



Study On Impact And Awareness Of Pmkvy Scheme Special Reference To Coimbatore.

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ABSTRACT:

The study explores the socio-economic and demographic characteristics of respondents and assesses their awareness of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) in the Coimbatore district. The research focuses on the impact of PMKVY on employment and skill development in the region. Using both primary and secondary data, the analysis aims to identify key challenges in PMKVY's implementation and provide recommendations for improving the program's reach and effectiveness.

KEYWORDS: Pradhan Mantri Kaushal Vikas Yojana, socio-economic and Awareness

INTRODUCTION:

This study aims to understand the socio-economic and demographic profile of the sample respondents, assess their awareness levels, and evaluate the impact of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) at the district level. Understanding these factors is crucial for formulating effective policies and programs aimed at upliftment and progress. Variables such as income levels, educational attainment, employment status, and household composition contribute to the socio-economic fabric of the study area. By identifying these aspects, policymakers can tailor interventions to cater to the specific needs of the populace, fostering inclusive growth and sustainable development.

Awareness is essential for participatory development, as informed individuals are better equipped to make decisions that benefit themselves and their communities. This statement seeks to gauge the awareness levels of the sample respondents regarding various government schemes, social issues, educational opportunities,

and other relevant aspects. By assessing awareness levels, insights can be gleaned into areas requiring targeted information dissemination and educational campaigns, empowering individuals to avail themselves of available resources and opportunities.

The PMKVY is a flagship initiative aimed at enhancing the employability of the youth through skill development programs. By evaluating the efficacy of PMKVY at the district level, policymakers can identify best practices, address bottlenecks, and refine strategies to optimize the program's outcomes, fostering sustainable livelihoods and economic growth in the targeted districts.

REVIEW OF LITERATURE

Debojit Konwar (2021) The study mainly focused on how Training improves output, supports a way of life, and facilitates self-employment in a number of sectors. In industrialized nations, skill development boosts the economy and eliminates low salaries. Skill development is crucial for increasing productivity and needs to be a major consideration when developing policies. Effective national implementation of the National Skill Upgradation strategy is necessary to involve a wide range of stakeholders and foster skill development nationwide.

Neelu Kumari (2023) The aim of understanding the information provided leads one to the conclusion that participants in PMKVY training programs have improved their employability and income. Respondents have disclosed that their ability to obtain employment has been aided by the certificate they obtained upon completing the training program; nonetheless, employers' acceptance of these programs presents a barrier. But these training courses made them more proficient, which made it easier for them to work for themselves, increasing their income and savings.

Ravi kumar Kumawat (2021) This study examines PMKVY's potential through an analysis of descriptive statistics and data from 35 distinct industries. The study's notable findings across industries point to a lack of consistent resource distribution for all training objectives. The information was gathered mostly from government websites and published sources, with an emphasis on previous learning initiatives and short-term learning.

Dr Ranchay Bhateja, Dr Amit Tyagi and Dr Mani Tyagi. They discussed The Indian government's effort, Skill India missions, is a commendable move towards equipping the country's large working-age population with skills. These programs help young people develop their personalities and become more confident, while also assisting them in finding employment across a range of industries. Rapid economic expansion will increase demand for education across the board, necessitating the Indian government's continued provision of these skills to its people.

STATEMENT OF THE PROBLEM

These days, the industry has made skill development a core component. A significant portion of most companies' budgets go into staff development and training. With a labour-intensive economy, India is gradually entering a transformational phase where technology-based applications are becoming increasingly important. In order to include the latest developments in education and skill development, the current educational system is also undergoing significant adjustments. Employability of the workforce is the main issue the nation is currently dealing with. One such program is PMKVY, where various modules are being deployed to improve the productivity of both new hires and current staff. As a result, an attempt has been made to assess awareness levels and analyse the effects of PMKVY on entrepreneurs following training.

- What is the socio-economic and demographic profile of the sample respondents.
- What is the awareness level of sample respondents in the study area.
- What is the impact of PMKVY at the district level.

OBJECTIVE OF THE STUDY

- To know the socio-economic and demographic profile of the sample respondents.
- To assess the awareness level of sample respondents in the study area.
- To Evaluate the impact of PMKVY at the district level.

LIMITATION OF STUDY

The following are the limitations of the study:

- The sample size was limited to 90 only, it may not reflect the opinion of the entire population.
- The research has been completely based on the Coimbatore District only.

