A study on the awareness of programmes launched by the government amongst the people

Dr Sangeeta Sidola
Assistant Professor
Rajkeeya Mahavidyalaya Thatyur, Tehri Garhwal

Abstract
The government implements a lot of policies for the betterment of different sections of the society. The policies are being launched with an aim to target its beneficiaries. People uses the programme and policies and also get benefitted out of it however, there are some people who are barely aware about the policies. Keeping the view in mind the present study was planned to assess the awareness of people about the major policies launched by the government. The study was conducted in Thatyur, Tehri Garhwal district of Uttarakhand. Random sampling technique was used to select the sample size of 80 families. The self-structured interview schedule was used to assess the variables of the study. The results of the study revealed that the majority of the respondents were not aware about some of the very major and important policies of the government. Further, the data indicated the respondents were not able to avail the benefits of those policies. More awareness campaign needs to be organize to make people avail the more benefit out of the programmes led by the government.
Keywords*: programme, policies, government*

I.   Introduction

India is a developing country moving towards becoming a developed nation. The prime duty of any country's government is to provide all the basic necessity to its people and to protect them. The policies and programmes are formed for the people to achieve certain goals or objectives. There are several policies for each and every sector of the society for welfare of the people.

The government has to cover each and every section of the society whether it be education, health, sanitation, employment, poverty alleviation etc. Each and every sector is important in the overall development of the nation. Since, the independence government has implemented a lot of policies for different sections with the view of upliftment of the underprivileged and protection of the vulnerable section of the society (Lakshminarayanan 2011). Whenever any policy is planned and implemented in the form of programme it does not reach to its targeted beneficiaries due to the lack of people awareness and their participation in the planning and decision making of policy making. The success and the failure of any policy is depend on the proper implementation of the programme and later the impact assessment of that particular programme. Sometime the programme performs so well on papers but the grass root level reality is entirely different. The policy sometime even did not reach into the ears of the targeted sections.

Recently the government has launched many programmes like Pradhan mantri Jan Dhan Yojana, Ayushman Bharat Yojaana, Sukanya Samriddhi Yojana, Ujjawala Yojana etc. Despite from these the state government is also running their policies like in Uttarakahnd such as Gaura Devi Kanya Dhan Yojana, pension Schemes for senior citizen and differently abled people, Mera Gaon Meri Sadsak etc. Both centre and state government aim for the betterment of each section of the society. There are various hierarchal agencies of the government who work at different tiers to make the programme a success by making it reach to every stakeholder. It is also eminent that every programme is launched for a certain point of time and revised or eliminated according to the need of the hour (Patil and Gala 2022).

The public policies need to be study for the identification of the policy measures, the instruments used, government deployment of the policy, the process of the policy and finally the decision making (Hassel 2015). The main focus of any scheme and programme is to reach the maximum stakeholders in a more positive manner.The actual success of the programme can be achieved through proper monitoring, evaluation, impact assessment and involvement of different stakeholders in the policy making.

The government needs to campaign about their schemes. More door to door campaign needs to be launched. Although, the government is publicizing through advertisement in both print and electronic media however, it is not reaching to every beneficiaries. More awareness campaign need to be organized.

So, keeping all these view in mind the present study was planned with the following objective:

Objectives:
1. To assess the socio-economic profile of the respondents.
2. To evaluate the knowledge of respondents towards the major programme launched by the government.
3. To assess the gap between knowledge and utilization of the programmes
4. To see the relation between the socio-economic profile and the knowledge of people regarding programmes launched by the government.

II. Review of Literature

1. Devi (2021) used systematic random sampling technique for the study. Awareness and utilization knowledge of the participants were obtained. Four adjacent states (Punjab, Haryana, Chandigarh and Himachal Pradesh) were purposely selected for the study. The results showed that maximum number of participants was above 60 years and almost all people have the knowledge of pension's schemes for the old people. However, a gap was observed in the knowledge and deployment of various senior citizens schemes. There was significant difference in awareness and utilization of most of the schemes amongst all the four states. Awareness programmes should be organized to bridge the gap between the awareness and utilization of the schemes. The government should invest in the advertising of the schemes amongst people.

2. Sachdev (2022) in his study illustrated that a very few people were aware about the social security programme launched by the government, and the awareness level of these social security schemes was more in people above thirty years of age, males, literates, below poverty line or marginalized economic groups of population. The knowledge about the schemes is directly proportional to the age, education, socio-economic status of the people.

