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Beneficiaries Attitude Towards Rural Employment Management in Andhra Pradesh- A Study with Reference to Rajiv Uva Kiranalu Programme in Anantapuram District

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Abstract: Promoting entrepreneurship and skill development is highly important for enhancing employment in India in general and Andhra Pradesh in particular as majority of the population are more unemployed in rural areas than in the urban areas. CII in the study on skill gap, taken up during 2007 found that incremental human resources requirement in AP by 2015 will be about 20.1 lakh, of which, 38-40 per cent will be entry level jobs and about 55-57 per cent in higher skill jobs. Andhra Pradesh had introduced a new scheme for providing employment and promoting entrepreneurship through unique skill development program called as Rajiv Uva Kiranalu (RUK) in 2011. This program has been vital for unemployed rural youth. Hence, the study was undertaken with the objectives, studying the role of RUK program in employment management in Anantapuram district of A.P and investigating the opinions of beneficiaries towards RUK program. The study is based on descriptive and analytical method which used both primary and secondary data. The primary data is collected from 300 beneficiaries who are selected based on standard sampling technique. The beneficiaries from Dharmavaram, Penugonda and Anantapuram revenue divisions constituted the sample areas. A structured questionnaire has been prepared for data collection. The Secondary data is collected from available sources. Suitable statistical techniques were applied for data analysis. It was found that Rajiv Uva Kiranalu program provided placement to the extent of 58.17 percent during the study period 2011-14 . It is observed that beneficiaries were satisfied in these aspects of Quality of training, knowledge improvement, skill development, motivational aspects and training materials. But, they were not fully satisfied with promotion of self employment and business establishment, post placement support services, economic benefits derived and change in life style and family status. It is concluded that Rajiv Uva Kiranalu program has got moderate success. The loopholes in RUK program have to be eliminated for its effective implementation to achieve the targeted employment and entrepreneurship through skill development.

Keywords: Employment, Entrepreneurship, Motivation, Skill Development and Placement.

I. INTRODUCTION

In the post globalization era every country is struggling for social and economic development and prosperity level of any country is measured by its per capita income. While considering per capita income we find unequal distribution of wealth among poor and the rich in a country like India, which is called 'A Country of Villages.' In modern times Indian Industrialists are progressing spectacularly. With very few rich people, at international level India is labeled as "A poor and hungry third

world Country.” Most of the cases of suicides are due to frustration of farmers, laborers, and manual workers, unemployed and married women. When people at this lowest rung of prosperity are developed, the country can march ahead. Now India’s population is about 102.5 crore, and 67percent population of it lives in villages and 30percent population live with their income below poverty Line (BPL). Eighty percent of population with income category of BPL needs investment support. They have nothing to offer as collateral for loan and no bank comes forward. The banks located in urban and peri-urban locale are in accessible to the poor owing to distance and procedural demands. In Andhra Pradesh, more than 66 percent of population lives in rural areas and 30 percent of them live in poverty. Enhancing employment opportunities and promoting entrepreneurship are considered very important for improving standard of living and eradicating poverty of people to achieve prosperity. Government of Andhra Pradesh introduced many self-employment and wage based programs. It is high time that the Government attempts to reduce the numbers in unemployed and poor categories by providing employment through skill based training program and promotion of entrepreneurship. CII in the skill gap study taken up during 2007 opined that incremental human resources requirement in AP by 2015 will be about 20.1 lakhs, of which, 38-40 per cent will be entry level jobs and about 55-57 per cent in higher skill nature.

Government of Andhra Pradesh has always been committed to provide multiple avenues to the youth for accessing employment opportunities in both in the public and private sector and has been a pioneer in initiating several programs to work towards reducing the skill gap and Employment deficit. Government of Andhra Pradesh launched “Rajiv Uva Kiranalu program” under Rural Development department to build job specific and self employment skills among the unemployed and place them in the private sector at appropriate levels.