RESEARCH METHODOLOGY

Research methodology is the overall plan for conducting a research project. It outlines the steps that will be taken to collect and analyse data, as well as the theoretical framework that will guide the research. A well-defined research methodology is essential for ensuring that a research project is rigorous, reliable, and valid.

A robust research methodology rests on key pillars:

RESEARCH DESIGN

- **Sampling Size:** 90 respondents
- **Sampling Type:** Convenience Sampling
- **Tools used:** Percentage Analysis and Likert scale analysis.

DATA COLLECTION

- **PRIMARY DATA:** Collecting 90 respondents through questionnaire.
- **SECONDARY DATA:** Articles, Journals and Website.

Analysis:**Simple Percentage Analysis:****TABLE 1.1**

Gender	Number of Respondents	Percentage (%)
Male	55	61.11
Female	35	38.39
Total	90	100

Source: Primary Data

INFERENCE

The above table shows the gender-wise classification of the respondents. The majority (61.11%) of the respondents are female, and 38.39% of them are male.

TABLE 1.2

Age	Number of Respondents	Percentage (%)
18-27	40	44.44
26-33	31	34.44
>33	19	21.11
Total	90	100

Source: Primary Data

INFERENCE

From the above table, it is clearly observed that 44.44% of the respondents are 18 to 27 years old, followed by 34.44% who are 26 to 33 years old, and 21.11% who are above 33 years old.

TABLE 1.3

Family Size	Number Of Respondents	Percentage (%)
1-2	4	4.44
2-3	26	28.29
3-4	47	52.22
>5	13	14.44
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority 52.22% of the respondents belong to the group of family size, 28.29% of respondents belong to the group of family size, 14.44 of respondents belong to the group of family size, and 4.44 of respondents belong to the group of family size.

TABLE 1.4

Geographical Region	Number of Respondents	Percentage (%)
Gandhipuram	15	16.66
Singanallur	13	14.44
Kalapatti	17	18.88
Saravanapatti	17	20.00
Other	28	31.11
Total	90	100
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority, 30% of the respondents, belong to the group of others, 20% of respondents belong to the group of Saravanapatti, 18.88% of respondents belong to the group of Kalapatti, 16.66% of respondents belong to the group of Gandhipuram, and 14.44% of respondents belong to the group of Singanallur.

TABLE 1.5

Physically Disabled	Number Of Respondents	Percentage (%)
Yes	13	14.44
No	77	85.56
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority (85.56% of the respondents) are physically disabled (no), and 14.44% of the respondents are physically disabled (yes).

TABLE 1.6

Education Status	Number Of Respondents	Percentage (%)
SSC	4	4.44
HSC	41	45.56
Degreed or PG or M.Phil./Ph.D.	45	50
Total	90	100

Source: Primary Data

INFERENCE

The above table shows the educational status of the respondents. It is observed that 50% of the respondents are degreed, postgraduate, or M.Phil./Ph.D., followed by 45.56% of them having completed their HSC, and 4.44% of the respondents having completed their SSC.

TABLE 1.7

Current Employed	Number Of Respondents	Percentage (%)
Yes	41	45.56
No	49	54.44
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority (54.44% of the respondents) are currently employed (no), and 45.56% of the respondents are physically disabled (yes).

TABLE 1.8

Working Respondent	Number Of Respondents	Percentage (%)
Farming	14	15.56
Agricultural & Allied Activities	38	42.22
Landless Agricultural Labourer	20	22.22
Other Wage Earners	18	20
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority (42.22% of the respondents) belong to the group of agricultural and allied activities; 22.22% of respondents belong to the group of landless agricultural laborers; 20% of respondents belong to the group of other wage earners; and 15.56% of respondents belong to the group of daily farming.

TABLE 1.9

Heard About PMKVY Scheme	Number Of Respondents	Percentage (%)
Yes, I'm very familiar with it	19	21.11
Yes, I've heard of it but don't know much about it	41	45.56
No, I haven't heard about it	25	27.78
Unsure	5	5.56
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that majority, 45.56% of the respondents are belongs to the group, 45.56% of respondents are belongs to the group, 27.78% of the respondents are belongs to the group, 21.11% of the respondents are belongs to the group and 5.56% of the respondents are belongs to the group.

