

MEASURING THE AWARENESS AND ITS EFFECTIVENESS OF PUDHU VAAZHVU PROJECT IN CUDDALORE DISTRICT

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ABSTRACT

The Pudhu Vazhvu Project preparation started in 2004. The Project Team considered in details about the various alternatives suggested in the design of the Project by the World Bank Missions visiting the Project. The Project Implementation Plan was finalised in consultation with the Government of Tamil Nadu. The Project Implementation Plan was revised after the negotiations in May 2005.

The earlier name of the Project, as finalised in 2005 was "Pudhu Vazhvu". Subsequently, in 2006 the Project name got changed to "Vazhndhu Kattuvom". Since some of the documents like Project Agreement and Government Orders were finalised in 2005, the name "Pudhu Vazhvu" would have been used in those documents.

The project is entitled, "Measuring the Awareness and its Effectiveness of Pudhu Vaazhvu Project in Cuddalore District". This study is mainly focused on measuring the awareness of pudhu vaazhvu project.

This study is carried on the public with a sample of 140 members with the view to know about the factor which helps to improve their lifestyle. A questionnaire is prepared regarding the study and distributed among the beneficiaries' collect the primary data. Statistical tools such as chi-square, weighted average are used for analysing the data.

Based on the research findings, some suggestions are given to overcome the problem and effective implementation of the project. This study shows the real fact and the effectiveness of the pudhu vaazhvu project.

Keywords: Effectiveness, Poverty, Panchayat.

INTRODUCTION:

The ultimate aim of the Government of Tamilnadu is alleviating poverty and ensuring inclusive growth. A critical intervention in this direction is the World Bank-funded Pudhu Vaazhvu Project, which was designed based on a concept note 'TamilNadu Poverty Reduction Initiative' developed in 2000-2001.

The Pudhu Vaazhvu Project was approved vice G.O. (2D).No.63, SW & NMP (SW3) Dept., Dt. 24.10.2005 and launched in November 2005 is being implemented for the past six years with World Bank assistance. The total outlay of this Project is Rs.717 Crores. The Project was extended to September-2014 with additional financing of Rs.950 Crores in 10 Districts. Rs.1667 Crores are sanctioned totally for this Pudhu Vaazhvu Project.

The target population of this project will be poor households, the most vulnerable sections, including the physically challenged and the marginalised communities. The project adopts community-driven development approach involving Village communities at every stage of project implementation. The target population is identified by Village communities using Participatory Identification Methodologies (PIMs).

STATEMENT OF THE PROBLEM:

Pudhu vaazhvu project is a government scheme. It has started in the year 2005 and is in existence to date. It is concentrated people under the poverty line and helps them to lead a better life. By providing benefits like a loan, youth training and start-up the venture, etc. which is going to be over by 2014 based on some government agreement. Hence it is necessary to study the Effectiveness of pudhu vaazhvu project in the study area. The project entitled "A study on measuring the awareness and its effectiveness of pudhu vaazhvu project" in Cuddalore district. The study helps to identify whether the scheme has reached the people under the poverty line and also analyse how the public has awareness about the pudhu vaazhvu project.

OBJECTIVES OF THE STUDY:

- ✓ To measure the awareness and effectiveness of pudhu vazhvu project in Cuddalore district.
- ✓ To find out the factors which are affecting the weaker section of the society, especially poor households, the most vulnerable parts, including the physically challenged and the marginalised communities.
- ✓ To test the level of awareness about PVP among the families participating in the PVP.
- ✓ To offer suggestions for improving and enhancing the existing project.

LIMITATIONS OF THE STUDY:

- Some of the respondents were unwilling to answer the questions.
- Some of the respondents were afraid to give accurate information in some cases.
- The findings are only based on the information given by the respondents.
- The attitude of the peoples changes from time to time. Hence the result of the project may be applicable only at present.
- It was challenging to get the proper information from the cluster.

REVIEW OF LITERATURE:

The attempts of the Government of India on poverty mitigation have given the birth of programs, which directly target the low-income families on the creation of livelihood assets and self-employment. Swarnjayanthi Gram Sarkar Yojana (SGSY) has been devised to improve the qualities of approaches, which will result in qualitative outcomes. Unfortunately, the magnitude of the unfinished task is enormous. With this background, the Government of India has restructured the SGSY as National Rural Livelihoods Mission (NRLM) which will be implemented in a mission mode across the country. In Tamilnadu, this will be applied as Tamilnadu State Rural Livelihoods Mission through Tamilnadu Corporation for Development of Women¹.