II. FEATURES OF RAJIV UVA KIRANALU (RKU)

1. Employment Generation and Marketing Mission (EGMM) has been functional in training and placing the youth from rural poor households in the nonfarm sector jobs since 2005.
2. The Mission for Elimination of Poverty in Municipal Areas (MEPMA) was started for the benefit of youth of urban slums in 2007. Training and placement services provided under Swarnajayanthi Shahari Rojgar Yojana (SJSRY) program.
3. Rajiv Udyogasri’ Society was constituted in 2007, with the mandate of achieving placement of 10 lakh youth in two years under Labor Employment & Training Department to utilize the expanding industrial opportunities offered by the growing economy and to bridge the skill gap.
4. The Technical Education Department established Skill Development Centers (SDC) in Government Polytechnic colleges in the state in 2011.
5. It was estimated that RYK required about Rs.1700 crore to provide training and placement to 15 lakh youth. Funds were pooled from different developmental program undertaken by the Central and State Governments. Special SGSY (MoRD), Swarnajayanthi Shahari Rojgar Yojana (MoUD), Modular Employable Skills (MoL, E&T) etc., are some of the Central Government programs. In order to meet additional fund requirements, Government of Andhra Pradesh established **Skill Development Fund (SDF)** from State Government budget to meet the additional requirement of Sub-Missions.
6. It is implemented through public private partnership.

III. OBJECTIVE OF THE STUDY

1. To study the role of Rajiv Uva Kiranalu program in employment management in Anantapuram district of Andhra Pradesh.
2. To elicit the opinions of beneficiaries on Rajiv Uva Kiranalu (RUK) program in providing employment.

IV. METHODOLOGY

In order to achieve the above objectives data was collected from primary and secondary sources. Opinions and perceptions were elicited from 300 beneficiaries of Rajiv Uva Kiranalu (RUK) from Anantapur district from all the three revenue divisions. Standard sampling procedures were utilized. The questionnaire comprised of questions on a. courses availability, b. demographic and socio-economic characteristics, c. training aspects like, 1. career planning, 2. employment support, 3. post placement support, 4. marketing and financial support for the self-employed beneficiaries, and 5. grievances redress mechanism etc.

Treatment of Data: The collected data were analyzed utilizing appropriate statistical methods.

Limitations of the Study This study zeroed in on the working and generation of employment and self employment by RUK program and development of economy through skill development in Anantapuram district. The period of the study is 2011-12 to 2013-14. The beneficiaries of RUK provided the primary data which can be another limitation of the study.

V. ANALYSIS OF THE STUDY

Role of RUK (Rajiv Uva Kiranalu) in providing Rural Employment in Anantapur District

The table-1 indicates the performance of Rajiv Uva Kiranalu program in Anantapuram district. The RUK program achieved provided highest placement for 9,993 beneficiaries to the extent of 68.02% against of target placement of 14,692 in 2011-12. The performance of RUK in terms of placement provided to number of beneficiaries and percentage of placement achieved have not been consistent since its inception in Anantapuram district. The average placement provided by RUK program during 2011-12 to 2013-14 is 8765 beneficiaries. The average placement achieved by RUK during the study is 58.17 percent. The growth rate of placement achieved by RUK program in Anantapuram district was negative to the extent of 25.36 % in 2012-13 and where as it was positive to the extent of 9.75 percent in 2013-14.

Table - 1: Performance of RYK Programme in Anantapuram district

Year	Placement Target in ATP	Achievement of Placements in ATP	Percentage of Placements Achieved in ATP	Growth rate (%)
2011-12	14692	9993	68.02	---
2012-13	14934	7582	50.77	-25.36
2013-14	15651	8720	55.72	9.75
Mean	15092	8765	58.17	
T-test	-	12.59* Sig.(0.006)	11.34* Sig.(0.008)	

Source: <http://ryk.cgg.gov.in/MissionWiseBMRReport.do> and SPSS.

The average placement percentage provided by RUK in Anantapuram district was 58.17 percent and could not achieve the target placement in the study period from 2011-12 to 2014.

Ho: The performance (or) contribution of RYK program in Anantapuram district with regard to employment provided to the beneficiaries is not significant.

