



A STUDY ON IMPACT OF EMPLOYMENT GENERATION PROGRAMMES IN MADURAI DISTRICT

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ABSTRACT:

This study assesses the impact of employment generation programs in Madurai district, focusing on their effectiveness in creating jobs and promoting economic development. The research combines quantitative analysis of government data with qualitative interviews and surveys of program beneficiaries and stakeholders. The findings highlight a positive correlation between program implementation and reduced unemployment rates in the region. The study also identifies challenges such as funding, infrastructure, and skill development that hinder successful program implementation. Recommendations include enhancing stakeholder engagement, capacity building, and implementing robust monitoring and evaluation mechanisms to improve program design and effectiveness in Madurai district, Tamil Nadu, India. The research aims to evaluate how these programs contribute to reducing unemployment and poverty in the region.

KEYWORDS:

ECONOMIC, GOVERNMENT, SKILL, STAKEHOLDER, ENGAGEMENT.

1.1 INTRODUCTION

Unemployment poses a significant challenge to India's growth, stemming from factors such as limited education, scarce job opportunities, and performance issues. The government must take decisive action to address this issue. High unemployment rates burden the government with providing unemployment benefits and contribute to increased poverty levels, affecting both individuals and society. The mental health of the unemployed is also at risk, leading to issues like depression and low self-esteem. Long-term unemployment can further result in social stigma and prejudice. India, as a developing nation, faces numerous economic challenges, with unemployment being a complex and serious issue. Skill development initiatives like Skill India, launched in 2015, aim to tackle unemployment by enhancing skills and workforce numbers. However, a comprehensive change in the education system is essential for a lasting solution to India's unemployment problem.

Districts play a crucial role in India's administrative structure, serving as ideal units for decentralized planning due to their heterogeneity and manageable size. While district administration traditionally focused on welfare, the emphasis has shifted towards development activities. Limited district-level data often leads to using state-level indicators as proxies for planning, particularly in larger states with diverse characteristics across districts. Improving the availability of district-specific data is crucial for effective planning and policy implementation.

1.2 STATEMENT OF THE PROBLEM

One of the significant challenges in our country is the

persistent migration of people from rural to urban areas, reflecting the scarcity of employment opportunities in villages. Unemployment and poverty remain pervasive issues hindering India's economic development. Both the magnitude and percentage of unemployment and underemployment have been on the rise. However, the achievements in the realm of employment generation fall short of the target. In many developing countries, the unemployment percentage is steadily increasing. Financial institutions that can provide credit facilities on favourable terms play a crucial role in alleviating poverty among the poor. Recognizing this, the government of India has introduced various programs through different institutions and agencies over time. However, the success of any program depends on the implementation strategies of these institutions and agencies.

1.3 REVIEW OF LITERATURE

Sudarshan and Agrawal (2017) highlighted the impact of MGNREGA in improving the socio-economic status of the rural poor in the Jodhpur district of Rajasthan and observed that MGNREGP generates multiple benefits in creating employment and overall development of the rural area.

Subrata Das (2019) reveals the impact of MGNREGA on economic and environmental sustainability in West Bengal and shows that MGNREGA is a labour law that aims to provide atleast 100 days of employment to rural people for their economic empowerment and livelihood security.

R. Sathish Kumar (2020) studied the MGNREGA'S impact on income and employment in the Ramanathapuram

district of Tamil Nadu and found that MGNREGA creates more employment days, and the earnings of households also increases.

Panda and Tripathy (2021) conducted study in the Jodhpur district of Rajasthan and show that the average man-days of employment per year increase after joining the scheme.

Balasubramaniamet (2022) studied the impact and assessment of the attainment of social status by MGNREGA beneficiaries in Tamil Nadu and reveals that the MGNREGA beneficiaries get 100 days of employment in the year.

Moreover, Panda (2021) descriptively analyses the relationship between unorganized entrepreneurship and employment generation in India. The increasing workforce and lack of employment opportunities is the root cause of employment India. To overcome the problem, individuals come for entrepreneurship in unorganized sectors to encourage potential entrepreneurs for setting up businesses in different regions of India.

1.4 OBJECTIVES

- To study the achievements of selected Employment Generation Programs in India, Tamil Nadu and in Madurai district in particular.
- To study the Socio-economic profile of the beneficiaries under the selected Employment Generation Programs in Madurai district.
- To study the impact of selected Employment Generation Programs on Income, employment and savings of beneficiaries in the study area.
- To study the problems faced by the beneficiaries in receiving the benefits under the selected employment generation programs.
- To offer suitable suggestions for the effective implementation of the selected employment generation programs and reduce the identified problems.

1.5 METHODOLOGY OF THE STUDY:

Descriptive research, which aims to depict the characteristics of a population without addressing the how, when, and why of these traits, was conducted in Madurai city in January 2024. The study spanned from January to February 2024, utilizing primary data obtained directly from customers through questionnaires and Google Forms. General public, employee, and customer responses constituted the primary data, while secondary data were sourced from literature reviews and company data. The sample size for this research was 100.

1.6 SAMPLE DESIGN

Sample design refers to the techniques or methods the researcher used for selecting items for the sample. It is definite plan to get a sample from a given population.

1.7 METHOD OF SAMPLING

Sampling is a process used in statistical analysis in which a

predetermined number of observations are taken from a larger population. In a simple random sample, every members of the population has an equal chance of being selected.

1.8 SIZE OF SAMPLE

The sample size of the study is 100 respondents.

1.9 TOOLS FOR ANALYSIS

A questionnaire is created in order to receive the necessary response required from the samples to archive the research objectives. Data are percentage analysis represented tables and pie chart, bar graph.

