



## A STUDY ON EFFECTIVENESS OF THE RURAL DEVELOPMENT PROJECT PROVIDING RURAL EMPLOYMENT, MANDYA.

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### Article History

Received: 06 August 2023

Revised: 29 September 2023

Accepted: 09 November 2023

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### ABSTRACT:

*The Shri Kshethra Dharmasthala Rural Development Project (SKDRDP) has been a cornerstone of rural development efforts in India aimed at improving the socio-economic conditions of rural communities. This study explores the effectiveness of the SKDRDP in providing rural employment opportunities and the impact it has had on the livelihoods of the beneficiaries. The study indicates that the SKDRDP has played a pivotal role in providing rural employment opportunities to the local population. Through various initiatives, including skill development programs, micro-enterprise support, and infrastructure development projects, the project has significantly increased rural employment. Beneficiaries reported improved income levels and quality of result of their involvement in SKDRDP activities. The SKDRDP has proven to be effective in providing rural employment opportunities and enhancing the livelihoods of the rural population. It acts as a model for comprehensive rural development, emphasizing skill-building, self-reliance, and community empowerment. The study's conclusions underscore the importance of continued support for such initiatives to further rural development and reduce poverty in India.*

**Keywords:** Rural Employment Impact, Sustainability, Empowerment, Socioeconomic Development, Rural India.

## 1. INTRODUCTION

Any activity or occupation in the countryside is considered rural employment, business, or in a rural location, men or women, adults or teens, provide a service. Rising unemployment and decreasing income levels will all have an influence on rural communities' ability to make

purchases. The result could impact people's quality of life. The national government is starting new programs to create job Opportunities might be located in far-off places. The nationwide test poll indicates that the percentage of jobless people from rural regions has increased from 5.1% to 81%. In India, many anti-poverty programs are being implemented along with the fifth-year plan (1974–1979). The Mahatma Gandhi Nation Rural Employment Guarantee Act (MGNREG) was one of the main projects carried out under this policy. Initially, only 330 districts took part in this project; as of late, 615 districts have done so. The main objective of this initiative is to employ surplus and underutilized remote areas' work by allowing 100 days of additional compensation. Several of the government sponsored initiatives that offer job opportunities include.

## 2. REVIEW OF THE LITERATURE.

Patwardhan, & Tasciotti, L. (2022). MGNREGA was implemented in India in 2005 with the intention of enhancing the standard of living for rural Indian households. Around 156 million rural Indian households had unpaid personal debt in 2012–13; 85% of the credit being issued went to those households in the lowest income deciles for 'non-business' related uses. The ability of rural households to pay off outstanding debt is examined in this study, which makes use of nationally representative household data, NSS EUS gathered in 2004–05 and 2009–10. Results indicate that MGNREGA decreased the extent of vulnerable households' outstanding indebtedness. Koster, S., Brouwer, A. E., & van Leeuwen, E. S. (2020) in their study investigates the relationship between local sector structure variety and job development across three types of municipalities (urban, intermediate, and rural). While this link has traditionally been examined from an urban viewpoint, boosting economic diversity as a policy tool has gained appeal, particularly in rural regions. Nandy, A., Tiwari, C., & Kundu, S. (2021). The biggest population works-based rural livelihood initiative in the global is India's National the Act to Ensure Rural Employment of Mahatma Gandhi (MGNREGS). The Scheme's main policy goal is to stop rural out-migration by providing for 100 days demand-driven employment opportunities each year in remote settings. This research examines how MGNREGS affects people's seasonal rural out-migration decisions using a large sample survey-based nationally representative data set and several probability models.

## 3. OBJECTIVE OF THE STUDY

- To explore the public awareness about the SKDRDP.
- To explore the SKDRDP rate of success.
- To understand the program's satisfaction of level

## 4. HYPOTHESIS

$H_{01}$  - There is no discernible difference between gender and awareness

$H_{02}$ -There is no significant Relationship between Performance and Satisfaction.

$H_{03}$ -there is no significant association between age and success rate.