3. Moorthy (2023) in his study showed that the people had a medium level of awareness of the Central Government Schemes.

4. Hussaina (2023) in his study indicated that the people have a very low level of knowledge of different financial institutions amongst the people. Therefore, awareness should be created among them by awareness programmes , discussions and interactions with some successful entrepreneurs, motivating and informational film slides and workshops

5. Kumar (2018) in his study revealed that most of artisans have no information about the various schemes of handicrafts. This is the biggest obstacle to the growth and development of the sector. So, Government should take some prolific steps to overcome these problems. The majority of the artisan or other beneficiaries' lives in rural areas so rural people awareness programmes must be launched by government.

6. Pandey et al (2022) in their study showed that the main stakeholder in disseminating any policy is the opinion leader they help in creating awareness among people. more awareness programmes needs to be organized by the government to aware people.

III. Methodology

Locale of the study- Thatyur Region of Tehri Garhwal district of Uttarakhand state was selected purposively for the locale of the present study.

Selection of area- The study was conducted in rural area of Thatyur region.

Selections of sample- The families were approached randomly in the area completing the sample size of 80 families.

Variable and their measurement- A list of variables was prepared on the basis of review of literature. The following Independent variables were selected-

Independent variable: **Socio-personal variables** • ge • Family type • Caste • Occupation • Education • Family income	Self Structured interview schedule was prepared
Dependent variable Knowledge about policies and programme:	Self-Structured questionnaire was prepared

Tools and Techniques of Data Collection- A self-structured interview schedule was prepared for measuring independent and the dependent variables of the study.

Data collection- The respondents were informed about the purpose of the study clearly. A self-structured questionnaire was used for collecting general information and for specific information Geriatric depression scale was used.

Analysis and interpretation of data- After enumeration, the filled data in questionnaire were assigned code for subsequent detailed analysis. Based on the finding of the study and conclusions drawn on the basis of statistical analysis results were interpreted and recorded in the report, keeping in view the objectives of the study.

Analysis of data- After enumeration, collected data was tabulated, classified and statically analyzed by application of following statistical method to work out the association of dependent and independent variable to draw meaningful inferences of the study.

1- Frequency and percentages- To assess the background profile of the respondents, frequency and percentage were used to interpret the independent variables.

2- Mean- The arithmetic mean was calculated to sum up the scores.

3- Standard deviation-Standard deviation was calculated.

4- Correlation-Correlation was calculated to see the association between variables.

5- t-test- t-test was used for calculating the differences between means of independent and dependant variables.

IV. Result and Discussion

The table 1 was comprised of socio-personal profile of the respondents and the data revealed that the more than half of the respondents (60%) are of nuclear family type and rest (40%) were having joint family type. Further moving towards the maternal education of the respondents and the data suggested that more number of mother's (38.75%) were illiterate followed by upto graduation (27.5%), intermediate (21.25%) and rest (12.5%) were educated upto high school. However, the data regarding the paternal education indicated that that almost half of the father's were educated upto intermediate (46.25%) followed by upto high school (30%), graduation (15%) and illiterate (8.75%). The data indicated that the father's were more educated than the mother's.

The data regarding occupation of the mothers illustrated that the majority of the mother's (87.5%) were the homemaker followed by some were engaged in private jobs (10%) and a very few were engaged in the government jobs (2.5%). On the contrary the data regarding father's occupation indicated that more number of the father's were engaged in business (31.25%) followed by farmers (27.5%), government jobs (22.5%) and rest (18.75%) were involved in private jobs.

The data concerning family income of the respondents revealed that about half of the respondents (48.75%) were having a monthly family income between 20000-50000n followed by between 50000-100000 (22.5%), upto 20000 (18.75%) and above 1 lakh (10%)).

Table 1: Socio-Economic profile of the respondents

				n=80
S. No.	**Parameters**	**Category**	**Frequency**	**Percentage (%)**
1	Family type	Nuclear	48	60
		Joint	32	40
2	Mother's Education	Illiterate	31	38.75
		Upto high School	10	12.5
		Intermediate	17	21.25
		Graduation	22	27.5
3	Father's Education	Illiterate	7	8.75
		Upto high School	24	30
		Intermediate	37	46.25
		Graduation	12	15
4	Mother's Occupation	Homemaker	70	87.5
		Private Job	8	10
		Government Job	2	2.5
5	Father's Occupation	Private Job	15	18.75
		Government Job	18	22.5
		Business	25	31.25
		Farmer	22	27.5
6	Family Income (per Month)	Upto 20,000	15	18.75
		20000-50000	39	48.75
		50000-100000	18	22.5
		Above 100000	8	10