H₁: The performance (or) contribution of RYK program in Anantapuram district with regard to employment provided to the beneficiaries is significant.

The performance (or) contribution of RYK program in Anantapuram district with regard to employment provided to the beneficiaries is significant statistically (2-tailed values in case of placement Achievement (0.006) and placement achievement in percentage (0.008) were less than 0.01. Hence, Ho is rejected & H₁ is accepted. Therefore, it is observed that performance of Rajiv Yuva Kiranalu in Anantapuram district with regard to employment provided to the beneficiaries is effective but it has provided placement to the extent of 58.17 % during the study. It is suggested to RUK officials to take appropriate measures for

overcoming the defects in RYK program for achieving 100% targeted placement to the beneficiaries in the Anantapuram district of A.P.

Sources of Awareness of RUK Beneficiaries

Table-2 reveals the sources of awareness among beneficiaries of RYK gender wise. Among the 180 male beneficiaries, Government officials are the sources of awareness of RYK for 115 beneficiaries who constitute 38.3 percent, for 35 beneficiaries(11.7 %)TV/Press advertisements formed the source of awareness, for 25 beneficiaries (8.3 percent) local Panchayat is the source of awareness and for 5 beneficiaries (1.7 percent) local politician is another source of awareness. Among the 120 female beneficiaries, 60 beneficiaries (20 %) indicated local politician as the source, 50 beneficiaries (16.7%) and 10 beneficiaries (3.3percent) others such as relatives, consultants, etc respectively are sources of awareness. For majority of the beneficiaries (38.3 %) government officials are the main source of awareness, for 21.7 percent of beneficiaries local politicians are the source of awareness, for 16.7 percent friends are source of awareness, for 11.7 percent of beneficiaries TV/Press ads are sources, for 8.3 percent of beneficiaries local Panchayat and for 3.3 percent of beneficiaries others such as relatives, consultants, etc. formed the source of awareness.

Table-2: Sources of Awareness of RUK Beneficiaries

		Sources of Awareness of RUK							
Beneficiary Sex		TV / Press ads	Govt. officials	Local Panchayat	Local Politician	Friends	Others (specify)	Total	
								Male	Count
	% of Total	11.7%	38.3%	8.3%	1.7%	.0%	.0%	60.0%	
Female	Count	0	0	0	60	50	10	120	
	% of Total	.0%	.0%	.0%	20.0%	16.7%	3.3%	40.0%	
Total		Count	35	115	25	65	50	10	300
		% of Total	11.7%	38.3%	8.3%	21.7%	16.7%	3.3%	100.0%

Source: Primary data and SPSS

Table -3: Training Material Understandability by Beneficiaries

		Beneficiary zender			
Training Material Understandability		Count	Male	Female	Total
			Easily understandable	87	0
	% of Total	29.0%	.0%	29.0%	
A bit Complex	Count	93	19	112	
	% of Total	31.0%	6.3%	37.3%	
Relevant	Count	0	46	46	
	% of Total	.0%	15.3%	15.3%	
Precise	Count	0	55	55	
	% of Total	.0%	18.3%	18.3%	
Total		Count	180	120	300
		% of Total	60.0%	40.0%	100.0%

Source: Primary data and SPSS

Table -3 shows that majority of the beneficiaries (37.3 %) opined that understanding the training material is a bit complex. 29 percent opined that understanding training material is easy. Few female beneficiaries (18.3%) opined that the training materials are precise. Few female beneficiaries (15.3%) opined that the training materials are relevant. The Majority of male beneficiaries (31%) expressed that understanding the training material is a bit complex. Some male beneficiaries (29%) were of view that training materials are easy to understand. Majority of the female beneficiaries felt that training materials are precise and relevant. Few female beneficiaries (6.3 percent) opined that understanding training material is a bit complex. It is observed that majority of the beneficiaries (37.3%) felt that comprehension level of training material is a bit complex. Majority of male beneficiaries (31%) were of view that understanding the training materials is a bit complex. Majority of the female beneficiaries were of opinion that the training materials are relevant and correct.

