



Farmers' Perception Towards Government Subsidy Schemes In Coimbatore District

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Abstract

Government subsidy schemes are vital instruments for supporting the agricultural sector in India, particularly in ensuring financial security and improving the livelihood of farmers. These schemes, when effectively implemented, can significantly enhance agricultural productivity, encourage the adoption of modern techniques, and reduce the cost burden on small and marginal farmers. However, the success of such programs heavily depends on how farmers perceive them, how aware they are about these schemes, and how easily they can access the benefits. This study investigates the perceptions of farmers in the Coimbatore district regarding various government subsidy schemes. It explores the level of awareness among farmers, the procedures involved in availing subsidies, and the major challenges they face during the process. Primary data was collected from 200 farmers using structured questionnaires. The findings reveal that while many farmers are aware of popular schemes like seed and fertilizer subsidies, a significant number face procedural difficulties and delays in benefit disbursement. The study highlights the gap between policy intent and ground-level implementation and suggests practical solutions to enhance awareness, simplify procedures, and improve overall satisfaction with government interventions in agriculture.

Keywords: Farmers' Perception, Government Subsidy, Agricultural Schemes, Awareness Level.

INTRODUCTION

Agriculture remains a cornerstone of the Indian economy, supporting the livelihoods of nearly half the population. In recognition of its importance, both the central and state governments have introduced a variety of subsidy schemes aimed at improving productivity, reducing input costs, and promoting sustainable agricultural practices. These subsidies cover diverse areas such as seeds, fertilizers, irrigation equipment, crop insurance, farm machinery, and more. In Tamil Nadu, and

specifically in districts like Coimbatore with significant agricultural activity, these schemes can play a transformative role in rural development and food security.

However, despite the availability of subsidies, many farmers continue to struggle with access and utilization. The effectiveness of these schemes is influenced not only by the quality of implementation but also by the perception and experiences of the beneficiaries. A farmer's awareness of a scheme, understanding of the procedures involved, ease of application, and the support received from local authorities all determine the extent to which they benefit from such government interventions.

This study focuses on understanding the perceptions of farmers in Coimbatore district towards government subsidy schemes. It seeks to examine how well-informed farmers are, how they navigate the process of applying for subsidies, the obstacles they encounter, and how satisfied they are with the support provided. By analyzing these aspects, the study aims to provide insights that can guide policymakers and agricultural officers in refining subsidy programs for greater reach and impact.

STATEMENT OF THE RESEARCH PROBLEM

Despite the Indian government's continuous efforts to support farmers through a wide range of subsidy schemes—covering inputs like seeds, fertilizers, machinery, irrigation, and crop insurance—many intended beneficiaries either remain unaware of these schemes or face significant challenges in availing the benefits. In districts like Coimbatore, where agriculture plays a critical role in the rural economy, the proper implementation of subsidy schemes is essential for improving productivity and sustaining farmers' livelihoods.

However, field observations and preliminary studies suggest a gap between policy and practice. Issues such as lack of awareness, complex application procedures, delayed disbursement, bureaucratic hurdles, and insufficient communication from government agencies hinder the effectiveness of these schemes. Furthermore, farmers' perceptions, experiences levels vary widely based on factors such as education, landholding size, and type of crops cultivated.

This research seeks to address the core problem:

To what extent are farmers in Coimbatore district aware of government subsidy schemes, how do they perceive these schemes,

What procedures must they follow, and what are the challenges they face in accessing them?

By identifying these gaps and understanding the perceptions of farmers, the study aims to provide actionable insights that can improve policy implementation and service delivery, ultimately leading to better outcomes for the agricultural community.

3. Review of Literature:

1. **Masiero and Buddha (2021)** examined the Rythu Bharosa scheme in Andhra Pradesh, focusing on data management and access issues. Despite the extensive outreach of the scheme, the study found that mismatched biometric data and a lack of effective grievance redressal mechanisms hindered farmers' access to benefits. The researchers recommended improving data management systems to ensure equitable access and enhance the farmers' overall experience with subsidy schemes.
2. **Sethi and Biswal (2023)** focused on the awareness levels of farmers regarding government agricultural schemes in Dhenkanal district, Odisha. Their research revealed that a significant number of farmers were unaware of the schemes due to limited access to information and communication barriers. They emphasized the need for more comprehensive awareness programs and better communication channels to ensure that farmers could benefit from these subsidy schemes.
3. **Sethi and Biswal (2023)** also examined farmers' awareness of government agricultural schemes in Odisha, highlighting the challenges of information dissemination. Their study revealed that many farmers were unaware of available schemes, which limited their participation. The authors suggested that improved communication strategies were essential to raise awareness and increase farmers' engagement with government subsidy programs.
4. **Solanki and Verma (2024)** conducted a study on farmers' perceptions of the Pradhan Mantri Kisan Samman Nidhi Yojana (PM-KISAN) in Shamli district, Uttar Pradesh. The study found that while farmers were generally satisfied with the financial assistance provided by the scheme, there were concerns about the adequacy of the amount and its impact on reducing agricultural risks. The study highlighted the importance of improving awareness and implementation strategies to enhance the effectiveness of the scheme.
5. **Kumar et al. (2024)** that assessed the impact of the PM-KISAN scheme on farmers' livelihoods. The research found that while cash transfers positively influenced income and productivity, the scheme's effectiveness varied across different regions. The study suggested that tailoring subsidy programs to address regional differences would increase their effectiveness.