Table 2. Knowledge and utilization of the programme by the respondents

S. No.	Variables	Frequency	Percentage (%)
1	**Knowledge about programme**		
i)	Low	42	52.5
ii)	Medium	28	35
iii)	High	10	12.5
2	**Utilization of programmes**		
i)	Low	39	48.75
ii)	Medium	25	31.25
iii)	High	16	20
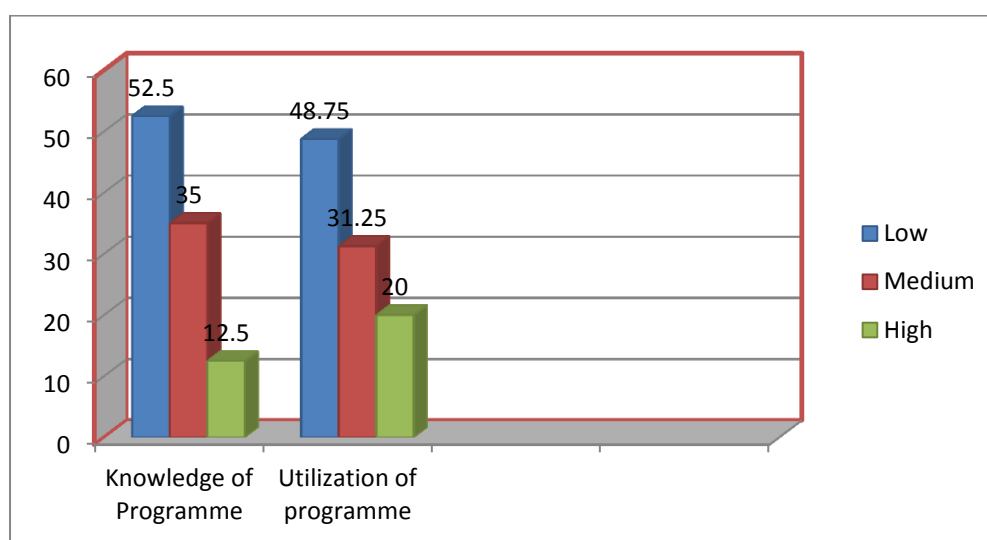
Graphical representation of Knowledge and utilization of the programme by the respondents

Table 2 indicated the data concerning the knowledge of respondents about the programme and policies led by the government. The data illustrated that when asked about the major schemes led by the government more than half of the respondents (52.5%) had low level of knowledge followed by medium level (35%) and low level (12.5%). Surprisingly, the people have very low level of knowledge about the very beneficial and major policies led by the government. Moving towards the usage of the asked programme and policies data revealed that about half of the respondents 948.75%) are not using the offered programme by the government followed by somewhat using (31.25%) and rest (20%) were using one or the other type of the programme and policies offered by the government.

Table 3. Comparison of Knowledge about programmes led by government against gender

Knowledge about policies and programme	Female	Male	t-test
	42.20±3.11	40.85±3.26	1.86

Table 3 reveals the comparison of knowledge about the programme led by government against gender. The data elucidated that there was no significant difference between male and female. When it comes to knowledge about the programmes both were at par.

Table 4. Correlation between personal variables and knowledge about programmes led by government of the respondents

Knowledge about policies and programme	Mother Education	Father Education	Mother Occupation	Father Occupation	Family Income
	+0.65	+0.72	0.05	0.15	+0.21

Table .4 shows the correlation between personal variables and knowledge about policies and programme led by the government and the data revealed that mother education, father education, and family income (+0.65, +0.75 & +0.21 respectively) had a significant positive correlation with the knowledge of

programme and policies which means they impact the knowledge of programmes and schemes led by government of the respondents. However, there were non-significant correlation between the father and mother occupation with the knowledge about programme and policies of the respondents.

V.   Conclusion

The study focuses on the knowledge of the programmes led by the government and its utilization by the people. The programmes were launched effectively but it is not reaching to the people in great extent. The people are still unaware about very important policies of their benefit. There were a gap between knowledge and utilization of the schemes and programmes. More awareness campaign or programmes needs to be launched. The approach to reach every door needs to be followed. The people need to involve in planning, decision making and implementation process.

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