## 5. METHODOLOGY

An analysis methodology is a group of procedures used to gather, examine, and measure the many variables indicated in the study topic. It aids in determining the specific approach to be applied to the investigation. Each and every researcher may evaluate their queries with using means of study design. The descriptive Analysis is the main emphasis of this study. It mostly

entails surveys and fact-finding investigations. Descriptive research design's objective is to arrange and symbolise the elements. It may be summed up by saying that it defines the research participants. It provides a thorough explanation of the research. This approach is typically used when a researcher wishes to learn more about the subject.

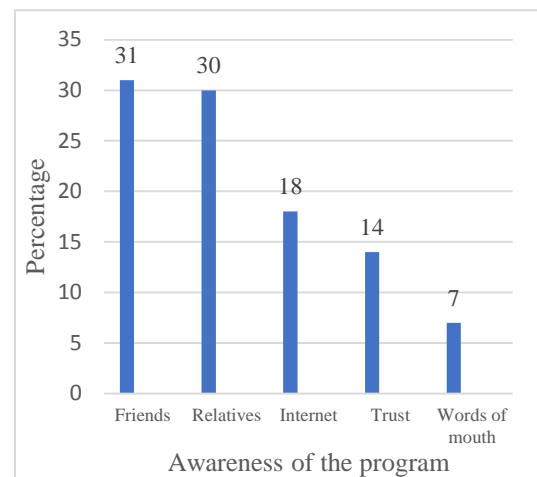
## 6. RESULT ANALYSIS AND DISCUSSION

**Objective 1:** To explore the public awareness about the SKDRDP.

Table 6.1 Awareness of the program

Variables	Respondent	Percentage
Friends	31	31
Relatives	30	30
Internet	18	18
Trust	14	14
Words of mouth	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Graph 6.1 Awareness of the program



According to the data as a whole, friends and family were the most frequent sources of knowledge about the program, making up 61% of respondents. Indicating the expanding significance of digital communication channels in raising awareness, the internet also played a crucial role. The percentages sum up to 100%, showing that all of the replies from the survey respondents fell into these categories.

Table 6.2 t-Test Output

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Two Sidedp	Mean Diff.	Std. Error Diff
Awareness	Equal variance assumed	2.82	0.096	0.184	98	0.855	0.053	0.290
	Equal variance not assumed			0.167	35.54	0.868	0.053	0.320

Levene's test suggests that the assumption of equal variances can be reasonably assumed, as the p-values are greater than 0.05. p-values are far greater than 0.05 in both cases there is no

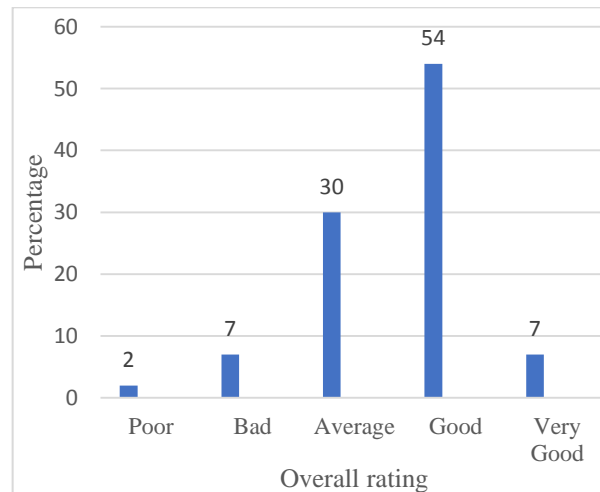
statistically significant difference in the means of the two groups.

**Objective 2:** To explore the SKDRDP rate of success.

Table 6.3 Overall rating

Variables	Respondent	Percentage
Poor	2	2
Bad	7	7
Average	30	30
Good	54	54
Very Good	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Graph 6.2 Overall rating



Overall, the results indicate that 61% of respondents had a favourable evaluation of the program's quality, or 54% good and 7% very good. 9% of people had an unfavourable view. 30% of respondents assessed the show's quality to be mediocre. The distribution of all survey respondents' responses, which is 100%, is represented by the total of the percentages.

