



A Study On Awareness Of Tamil Pudhalvan Scheme Among College Students In Tiruppur District

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ABSTRACT

In Tamil Nadu, India, the Tamil Pudhalvan scheme, particularly among the student community. Through a structured survey, data was collected from a sample of college students across various disciplines in Tiruppur. The study explores students' knowledge of the scheme's objectives, eligibility criteria, and its perceived advantages. Statistical methods, including Garrett Ranking and chi-square tests, were employed to analyse the data. Findings reveal that while there is moderate awareness about the scheme, a significant portion of the student population remains uninformed about its full scope and potential benefits. The study suggests that increased efforts in dissemination and outreach are needed to improve awareness, especially through educational institutions and social media platforms. Additionally, recommendations for policy-makers and educational authorities to promote the scheme more effectively are discussed.

Keywords: Tamil Pudhalvan Scheme, Awareness, College Students

1. INTRODUCTION

Tamil Nadu government has launched various programs to support entrepreneurship, skill development, and socio-economic empowerment among the youth. One of these initiatives is the Tamil Pudhalvan Scheme, which focuses on encouraging students, especially those from underprivileged backgrounds, to develop entrepreneurial skills. Financial assistance to help students pursue their business ideas. Mentorship and training to guide and equip students with the skills needed to start and manage a business. Aims to transform students' ideas into successful businesses, fostering innovation and self-reliance. The scheme is designed to empower students and create opportunities for economic growth.

The Tamil Pudhalvan scheme, which will be launched by Tamil Nadu Chief Minister on August 2024 in Coimbatore. This scheme provides ₹1,000 per month to boys from state government schools who join colleges, aiming to boost college enrolment among boys. It is modelled after the Pudhumai penn Scheme, which has been providing similar financial assistance to girl students since September 2022. Impact of Pudhumai penn Scheme over 3 lakh girl students have been benefited, significantly increasing female college enrolment. The government spent ₹100.11 crore in 2022-23 and ₹271.66 crore in 2023-24. Tamil Pudhalvan Scheme aims to achieve similar success in encouraging boys to pursue higher education. Tamil Nadu has a high number of students completing school education in government and government-aided schools and transitioning to college. This initiative reflects the government's commitment to improving access to higher education for all students in the state.

1.1 REVIEW OF LITERATURE

Dr. C. Eahambaram, Mr. R. Harish (2023) in their research article titled, “A study on parents awareness of Pudhumai penn government scheme” with special reference to Tirupur city” found that a scheme that has significantly contributed to helping thousands of women achieve financial independence and self-sufficiency and it provides substantial financial support to help women achieve their goals and it is easy application process makes it accessible to a wide range of participants.

Dr. D. Moorthy, Christina Jeyadevi J (2023) in their research entitled “A Study on Awareness of Central Government Schemes for the Sustainable Development of Rural India with Reference to Coimbatore” reveals that, although many government schemes are available and being developed across the country, people in southern regions, lack sufficient awareness about these schemes. The study found that the respondents had a medium level of awareness about Central Government schemes. Based on these findings, the researchers provided suggestions to improve awareness and ensure better access to the benefits of these schemes.

1.2 STATEMENT OF THE PROBLEM

The government introduced schemes, such as providing ₹1,000 per month to boys from state government schools who join college, to offer support in an efficient manner. However, the key issue is that not all students are aware of these schemes, and their satisfaction with the schemes is also a concern. The research aims to Assess students' awareness of government schemes. Understand their opinions and challenges regarding these schemes. Explore solutions to help college students access government schemes effectively. The study particularly focuses on analyzing the awareness and impact of government schemes on who pursuing the higher education, aiming to identify and address the problems they face. Both the Central and State Governments have launched various programs (schemes) to support the development of students. The effectiveness or success of these schemes can be measured by how much they are used or accessed by the students (the beneficiaries). The students are only using some of these schemes, which suggests that they might not be fully aware of all the available options. One reason for this could be the lack of awareness or ignorance among students about the government schemes. The study aims to explore the level of awareness among the college students in Tiruppur district have about these government initiatives designed to help their development.

1.3 OBJECTIVES OF THE STUDY

- To know the awareness level of the Tamil Pudhalvan Scheme among college students.
- To analyse the impact of Tamil Pudhalvan Scheme in the education among college boys Students.

1.4 LIMITATION OF THE STUDY

- The study's sample size of respondents is restricted due to time constraints.
- The Tiruppur district was the exclusive study area.

2. RESEARCH METHODOLOGY

The study basically depends on primary data collected through interview schedule from 120 College students in Tiruppur district by adopting convenient sampling technique. Articles from magazines, journals as well as websites form the secondary source. Data was analysed using Chi-square test and Garrett Ranking method.