Kasperson, R. E., Kasperson, J. X., and Dow, K. (2001)², Vulnerability is interpreted in this study as the degree to which a system (such as a social-ecological system) is likely to be wounded or experience harm from a perturbation or stress in the natural or social environment (Turner et al, 2003). Vulnerability results from a combination of processes that shape the degrees of exposure to a hazard, sensitivity to its stress and impacts, and resilience in the face of those effects. Vulnerability is considered a characteristic of all people, ecosystems, and regions confronting environmental or socioeconomic stresses and, although

Sikandar Hasan (2002)³, Despite its well-documented limitations, the income-based poverty line still prevails in the development discourse as the primary conceptual tool for the qualification and measurement of poverty. To gather a more subjective perspective of what poverty is, and what its causes are, alternatives do exist, such as the Entitlement Perspective, the Sustainable Livelihoods theory and concepts of vulnerability. Looking at poverty in the city using such alternative conceptual tools helps to focus on aspects of poverty that income-based poverty lines are unable to acknowledge: lack of basic services, such as water & sanitation, garbage removal, transport, health care, access to education and accessibility to the labour market, adequate law enforcement and protection from environmental hazards.

Bruce Weber & Leif Jensen (2004) ⁴, Poverty rates are highest in the most urban and most rural areas of the United States and are higher in non-metropolitan (nonmetro) than metropolitan (metro) areas, yet rural poverty remains relatively obscured from mainstream political and widespread attention. This fact has motivated considerable research by rural social scientists on the relationship between poverty and place generally, and rural-urban differences in poverty, in particular. We provide a critical review of the literature on rural poverty, paying specific attention to mythological and statistical challenges facing quantitative analyses. This body of research confirms the higher prevalence of poverty in nonmetro areas and finds that while both compositional (individual) and contextual (structural) factors are at play, a complete explanation remains elusive. We note endogenous membership, omitted variable, and other challenges facing researchers, and conclude with suggestions for further research

University of Missouri-Columbia RUPRI Rural Poverty Research Centre (2005) ⁵, Poverty rates are highest in the most urban and most rural areas of the United States, and are higher in nonmetropolitan than metropolitan areas. Perhaps because only one-fifth of the nation's 35 million poor people live in nonmetropolitan areas, rural poverty has received less attention than urban poverty from both policymakers and researchers. We provide a critical review of literature that examines the factors affecting poverty in rural areas. We focus on studies that explore whether there is a rural effect, i.e., whether there is something about rural places above and beyond demographic characteristics and local economic context that makes poverty more likely in those places. We identify methodological concerns (such as endogenous membership and omitted variables) that may limit the validity of conclusions from existing studies that there is a rural effect. We conclude with suggestions for research that would address these concerns and explore the processes and institutions in urban and rural areas that determine poverty, outcomes, and policy impacts.

Fredericton, N. B. (2006)⁶. The reason(s) why teenage women become pregnant or give birth are difficult to categorise. In the body of literature examined, it was reported that the rise in rates was because more teenagers were sexually active, were using less contraception, or that there was an individual desire to become pregnant. The first two factors were borne out by the National Longitudinal Survey of Children and Youth (1998/99 and 2000/01) which estimated that 12 per cent of the of boys and 13 per cent of the of girls had sexual intercourse by ages 14 or 15. Poverty, school achievement, and self-esteem were also factors which have been said to play a role. The research illustrated that the lack of opportunity and socioeconomic disadvantage significantly contributes to teenage pregnancy. Poverty "...can be both the consequences and the causes of teen pregnancy and childbearing".

RESEARCH DESIGN:

A research design is an arrangement for collecting and analysing data in a manner that aims to combine a return to the research purpose with economy in procedure this study has adopted a descriptive research design. Descriptive research means fact-finding research. The present study has been conducted to peoples from the cluster.

Sources of data collection:

Primary data:

The primary data are those which are collected fresh and for the first time and thus happen to be original. In this study, the data are collected through well-structured questionnaire.

Secondary data:

Secondary data are those who have already been collected by someone else and which have already been passed through the statistical process. Data are taken from the official web site, journals, and books.

Sampling Design:

Sampling design deals with the method of selecting items to be observed for the study. Here, proportionate stratified random samplings are used for the study, which is based on ease of access.

Sample Size:

Sample size refers to the number of items to be selected from the universe to constitute a sample. Here, the sample size of 210 is chosen out of 4177.