Quality of Trainers			Beneficiary Zender		Total
			Male	Female	
Excellent	Count	48	0	48	
		% of Total	16.0%	.0%	16.0%
	Good	Count	110	0	110
		% of Total	36.7%	.0%	36.7%
	Fair	Count	22	50	72
		% of Total	7.3%	16.7%	24.0%
Poor	Count	0	70	70	
	% of Total	.0%	23.3%	23.3%	
Total		Count	180	120	300
		% of Total	60.0%	40.0%	100.0%

Source: primary data and SPSS

Table-4 indicates that the majority of the beneficiaries (36.7 %) opined that the quality of trainers is good. Some beneficiaries to the extent of 24 percent felt that the quality of the trainers is fair. Some beneficiaries (23.3%) had expressed that the quality of the trainers was poor. Few beneficiaries (16 %) reported that the quality of the trainers to be excellent. Majority of the male beneficiaries were of the view that the quality of trainers is good. Majority of the female beneficiaries felt that the quality of trainers is poor. Some female beneficiaries (16.7 %) felt that the quality of the trainers is fair. It is observed that while all the male beneficiaries viewed the quality of the trainers to be good majority of female beneficiaries viewed the quality of the trainers to be poor.

Training Program Satisfaction level

Table-5 shows the opinions of beneficiaries on effectiveness of training program. Majority of the beneficiaries (41.7%) expressed satisfaction on effectiveness of training program. Some of the beneficiaries (28.3%) were dissatisfied with effectiveness of training program. Some male beneficiaries (11.7%) were highly satisfied with effectiveness of training program. Some beneficiaries (11.7%) were ambivalent on the effectiveness of training program. Few female beneficiaries (6.7%) were highly dissatisfied with the effectiveness of training program. Majority of female beneficiaries (35%) expressed opinion that the training program is not effective. Majority of the male beneficiaries (53.4%) opined that training program is effective.

Table-5: Training Program Satisfaction level						
Satisfaction of Training Program			Beneficiary Sex		Total	
			Male	Female		
	Highly satisfied	Count	35	0	35	
		% of Total	11.7%	.0%	11.7%	
	satisfied	Count	125	0	125	
		% of Total	41.7%	.0%	41.7%	
	Neutral	Count	20	15	35	
		% of Total	6.7%	5.0%	11.7%	
	dissatisfied	Count	0	85	85	
		% of Total	.0%	28.3%	28.3%	
	Highly dissatisfied	Count	0	20	20	
		% of Total	.0%	6.7%	6.7%	
	Total		Count	180	120	300
			% of Total	60.0%	40.0%	100.0%

Source: Primary data and SPSS, Note: Ch-Square test value =264.29* for 4 d.f at 0.01 & * significant as Asymp.sig (0.00) < 0.01

Ho: Training Program is not effective in satisfying the beneficiaries of RUK

H1: Training Program is effective in satisfying the beneficiaries of RUK

Chi-Square test is administered to test the level of significance between groups .Ho is rejected as Asymp.sig level (P=0.00) is less than 0.01. Hence, H1 is accepted. It can be concluded that Training program is effective in satisfying the beneficiaries of RUK.Majority of the beneficiaries of RUK opined that the training program is effective in satisfying their requirements. Hence, it is suggested to take all measures so that the training programs satisfy all the beneficiaries.

Table -6 reveals the level of significance between male and female beneficiaries of RUK with regard to pedagogy of training as all F values are found to be statistically significant (for 298 degrees of freedom at 0.01). Majority of the beneficiaries (52 %) opined that the off job training is more comprehensive on theoretical frame than the on the hands on training. Majority of the beneficiaries (49.30 %) opined that hands on- training has more practical focus than the off job training. Majority of the beneficiaries (38.30 %) opined that off the job training has provided more updated contents compared with the other types of training. Majority of the beneficiaries opined that contents professional link, facilitated learning, allowing clearing of doubts, better quality of trainer’s explanations, more motivating and allowing more in depth training in case of on the job training compared with other types of training. Majority of the beneficiaries (44 %) were opined that off the job training is desirable to trainee’s place of study when compared with the other type of training. It is observed that majority of the beneficiaries opined that on-the job training is more beneficial when compared with type of trainings. Majority of the beneficiaries opined that off-the job training is suitable with regard to more comprehension of theoretical frame work, updated contents and adaptable to trainee’s place of study. Significant differences were found between male and female beneficiaries of RUK with regard to attributes of different kinds of training.