1.10 DATA ANALYSIS

TABLE-1

GENDER WISE CLASSIFICATION

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1.	Male	68	68%
2.	Female	32	32%
TOTAL		100	100

INFERENCE:

From the above table shown that the gender 68% of the male and 32% of the female.

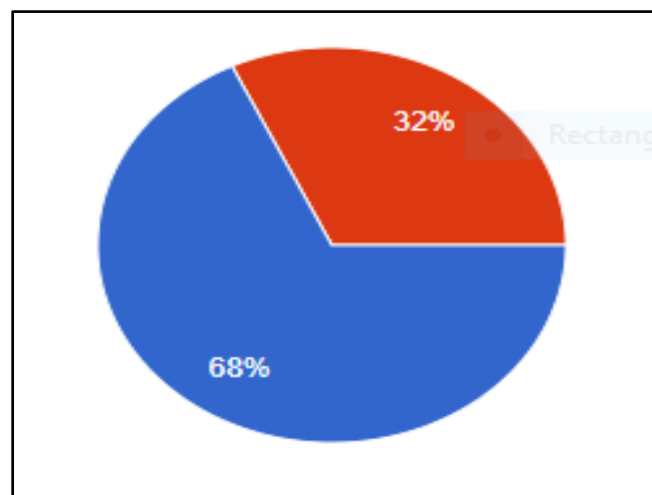


TABLE -2

CLASSIFICATION OVERALL UNEMPLOYMENT RATE

S.NO	OVERALL UNEMPLOYMENT	NO. OF RESPONDENTS	PERCENTAGE
1.	Skill development training	31	31%
2.	Job fair	47	47%
3.	Subsidized employment	15	15%
4.	Enterprenership support	7	7%

TOTAL	100	100
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INFERENCE

From the above table shown that the overall unemployment rate 47% of the job fair and 31% of the skill development training.

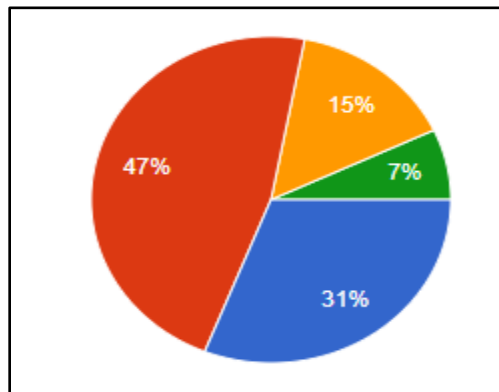


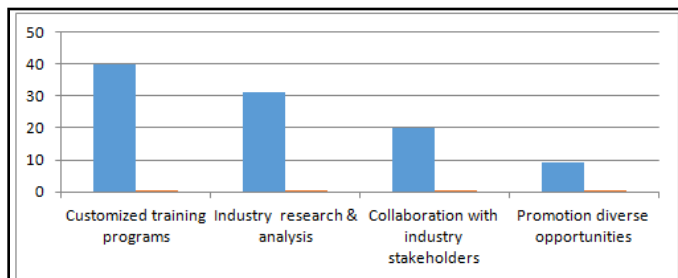
TABLE- 3

CLASSIFICATION OF LOCAL ECONOMIC NEEDS AND INDUSTRIES

S.no	Local economic needs and industries	No. of respondents	Percentage
1.	Customized training programs	40	40%
2.	Industry research & analysis	31	31%
3.	Collaboration with industry stakeholders	20	20%
4.	Promotion diverse opportunities	9	9%
TOTAL		100	100

INFERENCE

From the above table shown that the local economic needs and industries 40% of the customized training programs and 31% of the industry research & analysis.



FINDINGS AND SUGGESTIONS

- 68% of the respondents of the male.
- 47% of the respondents of the overall unemployment rate is job fair.
- 40% of the respondents of the local economic

needs and industries is customized training program.

SUGGESTIONS

- Governments should take necessary steps to increase public awareness about SHGs and PMEGP schemes, including their features, benefits, and success stories of beneficiaries throughout the country through advertisements in newspapers, journals, television, films, and popular social media applications. In comparison to SHGs, the PMEGP scheme is yet to reach the poor people in the study areas. Therefore, the government should conduct more awareness programs and advertisements about the PMEGP scheme in the study areas.
- Nodal agencies should regularly update their training modules, providing intensive training to entrepreneurs. The agencies should ensure that the training includes the success stories of existing beneficiaries to motivate beginners.
- The government should ensure hassle-free loan formalities for SHGs and entrepreneurs by bank officials. Banks should consider reducing the initial capital contribution of new entrepreneurs.

CONCLUSION

The study indicates that the information provided by government agencies enhances individuals' abilities, skills, and knowledge, leading to personal development. Beyond individual growth, the schemes generate self-employment opportunities, offering gainful employment to both educated and uneducated, unemployed youth, and groups. This positively impacts their economic livelihood, uplifting lifestyles, socioeconomic status, family recognition, and overall standard of living. The coordinated efforts of bankers, TNWDC, NGOs, and officials from KVIC, KVIB, DIC, and training institutions contribute to achieving the scheme's purpose. The study examines whether these programs effectively alleviate poverty by creating employment opportunities and improving living standards in Madurai district. Given the acute issue of growing unemployment, especially among the educated, where only 5 to 10 percent can access available employment opportunities, entrepreneurship emerges as a promising solution. While wage employment is self-saturating, entrepreneurship creates not only jobs for entrepreneurs but also provides employment to others, fostering long-term growth and addressing the challenge of unemployment.

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