TABLE 1.10

Provide Skill Development Training	Number Of Respondents	Percentage (%)
Yes, I'm aware of this aim.	26	28.29
I have some idea, but not very clear.	33	36.67
No, I wasn't aware of this aim.	29	32.22
Unsure.	2	2.22
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority, 36.67% of the respondents, belong to the group, 32.22% of respondents belong to the group, 28.29% of the respondents belong to the group, 2.22% of the respondents belong to the group, and 5.56% of the respondents belong to the group.

TABLE 1.11

Various Skill Development Courses	Number Of Respondents	Percentage (%)
Yes, I know about them in detail.	18	20
I know a few courses offered.	26	28.89
No, I'm not aware of the courses offered.	38	42.22
Not sure.	8	8.89
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority (42.22% of the respondents) belong to the group, 28.89% of respondents belong to the group, 20% of respondents belong to the group, and 8.89% of respondents belong to the group.

TABLE 1.12

Enrolling In A PMKVY Training Program	Number Of Respondents	Percentage (%)
Yes, I have considered it seriously.	15	16.67
I have thought about it but haven't taken any steps.	36	40
No, I haven't considered it.	33	36.67
Not applicable/I'm not eligible.	6	6.67
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that a majority of 40% of the respondents belong to the group, 36.67% of respondents belong to the group, 16.67% of respondents belong to the group, and 6.67% of respondents belong to the group.

TABLE 1.13

Financial Incentives or Rewards Provided	Number Of Respondents	Percentage (%)
Yes, I'm aware of the incentives.	23	25.84
I've heard something about it but not very clear.	35	38.33
No, I wasn't aware of any incentives.	28	31.46
Not sure.	3	3.37
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority, 38.33% of the respondents, belong to the group, 31.46% of respondents belong to the group, 25.84% of respondents belong to the group, and 3.37% of respondents belong to the group.

TABLE 1.14

Aware Of the Employment Opportunities Available After Completing A PMKVY Training Program	Number Of Respondents	Percentage (%)
Yes, I know about the employment opportunities.	17	18.89
I have some idea but not very clear.	39	43.33
No, I wasn't aware of employment opportunities.	30	33.33
Unsure.	4	4.44
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority (43.33% of the respondents) belong to the group, 33.33% of respondents belong to the group, 18.89% of respondents belong to the group, and 4.44% of respondents belong to the group.

TABLE 1.15

Challenges Faced by PMKVY In Its Implementation	Number Of Respondents	Percentage (%)
Yes, I'm aware of criticisms and challenges.	18	20
I've heard about some issues but not very clear.	32	35.56
No, I'm not aware of any criticisms or challenges.	32	35.56
Not sure.	8	8.89
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority (35.56% of the respondents) belong to the group, 20% of respondents belong to the group, and 8.89% of respondents belong to the group.

TABLE 1.16

Promote PMKVY Awareness	Number Of Respondents	Percentage (%)
Yes, I'm aware of such initiatives/campaigns.	33	36.67
I think I've heard of them.	24	26.67
No, I'm not aware of any initiatives or campaigns.	23	25.56
Not sure.	10	11.11
Total	90	100

Source: Primary Data

INFERENCE

The above table shows that the majority (36.67% of the respondents) belong to the group, 26.67% of respondents belong to the group, 25.56% of respondents belong to the group and 11.11% of respondents belong to the group.

Likert Scale.

Likert scales are a common ratings format for surveys, Respondents rank quality from high to low or best to worst using five or seven levels. Likert items are used to measure respondent's attitudes to particular question or statement. To analyse the data, it is usually coded as follows:

4= Highly effective

2=Not very effective

4= Yes, significantly

2= No, not really

3= Somewhat effective

1=Not effective at all

3= Yes, to some extent

1= Not sure

Formula:

$$\text{Likert Scale} = \frac{\sum f(x)}{\text{Total Number of Respondents}}$$

While,

f = Number of respondents

x = Likert scale value

$\sum f(x)$ = Total score

MID VALUE:

Mid value indicates the middle most value of Likert scale.

