant women under JSY, pregnant women from rural BPL families are provided incentive to use government healthcare facilities and also to cover travel costs and other expenses.

**Scholarship:** The aim of the scheme is to provide scholarship to merit students.

**Ladli:** With a view of empower the girl child and to provide financial security Ladli is implemented by state government. Rupees 1,00,000 becomes payable after attaining the age of 18 years on the birth of second daughter.

**Education loan:** To strengthen the girls education government provides education loan on minimum interest rate.

**NHM:** To promote holistic growth of the horticulture the National Horticulture Mission was launched. The scheme has enhanced horticulture production, improved nutritional security and income support to farm household.

**Training:** This schemes helped in generating employment to skilled and unskilled person by

training like mushroom production, vegetables storage .

**Employment assistance:** This program were meant to provide financial assistance to unemployed people. Educated peoples are entitled to monthly pension.

**RKVY:** To provide benefits to the farmer community the ministry of agriculture has launched the Rastriya Krishi Vikas Yojana . The schemes provide farmer subsidy on agriculture machines, seed and fertilizers. This scheme also provide subsidy on built water tank for drip irrigation and sprinkle irrigation.

## OBJECTIVES OF THE STUDY

### **Broad objective**

To access the knowledge of villagers about different Government Welfare schemes.

### **Specific objectives**

1. To find out their chief source of Information about government Welfare Schemes.
2. To study whether the villagers participate in gramsabha.
3. To examine if they interact regularly with Government officials.
4. To analyze their awareness level about government welfare schemes.
5. To study their source of health related issues, agriculture related issues and career related issues.

## METHODOLOGY

The broad objective of the present study is to access the knowledge level of villagers about government welfare schemes. For this purpose village Mothsara was selected. An interview schedule was prepared taking different welfare schemes into account. A sample of 100 respondents was selected randomly and interviewed by means of an interview schedule. In the present study source of information was operationalised as utilization of various source and channel of information regarding agriculture issues, health issues and information about government welfare schemes. Mass media exposure was operationalised as the degree to which a respondent was exposed to mass media and other information sources like

Newspaper, Radio, T.V., Internet, Government officials, and peer.

**Data Analysis**

100 Respondents were demographically distributed like this.

**Gender**

- 1) Male -53
- 2) Female -47

**Age**

- 1) 18-25 =26
- 2) 26-35 =36

- 3) 35 & above =38

**Education**

- 1) Illiterate =32
- 2) Up to 5<sup>th</sup> =18
- 3) 6-10<sup>th</sup> =29
- 4) 11<sup>th</sup> & above =21

**Profession**

- 1) Farming =38
- 2) Labour =16
- 3) Business/job/unemployed =23
- 4) Housewives =23