Table – 6: Opinion on Attributes of Training methods

Attributes of Training	On-the Job training	Off-Job training	Both	None	Weighted Mean Score	F-Calculated Values
More comprehension of theoretical frame-work	68 (22.7)	155 (52.0)	68 (22.3)	9 (3.00)	2.06	297.409*
More practical focus	148 (49.30)	75 (25.00)	69 (23.0)	8 (2.70)	1.79	749.042*
Updated contents	105 (35.00)	115 (38.30)	70 (23.30)	10 (3.30)	1.95	442.249*
Contents-Profession link	138 (46.00)	85 (28.30)	68 (22.70)	9 (3.00)	1.83	633.113*
Facilitates learning	125 (41.70)	105 (35.00)	65 (21.70)	5 (1.70)	1.83	489.436*
Allows clearing up problems with trainer/Faculty	141 (47.00)	82 (27.30)	69 (23.00)	8 (2.70)	1.81	698.442*
Better quality of trainer’s explanations	138 (46.00)	78 (26.00)	72 (24.00)	12 (4.00)	1.86	669.189*
More motivating	145 (48.30)	79 (26.30)	68 (22.7)	8 (2.70)	1.80	700.838*
Adaptable to trainee’s place of study	65 (21.70)	132 (44.0)	92 (30.70)	11 (3.7)	2.16	532.779*
Flexible Time table	45 (15.00)	145 (48.30)	95 (31.70)	15 (5.00)	2.27	611.483*
Allows more-in depth training	146 (48.70)	80 (26.70)	64 (21.30)	10 (3.30)	1.79	673.198*

Source: Primary data & SPSS

Note: * F-values are significant at 0.01 level of significant for $f_1=1$ and $f_2=298$ degrees of freedom.

Beneficiaries` Opinion on Post Placement Support Services

The table-7 reveals the beneficiaries opinion on post placement support satisfaction. Some beneficiaries (38.3%) were dissatisfied; some beneficiaries (18.3%) were highly dissatisfied / satisfied, few beneficiaries (16.7%) were highly satisfied and very few beneficiaries (8.3 percent) were neutral. All female beneficiaries expressed dissatisfaction with the post placement support. Male beneficiaries (35 %) were satisfied with the post placement support and the remaining (25%, 16.7%) beneficiaries were dissatisfied and a few (8.3 percent) were neutral. It is observed that majority of the beneficiaries (56.6%) were dissatisfied with post placement support. All the female beneficiaries were dissatisfied with the post placement support of RUK while majority of the male beneficiaries (35%) were satisfied with the post placement support. It is suggested to improve the post placement support services facilities (in terms of accommodation, induction, transportation, corporate etiquette, etc.) so that beneficiaries can attempt to adapt to the corporate environment.

Table -7:Beneficiary’s Opinion on Post Placement Support Services

Satisfaction about Post Placement Support		Beneficiary Zender			Total
		Male	Female		
Highly satisfied	Count	50	0	50	
	% of Total	16.7%	.0%	16.7%	
satisfied	Count	55	0	55	
	% of Total	18.3%	.0%	18.3%	
Neutral	Count	25	0	25	
	% of Total	8.3%	.0%	8.3%	
dissatisfied	Count	50	65	115	

		% of Total	16.7%	21.7%	38.3%
	Highly dissatisfied	Count	0	55	55
		% of Total	.0%	18.3%	18.3%
Total		Count	180	120	300
		% of Total	60.0%	40.0%	100.0%

Source: Primary data and SPSS and F calculate value = 114.14* for d.f(4, 295) at 0.01 level of significance.