Table 6.4 Chi-Square Output

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.295	16	0.367
Likelihood Ratio	18.561	16	0.292
Linear-by-Linear Association	1.383	1	0.240
N of Valid Cases	100		

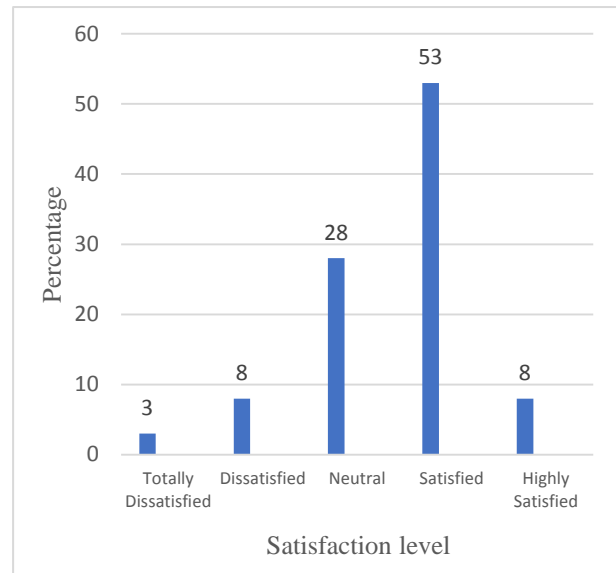
**H02:** Age and success rate have no significant relationship with one another. This test statistic has a value of 17.295 p-value is 0.367. No connection can be made between the variables. The p-value of 0.240 indicates that there's no significant linear relationship between the two variables.

**Objective 3:** To understand the program's satisfaction of level

Table 6.5 Satisfaction level

Variables	Respondent	Percentage
<b>Totally Dissatisfied</b>	3	3
<b>Dissatisfied</b>	8	8
<b>Neutral</b>	28	28
<b>Satisfied</b>	53	53
<b>Highly Satisfied</b>	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

Graph 6.3 Satisfaction level



According to the data, the program was well-liked by 61% of respondents, or 53% of those who were satisfied and 8% of those who were highly satisfied. Less people, 11%, had negative opinions (3% were extremely unhappy & 8% were dissatisfied). 28% of those who responded did not voice an opinion. The distribution of all survey respondents' responses, which is 100%, is represented by the total of the percentages.

Table 6.6 Correlation Output

		Performance of this program	Satisfaction level
<b>Performance</b>	Pearson Correlation	1	.366**
	Sig. (2-tailed)		<.001
	N	100	100
<b>Satisfaction</b>	Pearson Correlation	.366**	1
	Sig. (2-tailed)	<.001	
	N	100	100

The above table demonstrate Alternative hypothesis (H1) accepted, P value less than 0.005 and null hypothesis (Ho) rejected. Hence there is significant positive relationship between performance and satisfaction.

## 7. CONCLUSION:

Their capacity to work is crucial to their quality of life in rural areas. It contributes to improving everyone's level of living and income. The SKDRDP program's success in generating rural jobs served as the foundation for this study. This initiative attempts to enhance the number of independent job possibilities in rural areas by giving participants financial aid. The SKDRDP has emerged as a significant contributor to rural employment in the studied region. The project's multifaceted approach to rural development, including skill training, microfinance, and infrastructure development, has played a pivotal role in uplifting the socio-economic conditions of rural communities. Through our study, we have observed several positive outcomes, including increased income levels, enhanced livelihood opportunities, and an overall improvement in the quality of life for many beneficiaries. The SKDRDP has proven its efficacy in providing rural employment, but it is vital to maintain a commitment to ongoing improvement and adaptation to address the evolving needs of the rural population. This study serves as a valuable reference point for stakeholders and policymakers in their efforts to further enhance the project's effectiveness in promoting rural employment and sustainable rural development.

## 8. REFERENCES

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