4. Objectives of the Study:

1. To assess the awareness level of farmers regarding various government subsidy schemes in Coimbatore district.
2. To identify the procedures followed by farmers in availing government subsidies.
3. To examine the problems faced by farmers in accessing and availing government subsidy schemes.
4. To suggest strategies for improving farmers' awareness and accessibility to government subsidy schemes in Coimbatore district.

5. Methodology:

Research Design:

The study adopts a **descriptive research design** to assess farmers' perceptions towards government subsidy schemes in Coimbatore district. The focus is on understanding the various factors influencing farmers' views and the problems faced by them in getting government's subsidy.

Period of the Study:

The study was conducted over a period of **six months**, from **October 2024 to April 2025**, to ensure adequate time for data collection, analysis, and interpretation of results.

Sampling Method:

A **stratified random sampling** method was employed to ensure a representative sample of farmers across different demographic factors. Stratification was done based on key factors such as landholding size, income, and education level to capture diversity in perceptions levels.

The sampling process involved the following steps:

1. **Stratification:** Farmers were grouped into strata based on:
 - **Landholding Size:** Marginal, Small, and Medium
 - **Income Level:** Less than ₹50,000, ₹50,000-₹1,00,000, ₹1,00,000-₹2,00,000, More than ₹2,00,000
 - **Education Level:** Illiterate, Primary, Secondary, Graduate
2. **Random Selection:** From each stratum, a random selection of respondents was made to ensure the sample accurately represented the population.

A total of **200 farmers** from various blocks of Coimbatore district were selected, ensuring that both male and female farmers, as well as farmers with different landholdings and income brackets, were adequately represented.

Data Collection:

Primary data were collected using a **structured interview schedule** developed specifically for this study. The schedule consisted of:

1. **Demographic Information:** Age, gender, education level, landholding size, family income, and family size.
2. **Awareness Items:** These were designed to assess the farmers' understanding and attitudes towards government subsidy schemes. The responses were categorized as **Low, Medium, High** based on the degree of awareness and understanding.

The interview schedule was pre-tested with a small sample of farmers to ensure clarity and reliability. Necessary revisions were made before the final data collection.

Data Analysis:

The data collected were analyzed using the following statistical techniques:

1. **Percentage Analysis:** Used to determine the distribution of demographic variables and responses to awareness items.
2. **T-tests:** Conducted to examine differences in awareness between male and female farmers.

3. **ANOVA:** Used to analyze the variance in awareness levels across different demographic groups, including landholding size, education level, family income, and family size.
4. **Ranking:** Used for the purpose of analyzing the problems faced by the farmers.

These methods provided insights into how different demographic factors influence the farmers' perception with government subsidy schemes.

Limitations:

While the study provides valuable insights, certain limitations include the possibility of response bias during interviews and the fact that the data are confined to Coimbatore district, which may limit generalizability to other regions.

6. Analysis and Interpretation:

6.1 Demographic Profile of Respondents:

| Variable | Categories | Percentage |
|---------------|-------------------------|------------|
| Gender | Male | 52% |
| | Female | 48% |
| Education | Illiterate | 18% |
| | Primary | 35% |
| | Secondary | 29% |
| | Graduate | 18% |
| Landholding | Marginal | 42% |
| | Small | 38% |
| | Medium | 20% |
| Family Size | 1-3 Members | 30% |
| | 4-6 Members | 50% |
| | Above 6 Members | 20% |
| Family Income | Less than 50,000 | 25% |
| | Rs. 50,000 - 1,00,000 | 35% |
| | Rs. 1,00,000 - 2,00,000 | 25% |
| | Above Rs. 2,00,000 | 15% |

The demographic profile of the respondents reveals a balanced gender distribution, with 52% being male and 48% female. In terms of education, a considerable portion of farmers have received primary (35%) or secondary (29%) education, while 18% are graduates and another 18% are illiterate, indicating moderate educational exposure among the farming community. Regarding landholding size, 42% of the respondents are marginal farmers, followed by 38% small and 20% medium landholders, highlighting the predominance of small-scale farming in the region. Family size data shows that half of the respondents (50%) have 4 to 6 members, suggesting typical rural household sizes, while 30% have smaller families and 20% have larger ones. In terms of family income, a majority (60%) earn below Rs. 1,00,000 annually, with 25% earning between Rs. 1,00,000 and Rs. 2,00,000, and only 15% earning

above Rs. 2,00,000. This indicates a relatively low-income profile among the respondents, emphasizing the economic vulnerability and potential need for government support in the form of subsidies.

6.2 Gender and awareness (t-test):

| Gender | Mean Awareness | t-value | P-value |
|--------|----------------|---------|---------|
| Male | 3.42 | 1.963 | 0.051 |
| Female | 3.26 | | |

The t-test was conducted to examine whether there is a significant difference in the awareness levels of male and female farmers regarding government subsidy schemes. The results indicate that male farmers have a slightly higher mean awareness score (3.42) compared to female farmers (3.26). The calculated t-value is 1.963 and the corresponding p-value is 0.051, which is just above the conventional significance threshold of 0.05.

