

EFFECTIVENESS OF PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME IN MADURAI DISTRICT

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Abstract: Prime Minister Employment Generation Programme is the scheme of Government of India, its mission is to generate employment opportunities, promotion of self-employment and create new traditional artisans. The scheme was in operation from 2008. This study attempts to understand does the scheme of PMEGP help the urban and rural development through enabling human resources in the area of self-employment. Madurai is the district of Tamil Nadu state in India where Human Resource engaged in Industrial and Non-Farming business activities. It is necessary for the activities as an instrumental approach for reducing the emerging problems of increasing unemployment and poverty in study areas. The research article is also made an attempt to understand effectiveness through the human resource development could be achieved through the various business activities.

Keywords: PMEGP, Employment Generation, Self-Employment, Business Activities.

Introduction

The development of country, society or public depends on the resources offered and how it forces efficiently and effectively to manage to the unique ways. Every aspect of the production has been money, material, machinery or even manpower is essential and they can be managed it for productive and to financial activities. Therefore, the entrepreneurs are between resources and marketing in a desired action. It drives to activate other resources in a beloved way. The entrepreneur is specializes in making more important decision about the user and coordination of limited resources. The promotion of the entrepreneurship offers the opportunity to diversify employment and income earning alternatives for the large chunk of the population. Entrepreneurship is a key component to generate wealth and jobs and sustaining economic vitality. And one of the major problems is unemployment, because of unemployment there is a shift of number of people working in agriculture sector in rural to other sectors in urban. To generate employment opportunities in rural as well as urban areas and to provide continuous and sustainable employment to a larger group, govt providing financial assistance to set up new enterprises under PMEGP

Objectives

1. To analyze the impact of Prime Ministers Employment Generation Programme in Madurai District.
2. To examine the benefits of Prime Ministers Employment Generation Programme in Madurai District.

Research Methodology

The present study is based on primary data and it was collected directly from the beneficiaries of prime ministers' employment generation programme. Further, the collected data were classified, tabulated and presented through statistical tools like percentage analysis, Garret's ranking and chi-square test analysis. The sample size of the study is 400 and it was collected from Madurai district.

Impact of PMEGP Beneficiaries

The entrepreneurs will be achieving in their life by PMEGP scheme, the business will be creative and their product is different from other product, then the sale is also increased. The researcher has ranked, the Impact of PMEGP on the beneficiaries.

The impacts are short listed into eight and they are ranked by the respondents. "Garret's Ranking" technique method has been adopted for the ranking analysis.

$$\text{Percentage Position} = \frac{(100 R_{ij} - 05)}{N_j}$$

R_{ij} = Rank given for the item by the j^{th} individual

N_j = Total ranks given by the j^{th} individual

In Garret ranking it is to find out the total mean score, it tells about the impacts of PMEPG Beneficiaries divided into 8 ranks. The results obtained were, compared with Garret Ranking table and Scores. The total scores of each item were added and ranks were given according to total value. Below table No.1, shows the results.

Table No.1

Impact of PMEGP Beneficiaries

S. No.	Impacts	Total Score	Mean Score	Rank
1	Increasing the livelihood	22640	56.6	IV
2	Improvement in self esteem	11200	28	VIII
3	Provided employment	27280	68.2	I
4	Acquired skills and knowledge	19280	48.2	V

5	Gives satisfaction	15120	37.8	VII
6	Contribution to the society through the creation	23840	59.6	II
7	Increasing confidence	23360	58.4	III
8	Fulfilling the basic needs	17280	43.2	VI

Source: Computed Data

It is inferred from the above Table and it is ranked about the impact of PMEGP on the beneficiaries. The First rank is “Provided employment”, most of the beneficiaries’ problem of unemployment was rectified by this scheme. The aim of the scheme is achieved. This is the major impact of the scheme to its beneficiaries. The second impact is “Contribution to the Society through the Creation”. The third impact is “Increasing Confidence”, this is also a most expected result of PMEGP scheme. The fourth impact is “Increasing the Livelihood”. The fifth impact is “Acquired skills and Knowledge”. The real result of any employment generation programme is make the beneficiaries to live on their own by knowing the skills. The sixth impact is “Fulfilling the Basic needs”. The seventh impact is “Gives Satisfaction”. The eighth impact is “Improvement in self esteem”. From this ranking analysis, the researcher inferred that the reach and usage of the PMEGP scheme is very high.