FINDINGS OF THE STUDY

AWARENESS ON TAMIL PUDHALVAN SCHEME

A students may have various source to know about the scheme. The prime way to aware of the scheme to identity using Garrett Ranking.

Table :1 Awareness about the Tamil Pudhalvan Scheme

Table 1 reveals that students have aware by college announcement followed by Television, Friends or Family, social media and others. Hence the students highly aware about the scheme by college announcement.

Source	Total Garrett score	Average Score	Rank
Television	7764	64.70	II
College Announcement	8442	70.35	I
Friends or Family	7065	58.88	III
Social media	6479	53.99	IV
Others	5755	47.96	V

LEVEL OF AWARENESS

Awareness Index is computed to ascertain the level of awareness of the students on the Tamil Pudhalvan Scheme. The response is rated on a five-point scale. Answer to the question range from one to five. Thus, the maximum score is 145. The mean awareness is 60.50 and the standard deviation is 19.82. The score up to 40.68 is categorized as low; the score from 40.69 to 80.31 is categorized as medium and the score 80.32 and above is categorized as high.

Table: 1 Level of Awareness of Students

Level of Awareness	Number of Students	Percentage of Students
Low	28	23
Medium	71	59
High	21	18
Total	120	100

Source: Primary Data

Table 1 shows that 28 (23 per cent) students have low level of awareness, 71(59 per cent) students have medium level of awareness and 21(18 per cent) students have high level of awareness on the Tamil Pudhalvan Scheme.

CHI- SQUARE TEST

Chi square test is carried out to know whether there exist a significant association between select variables – Area of Residence, Type of Family, Members in the Family, Earning Members in your Family, Parent Occupation, – and the level of awareness.

Ho: There is no significant association between the select personal variables and level of awareness

Table:2 Select Personal Variables and Level of Awareness. (chi square test)

Variables		Level of Awareness			N=12	X ²	'P' Value
		Low n=28	Med n=71	High n=21			
Area of Residence	Rural	10 (19.60)	31 (60.80)	10 (19.60)	51	1.311	0.859
	Semi urban	10 (23.30)	26 (60.50)	7 (16.30)	43		
	Urban	8 (30.80)	14 (53.80)	4 (15.40)	26		
Type of Family	Nuclear	9 (13.8)	42 (64.6)	14 (21.5)	65	7.504	0.023**
	Joint	19 (34.5)	29 (52.7)	7 (12.7)	55		
Members in the family	Up to 2	1 (9.1)	7 (63.6)	3 (27.3)	11	5.112	0.276
	3 to 5	20 (22.0)	54 (59.30)	17 (18.70)	91		
	Above 6	7 (38.90)	10(55.60)	1 (5.60)	18		
Earning members in the family	1	10 (27.80)	22 (61.10)	4 (11.10)	36	12.07	0.017**
	2	11 (21.60)	35 (68.60)	5 (9.80)	51		
	Above 3	7 (21.20)	14 (42.40)	12 (36.80)	33		
Parent Occupation	Daily wage	1 (25.0)	1 (25.0)	2 (50.0)	4	21.43	0.091
	Agriculture	6 (37.50)	9 (56.30)	1 (6.30)	16		
	Business	2 (10.50)	14 (73.70)	3 (15.80)	19		
	Employee	8 (16.70)	27 (56.30)	13 (27.1)	48		
	Profession	3 (27.30)	7 (63.60)	1 (9.10)	11		
	Retired	3 (37.50)	5 (62.50)	0 (0)	8		
	House wife	5 (55.6)	4 (44.0)	0 (0)	9		
	Others	0 (0)	4 (80.0)	1 (20.0)	5		

Source: Primary Data

** Significant

Inference:

It is inferred that among the personal variable selected there exist a significant association between Type of Family as well as the Earning Members in the Family and awareness on the Tamil Pudhalvan Scheme ($P < 0.05$), whereas there does not exist a significant association between select variables namely Area of Residence, Members in the family, Parent Occupation awareness on Tamil Pudhalvan ($P > 0.05$).

SUGGESTIONS

- The Tamil Pudhalvan Scheme should cover overall area including Rural areas.
- To ensure the scheme period still the boys get placed in job.
- To update the scheme as to make compulsory applying method till end of studying.
- To provide extra amount regarding higher studies to be done in Abroad.

CONCLUSION

This study aimed to evaluate the awareness of the Tamil Pudhalvan Scheme among college students in Tiruppur city, focusing on their knowledge, perceptions, and attitudes towards the scheme. The findings indicate that while a portion of the student population is aware of the scheme, a significant gap still exists in terms of its full understanding and accessibility. Many students expressed interest in entrepreneurship and skill development but were unaware of how the scheme could potentially support their aspirations.

References

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