Note: * is significant at 0.01level of significance as p(0.00) < 0.01.

Ho: There are no significant differences in the attitude of male and female beneficiaries with regard to post placement support services satisfaction

H₁: There are significant differences in the attitude of male and female beneficiaries with regard to post placement support services satisfaction.

The table-7 shows that F value is significant as sig.value or p (0.000) is less than 0.01. Therefore, Ho is rejected and hence, H₁ is accepted. There are significant differences between male and female beneficiaries with regard to post placement support services satisfaction. Therefore, it is observed that there are no uniform attitudes between male and female beneficiaries of RUK (Rajiv Uva Kiranalalu) with regard to post placement support services satisfaction. Hence it is suggested to officials and associates of RUK to take all possible measures for improving post placement support services satisfaction between male and female beneficiaries.

Table-8: Beneficiaries` opinion on benefits

Benefits of RUK Programme	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Weighted Mean Score
Self Employment and Business Establishment	25 (8.3)	45 (15.0)	95 (31.7)	135 (45.0)	3.13
Increased Motivation	125 (41.7)	75 (25.0)	68 (22.7)	32 (10.7)	1.04
Improvement in Knowledge and Skills	115 (38.3)	85 (28.3)	65 (21.7)	35 (11.7)	2.07
Obtained Job	135 (45.0)	75 (25.0)	55 (18.3)	35 (11.7)	1.97
Economically Strong	35 (11.7)	65 (21.7)	95 (31.7)	105 (35.0)	2.90
Change in Life style family status	25 (8.3)	45 (15.0)	105 (35.0)	125 (41.7)	3.10

Source: Primary data and SPSS

The table-8 reveals that the benefits received by the beneficiaries from RUK program majority of them (45 %) opined that they did not satisfy with self employment and business establishment of RUK. The beneficiaries (23.3 %) expressed satisfaction with self employment and business establishment. Some of them (41.7%) were highly satisfied and 25 percent were satisfied with the motivational aspects of training and some beneficiaries to the extent of 10.7 percent were dissatisfied with the motivational aspects. Majority of the beneficiaries (38.3 %) were highly satisfied and 28.3 percent of beneficiaries were satisfied with the gain in knowledge and skills where as 11.7 percent of beneficiaries were dissatisfied. Majority of the beneficiaries (45 %) were highly satisfied and 25 percent of them were satisfied with the job obtained. But, 11.7 percent expressed dissatisfaction with the job obtained. Majority of the beneficiaries (35 %) were not satisfied with the economic benefits from the job. Beneficiaries could not improve economically even after obtaining job from RUK as the salary was small. Beneficiaries (33.4%) were satisfied with economical benefits of job only. Majority of them beneficiaries to the extent of 41.7

% were dissatisfied with the change in life style and family status after the job obtained. But, some (23.3%) were satisfied with the change in life style and family status. It is observed that majority of the beneficiaries got satisfied with motivational aspects, improvement in knowledge and skills and job obtained. On the other hand, majority of the beneficiaries were not satisfied with self employment and business establishment, economic benefits and change in life style and family status. Taking effective measures and guiding in economically viable business projects with sufficient technical and financial assistance towards business establishment, by providing jobs with good pay and career prospects to the beneficiaries for change in economic condition and life style and family status.

VI. SUMMARY AND POLICY IMPLICATION

The Rajiv Uva Kiranalu program has not achieved the targeted placements over the study period of 2011-12 to 2014. It has provided average placement to the extent of 58.17 % only. The role of RUK program in enhancing employment opportunities in Anantapuram district of A.P is significant statistically. The RUK programme has been effectively contributing in rural employment generation in Anantapuram district of AP.

With regard to attitude of beneficiaries towards RUK program, majority of them were satisfied with quality of training, materials, motivational aspects, improvement in knowledge and skills and job obtained. Moreover, majority of the beneficiaries were not satisfied with regard to self employment and business establishment, economical benefits and change in life style, post placement support services and family status from the RUK program .It may be concluded that Rajiv Uva Kiranalu has met moderate success in achieving its goals.

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