TABLE 2.1

Effectiveness Of PMKVY	Number Of Respondents	LIKERT SCALE(X)	TOTAL (FX)
Highly effective	17	4	68
Somewhat effective	49	3	147
Not very effective	19	2	38
Not effective at all	5	1	5
Total	90		258

Source: Primary Data

$$\begin{aligned}
 \text{Likert Scale} &= \Sigma(\text{FX})/\text{Total no of respondents} \\
 &= 258/90 \\
 &= 2.87
 \end{aligned}$$

INFERENCE

The students are aware of Effectiveness of PMKVY for searching study materials, as indicated by the Likert Scale value of 2.87, which is higher than the middle value of (2.5).

TABLE 2.2

Reducing Unemployment	Number Of Respondents	LIKERT SCALE(X)	TOTAL (FX)
Yes, significantly	17	4	68
Yes, to some extent	37	3	111
No, not really	30	2	60
Not sure	6	1	6
Total	90		245

Source:
Primary
Data

Likert Scale
=

$$\begin{aligned}
 &\Sigma(\text{FX})/\text{Total no of respondents} \\
 &= 245/90 \\
 &= 2.72
 \end{aligned}$$

INFERENCE

The students are PMKVY has Helped in Reducing Unemployment as indicated by the Likert Scale value of 2.72, which is higher than the middle value of (2.5).

PMKVY ENROLLMENT DATA (District Wise).

S.NO	Districts	Enrolled Candidates	Trained Candidates	Assessed Candidate	Certified Candidates
1.	Ariyalur	10,926	10,609	10,463	10,102
2.	Chengalpattu	1	1	0	0
3.	Chennai	1,03,284	99,451	88,403	81,628
4.	Coimbatore	50,627	48,310	42,241	36,706
5.	Cuddalore	15,798	14,642	13,558	11,746
6.	Dharmapuri	10,722	9,986	9,133	7,911
7.	Dindigul	16,160	15,640	13,710	12,375
8.	Erode	27,865	25,667	23,702	20,499
9.	Kallakurichi	20	20	18	18
10.	Kancheepuram	59,427	58,283	54,413	46,322
11.	Kanyakumari	21,221	20,898	19,322	17,259
12.	Karur	13,565	12,739	12,002	10,172
13.	Krishnagiri	20,960	19,646	17,560	16,427
14.	Madurai	29,644	29,254	27,637	24,585
15.	Nagapattinam	6,596	5,864	5,173	4,599
16.	Namakkal	34,369	32,399	30,324	26,907
17.	Nilgiris	8,115	7,175	6,643	5,511
18.	Perambalur	8,676	8,098	7,780	6,979
19.	Pudukkottai	5,990	5,933	5,740	5,064
20.	Ramanathapuram	6,806	6,654	6,361	5,349
21.	Ranipet	79	59	52	0
22.	Salem	39,122	38,044	35,170	31,202
23.	Sivaganga	9,923	9,613	8,501	7040
24.	Tenkasi	0	0	0	0
25.	Thanjavur	11,076	10,463	9,777	8,289
26.	Theni	9,815	9,671	9,023	8,072
27.	Thoothukudi	9,575	8,988	8,156	7,091
28.	Tiruchirappalli	45,356	44,225	42,001	37,894
29.	Tirunelveli	18,521	18,092	17,195	15,369
30.	Tirupathur	340	340	0	0
31.	Tirupur	24,933	24,191	21,763	19,260
32.	Tiruvallur	34,602	34,339	32,453	29,278
33.	Tiruvannamalai	28,818	28,204	25,991	24,006
34.	Tiruvarur	6,043	5,781	5,227	4,450
35.	Vellore	71,417	70,137	65,209	58,870
36.	Villupuram	13,716	12,312	11,156	9,197
37.	Virudhunagar	14,297	13,938	12,466	11,152
	TOTAL	7,84,469	7,55,730	6,96,554	6,19,529

Enrolment: Chennai has the highest number of enrolled candidates (1,03,284) followed by Vellore (71,412) and Kancheepuram (59,427). Tenkasi has the lowest number of enrolled candidates (0) followed by Chengalpattu (1) and Kallakurichi (20). **Training:** Chennai again has the highest number of candidates trained (99,451) followed by Vellore (70,137) and Kancheepuram (58,283). Tenkasi has the lowest number of trained candidates (0) followed by Chengalpattu (1) and Kallakurichi (20). **Assessment:** Similar to enrolment and training, Chennai has the highest number of assessed candidates (88,403) followed by Vellore

(65,209) and Kanchipuram (54,413). Tirupathur, Tenkasi and Chengalpattu has the lowest number of trained candidates (0) followed by Kallakurichi (18) and Ranipet (52). **Certification:** Chennai has the highest number of certified candidates (81,628) followed by Vellore (58,870) and Kancheepuram (46,322). Tenkasi, Tirupathur, Tirupathur and Chengalpattu has the lowest number of trained candidates (0) followed by Kallakurichi (18) and Tiruvarur (4,450).