FINDINGS OF THE STUDY:

- Most of the respondents (38%) are 20-30 year of the age.
- Majority of 86 per cent of the respondents are female.
- A significant portion of 48 per cent of the respondents has completed the 5th standard.
- Majority of 90 per cent of the respondents are married.
- A significant portion of 36 per cent of the respondents was drawing below 1000 rupees as their wages.
- A significant portion of 67 per cent of the respondents has a bank account with Indian overseas bank.
- A significant portion of 26 per cent of the respondents is working in the field of agriculture.
- A significant portion of 43 per cent of the respondents are said that 2001-3000 is their monthly expenditure
- A significant part of 48 per cent of the respondents is said that borrowing from their relatives.
- A significant portion of 37 per cent of the respondents is using the loan for education purpose.
- A significant portion of 32 per cent of the respondents is in terrace houses.
- A significant portion of 29 per cent of the respondents is come under very poor, poor, desirable respectively, in the participatory identification process.
- A significant portion of 29 per cent of the respondents availed old age pension as social benefits.
- A significant portion of 18 per cent of the respondents is trained under computer training by youth skill training.
- The weighted average value 4.285 reveals that the Respondents are having a good level of satisfaction on the effectiveness of pudhu vazhvu project
- The weighted average value 4.190 reveals that the Respondents are having a good level of satisfaction on the performance of Village Poverty Reduction Committee.
- The weighted average value 4.368 reveals that the Respondents are having a good level of satisfaction based on the youth skill training
- The weighted average value 4.190 reveals that the Respondents have a good level of satisfaction on daily updating of the notice board in the village.
- The weighted average value 4.433 reveals that the Respondents are having a good level of satisfaction by the performance of cluster office in Cuddalore.
- Relationship between age and social benefits availed by the people, the Pearson chi-square sig, value for the factors.000, since the value is less than 0.05 so null hypothesis has been rejected and accept the alternative hypothesis
- Relationship between the name of the banks and usage of loans provided by the banks the Pearson

chi-square sig, value for the factors.000, since the value is less than 0.05, so the null hypothesis has been rejected and accept the alternative hypothesis.

- Relationship between gender and effectiveness the Pearson chi-square sig, value for the factors.000, since the value is less than 0.05, so the null hypothesis has been rejected and accept the alternative hypothesis.
- Relationship between occupation and performance Pearson chi-square sig, value for the factors.000, since the value is less than 0.05 so null hypothesis has been rejected and accept the alternative hypothesis

SUGGESTIONS FOR THE STUDY:

- The project may focus young people for its effective works.
- The government may provide some more employment opportunities to the people, so it helps them to improve their wages.
- The project may associate with some other banks such as provide more linkage with other banks, i.e. Pandean gram Bank and Indian Bank, to help the people in the village.
- Ideas can be given to the respondents to make use of the loan amount to start a business.
- The respondents may have good relation with the self-help group to maintain transaction and savings easily.
- The respondents may utilise all kinds of social benefits like marriage funds, tailoring machines, and so on.
- The respondents can also be given opportunities to undergo skill training such as JCB operators, Tailoring, ITI, and Driving.
- There are various social projects associated with the government, which mainly helps people to develop their status in society. So the suggestions may help to this project for its future performance.
- The government may provide all possible training well in advance to the people for enriching the new projects.
- They may provide more employment opportunities for skilled peoples.
- The project may cover the whole district as possible.
- The notification from the government may be open to all categories of people.
- The new project may cover all the eligible areas.
- The project should not be dependent on any political parties.
- The project may discover new business ideas.
- The Government may provide allocable resources to the projects.
- I am allocating the resource to the village should not dependent single person.
- The project may be done under teamwork.
- It is suggested that the government need not be changed frequently change the project until the core aim of the project for which it has started.

CONCLUSION:

In this study, the descriptive research design is used, which includes surveys and fact findings enquiries. The major objective of this study is to measure the awareness and effectiveness of pudhu vazhvu project in Cuddalore district. To find out the factors which are affecting a weaker section of the society, especially poor households, the most vulnerable sections including the physically challenged and the marginalized communities.

This research is very helpful to peoples and government to enhance the project very effectively. The suggestion is going to leads improve the project in a successful manner. The project entitled a study on measuring the awareness and its effectiveness of pudhu vazhvu project in Cuddalore District. The entire suggestion very helps people to improve their standard of living. And improve their status in this society.

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