Analysis of Benefits of PMEGP

The beneficiaries of PMEGP are deriving various benefits like poverty reduction, improvement in the status, motivation, ability to face risk etc. The opinion of the beneficiaries are collected through five point scale and the scores were computed. A test of significant of difference in the group based on the size of enterprise, Monthly income, Experience, Reason for choosing PMEGP of the respondents was conducted through ‘t’ test and the results are given in the below Table.

H₀: There is no significant difference between the size of the enterprise, monthly income, experience and reason to choose PMEGP of the respondents and their opinion on the benefits of PMEGP.

Table No.2
Size of Enterprise and Opinion of the Respondents

Sources of variance	Sum of squares	Degree of freedom	Means square	'F' Value	Sig.
Between sample	18.647	26	.717	1.452	.073
With sample	184.231	373	.494		
Total	202.878	399	Significant		

Source: Primary Data

From the above Table No.2 exhibits that the 'P' value of (1.452) is higher than the 0.05 (5 per cent level of significance) and hence the null hypothesis is rejected. Thus, there is a significant difference between the type of family of the respondents and their opinion on the benefits of PMEGP.

Table No.3
Monthly Income and Opinion of the Respondents

Sources of variance	Sum of squares	Degree of freedom	Means square	'F' value	Sig.
Between sample	25.317	26	.974	1.121	.313
With sample	323.923	373	.868		
Total	349.240	399	Significant		

Source: Primary Data

From the above Table No.3 exhibits that the 'P' value of (1.121) is higher than the 0.05 (5 per cent level of significance) and hence the null hypothesis is rejected. Thus, there is a significant difference between the monthly income of the respondents and their opinion on the benefits of PMEGP.

Table No.4
Experience and Opinion of the Respondents

Sources of variance	Sum of squares	Degree of freedom	Means square	'F' Value	Sig.
Between sample	28.479	26	1.095	1.114	.321
With sample	366.681	373	.983		
Total	395.160	399	Significant		

Source: Primary Data

The above Table No.4 exhibits that the 'P' value of (1.114) is higher than the 0.05 (5 per cent level of significance) and hence the null hypothesis is rejected. Thus, there is a significant difference between the experience in the business of the respondents and their opinion on the benefits of PMEGP.

Table No.5
Reason to Choose PMEGP and Opinion of the Respondents

Sources of variance	Sum of squares	Degree of freedom	Means square	'F' Value	Sig.
Between sample	39.933	26	1.536	.875	.645
With sample	654.504	373	1.755		
Total	694.438	399	Significant		

Source: Primary Data

From the above Table No.5 exhibits that the 'P' value of (.875) is higher than the 0.05 (5 per cent level of significance) and hence the null hypothesis is rejected. Thus, there is a significant difference between the reason for choosing the PMEGP of the respondents and their opinion on the benefits of PMEGP. Depends on the various factors, the respondents are receiving the benefits at various levels.

Conclusion

The beneficiaries are mostly satisfied with scheme and it is more helpful for business people, specifically to new entrepreneurs. Because this subsidiary loan amount is availed by their own interest, hard work and business techniques. Through PMEGP, beneficiaries attained their employment generation, skill development, reached their economic status and they fulfilled with the basic needs. PMEGP scheme effectively reached its objective, giving self-employment opportunities, to increase the wage earning capacity and to increase the grow the rate in the employment.

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