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority (61.11%) of the respondents are female.
- Majority (43.33%) of the respondents are 18 to 27 years old.
- Majority, (50%) of the respondents are unmarried.
- Majority (52.22%) of the respondents belong to the family size group.
- Majority (30%) of the respondents belong to the group of other
- Majority (85.56%) of respondents are Hindus.
- Majority (85.56%) of the respondents are physically disabled (no).
- Majority (50%) of the respondents are degreed or postgraduate.
- Majority (67%) of the respondent's fathers are HSC-passed.
- Majority (78%) of the respondent's mothers are in Classes I–IX.
- Majority (53.33%) of the respondents are currently employed (no).
- Majority (42.22%) of the respondents belong to the group of agricultural and allied activities.
- Majority (33.33%) of the respondents belong to the group of Rs 5,000–10,000.
- Majority (45.56%) of the respondents belong to the Heard About PMKVY Scheme.
- Majority (35.56%) of the respondents belong to skill development training.
- Majority (43.33%) of the respondents belong to various skill development courses.
- Majority (38.89%) of the respondents are enrolling in a PMKVY training program.
- Majority (38.89%) of the respondents, belong to financial incentives or rewards provided.
- Majority (42.22%) of the respondents, are aware of the employment opportunities available after completing a PMKVY training program.
- Majority (36.67%) of the respondents, belong to Challenges Faced by PMKVY in Its Implementation.

LIKERT SCALE

- The students are aware of Effectiveness of PMKVY for searching study materials, as indicated by the Likert Scale value of 2.87, which is higher than the middle value of (2.5).
- The students are PMKVY has Helped in Reducing Unemployment as indicated by the Likert Scale value of 2.72, which is higher than the middle value of (2.5).

PMKVY ENROLLMENT DATA (District Wise).

- Chennai has the highest number of enrolled candidates (1,03,284) followed by other Districts. Tenkasi has the lowest number of enrolled candidates (0) followed by other Districts.
- Chennai again has the highest number of candidates trained (99,451) followed by other Districts. Tenkasi has the lowest number of trained candidates (0) followed by other Districts.
- Chennai has the highest number of assessed candidates (88,403) followed by other Districts. Tirupathur, Tenkasi and Chengalpattu has the lowest number of trained candidates (0) followed by other Districts.
- Chennai has the highest number of certified candidates (81,628) followed by other Districts. Tenkasi, Tirupathur, Tirupathur and Chengalpattu has the lowest number of trained candidates (0) followed by other Districts.

SUGGESTIONS

The PMKVY scheme could be improved by targeting female, unmarried, and certain age and education brackets to increase contribution and awareness. In India, the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) program has been a key effort to improve the employment and standard of living for young people. District-to-district geographic differences in enrolment, training, evaluation, and certification are emphasized; Chennai exhibits greater numbers than other districts. There may be gender differences in the PMKVY scheme's enrolment, completion rates, and perceived efficacy.

To optimize the impact of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) in Coimbatore District, it is recommended to enhance awareness campaigns, strengthen outreach programs, tailor training initiatives, improve accessibility to training centres, and implement robust monitoring and evaluation mechanisms. These measures will help maximize participation, address barriers, and ensure the effective delivery of skill development opportunities to all segments of the population. In addition, it is imperative to provide training opportunities specifically tailored for gig workers, considering the significant shift towards the gig economy, which now constitutes 58% of the Indian population. By offering specialized training programs aimed at enhancing the skills and capabilities of gig workers, we can support their economic development and foster greater participation in the workforce. This targeted approach will not only empower gig workers with relevant skills but also contribute to overall economic growth and sustainability.

CONCLUSION

From the foregoing analysis, that the PMKVY in addressing skill development and employment needs, particularly among the youth population. However, there is a need for targeted interventions to enhance enrollment and participation in PMKVY programs, especially in districts with lower figures. Additionally, efforts should be made to further strengthen the implementation and effectiveness of PMKVY, ensuring equitable access and positive outcomes for all beneficiaries.