6.3 ANOVA for awareness Across Demographics:

| Variable | F-value | P-value | Interpretation |
|---------------|---------|---------|----------------|
| Education | 13.33 | <0.001 | Significant |
| Landholding | 15.23 | <0.001 | Significant |
| Family Size | 7.45 | <0.001 | Significant |
| Family Income | 7.16 | <0.001 | Significant |

The ANOVA results indicate that there are statistically significant differences in awareness levels across different demographic groups. Education, landholding, and family income show highly significant effects on awareness, with p-values less than 0.001, meaning that these factors strongly influence farmers' awareness of government subsidy schemes. Family size also shows a significant effect ($p = 0.00076$), though slightly less pronounced than the others. This suggests that demographic characteristics play a critical role in shaping farmers' awareness and need to be considered when designing awareness programs.

6.3.4 Problems Faced by Farmers in Accessing Government Subsidy Schemes

| Problems Encountered | Frequency | Percentage (%) | Mean Rank |
|---------------------------|-----------|----------------|-----------|
| Delay in subsidy approval | 140 | 70 | 1.8 |
| Lack of clear information | 110 | 55 | 2.6 |
| Complex paperwork | 90 | 45 | 3.2 |
| Corruption/favoritism | 40 | 20 | 5 |
| Inadequate local support | 35 | 17.5 | 4.7 |

Interpretation:

Delays in subsidy approvals emerge as the most significant problem, reported by 70% of farmers and ranked highest with a mean rank of 1.8. Over half of the respondents also indicated insufficient information as a major barrier, while complex paperwork was another notable challenge. Issues like corruption and inadequate local support, although less frequently reported, still affect a considerable portion of the farmers, indicating room for administrative improvement.

7. Findings of the Study**1. Demographic Profile:**

The study reveals a fairly balanced gender distribution among respondents, with 52% male and 48% female farmers. Education levels vary, with a majority having primary (35%) or secondary (29%) education, while 18% are graduates and another 18% are illiterate. Most respondents are marginal (42%) or small (38%) landholders, reflecting the predominance of small-scale farming in the region. Family sizes predominantly range between 4 to 6 members (50%), and the majority of families (60%) have an annual income below Rs. 1,00,000, indicating a low-income profile among the farming community.

2. Gender and Awareness:

Male farmers demonstrate a slightly higher awareness of government subsidy schemes (mean score 3.42) compared to female farmers (3.26). However, this difference is marginally non-significant ($p = 0.051$), suggesting that awareness levels between genders are generally comparable.

3. Awareness Across Demographics:

Significant differences in awareness levels exist across key demographic variables. Education, landholding size, family income, and family size all significantly influence farmers' awareness of subsidy schemes ($p < 0.001$). This implies that better-educated farmers, those with larger landholdings, higher family income, and larger family size tend to have higher awareness levels regarding government subsidies.

4. Problems Faced in Accessing Subsidies:

The primary challenge faced by farmers is the delay in subsidy approvals, affecting 70% of respondents and ranked as the most critical issue. Lack of clear information and complex paperwork are also significant barriers, impacting over half and nearly half of the farmers respectively. While issues such as corruption, favoritism, and inadequate local support are reported less frequently, they still represent obstacles that need addressing to improve subsidy access.

8. Suggestions

1. Government and cooperative agencies should strengthen awareness campaigns using multiple channels such as local meetings, mobile alerts, and printed materials to ensure clear and widespread information reaches all farmers, especially those with lower education levels.
2. The subsidy application process should be streamlined by reducing paperwork and introducing user-friendly digital platforms to make it easier for farmers to apply and track subsidy status without unnecessary delays.
3. Efforts must be made to reduce delays in subsidy approvals by increasing manpower and upgrading administrative processes at local levels, ensuring timely disbursement of funds to farmers.
4. Transparent monitoring mechanisms and grievance redressal systems should be implemented to minimize corruption and favoritism, fostering trust among farmers and ensuring fair access to subsidies.

9. Conclusion:

This study provides valuable insights into the awareness levels and challenges faced by farmers in Coimbatore district regarding government subsidy schemes. The findings highlight that while a majority of farmers are aware of the available subsidies, significant gaps exist based on education, landholding size, family income, and other demographic factors. The study also reveals critical issues such as delays in subsidy approvals, lack of clear information, and complex paperwork that hinder effective access to these benefits. Addressing these problems is essential for ensuring that government support reaches its intended beneficiaries efficiently.

In light of these findings, it is imperative for policymakers and implementing agencies to focus on improving communication, simplifying procedures, and enhancing transparency in subsidy schemes. By tailoring awareness programs to target less informed groups and by streamlining administrative processes, the overall effectiveness of subsidy schemes can be significantly improved. Such measures will not only empower farmers economically but also strengthen their trust in government initiatives, ultimately contributing to rural development and agricultural sustainability in the region.

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