

# Socio-Economic Attributes of National Rural Livelihood Mission (NRLM) beneficiaries' in Madhya Pradesh

## ABSTRACT

The National Rural Livelihoods Mission (NRLM) is a poverty alleviation programme implemented by The Ministry of Rural Development, GOI. The programme aims to promote self-employment and the organization of rural poor. The present research study was carried out during 2022-23 to know the profile of beneficiaries under National Rural Livelihood Mission (NRLM) in Rewa and Shahdol district under the Baghelkhand region of Madhya Pradesh with 221 respondents which were personally interviewed by using structured interview schedule. The results revealed that 65.60 percent of beneficiaries belong to young age, 24.00 percent have high school level of education, 47.07 percent have medium size of family, 55.20 percent have low level of farming experience, 50.20 percent have medium level of income, 53.86 percent have medium level credit accessible, 47.52 percent have marginal land holding, 38.00 percent had low level of information seeking behaviour, 41.17 percent have high level of mass media exposures, 39.82 percent have medium level of risk preference, 43.43 percent have medium level of awareness towards diversification, 51.58 percent have medium level of economic motivation, 46.15 percent have medium level of innovative, 41.65 percent have medium decision-making ability and 39.80 percent of beneficiaries have low level of management efficiency.

**Keywords:** National Rural Livelihood Mission (NRLM), Beneficiaries, Socio-economic profile.

## 1. INTRODUCTION

Despite India's GDP growing at a rapid pace, a sizable portion of the rural populace remains below the poverty line (BPL). The rate of rural poverty was calculated in many researches at various levels. Rural poverty is a significant concern for government at all levels, despite a lot of efforts in 2010; the Ministry of Rural Development introduced a programme National Rural Livelihood Mission (NRLM), to combat the issue of rural poverty, with effect from March 29, 2016, NRLM was renamed as DAY-NRLM (Deendayal Antyodaya Yojana – National Rural Livelihood Mission). The projects are jointly funded by the federal government and the state governments under this centrally supported program. The Mission's goal is to help the impoverished establish sustainable means of subsistence so they can escape poverty. The goal of the poor's institutions is to assist in three things: (i) diversification and enhancement of livelihoods; (ii) access to formal credit; and (iii) access to public services and entitlements. The four components of the mission are as follows: (i) financial inclusion; (ii) livelihood enhancement; (iii) social mobilization, community institution, and capacity building; and (iv) convergence [1]. On that account rural society needs to be more vulnerable towards the development programs. Though there are many steps have been taken after the independence of country to perkup their condition. Deendayal Antyodaya Yojana – National Rural Livelihoods mission (DAY-

NRLM) is one such government initiative to uplift the rural women by making them self-reliant and helps them in earning their livelihoods [5,19]. Vocational training mainly concerns itself with creating awareness regarding new technologies for improving rural people's livelihood security, conducting trainings for women to make them self-dependent in the farming community; and developing interest among the rural youth in agriculture [17].

In Van Dhan Vikas Kendra's (VDVK's) was established to provide skill development and capacity building training as well as to set up a primary processing and value addition facility. Through these VDK's ensure livelihood to the tribals during the time of pandemic and increased employment opportunities for them. As a result, these Kendra's will serve as a significant milestone in the tribals' economic development [21].

Rural youth have significant contributions to the local and national economy by being participated in Income generating activities (IGA's) such as vegetable production, nursery establishment, crop production, mushroom cultivation, bee keeping, livestock, goatry and poultry rising, cottage industry and small business etc. Unfortunately, the rural youth community is almost unknown to modern agricultural technology and has been left out from the main stream of economic development [13,14,15]. The level of adoption of technology determines the level of productivity [6]. Attitude is a very important component of behavior as it plays significant role in forming the overt and covert behavior of a farmer [16,19].

By comprehending the nuances of the connection mentioned above, we can identify the critical role that NRLM has been influencing both farm and non-farm occupational activities and propelling rural community change [9]. Based on the aforementioned viewpoints, an effort was undertaken to know the profile of beneficiaries of National Rural Livelihood Mission (NRLM) in Madhya Pradesh.

## **2. METHODOLOGY:**

The Baghelkhand Region of Madhya Pradesh's comprises seven districts. Out of which Rewa and Shahdol districts were selected for the present study based on their highest number of beneficiaries under NRLM. These two selected districts served as a representative of profile attributes of beneficiaries in Baghelkhand region of Madhya Pradesh. Based on the maximum number of beneficiaries, two blocks—Sirmour and Kulchuriyan from the Rewa and Jaisinghnagar and Burhar from the Shahdol district—were selected. Thus, there are four blocks. From each selected block, four villages were selected randomly. Thus, 16 villages were selected. By using proportional random selection method, takes an account for 3% of the total village's beneficiaries of NRLM, a list of respondents was prepared with the help of NRLM bureaucrats. Thus, the sample size for the study comprised of 221 NRLM beneficiaries. For the present study, primary and secondary data were also used. The overall data were categorized into three groups depending on the theoretical range of scores as low, medium and high groups.

## **3. RESULTS AND DISCUSSION**

### **3.1 Socio-Economic Variables**

**Table 1: Distribution of beneficiaries of NRLM based on their socio-economic characteristics**

Characteristics	Category	Respondents	
		Frequency	Percentage
Age	Young (Up to 35 years)	145	65.60
	Middle (36 - 55 years)	63	28.50
	Old (Above 55 years)	13	05.90
Education	Illiterate	06	2.71
	Primary School	46	20.81
	Middle School	34	15.38
	High School	53	24.00
	Intermediate	38	17.20
	Graduate and above	44	19.90
Family size	Small (2 to 5 members)	90	40.72
	Medium (6 to 9 members)	104	47.07
	Large (10-13 members)	27	12.21
Farming experience	Low (Up to 10 years)	122	55.20
	Medium (11 – 19 years)	72	32.55
	High (Above 19 years)	27	12.25
Annual income	Low (Up to Rs. 160,000)	76	34.40
	Medium (Rs. 160,001- 260,000)	111	50.20
	High (Above Rs. 260,001)	34	15.40
Credit Accessibility	Low (Up to 02 score)	54	24.44
	Medium (3 to 5 score)	119	53.86
	High (6 to 8 score)	48	21.70
Land holding	Marginal (Up to 1 ha)	105	47.52
	Small (1.01-2 ha)	69	31.22
	Semi- medium (2.01-4 ha)	25	11.31
	Medium (4.01-10 ha)	16	7.23
	Large (above 10 ha)	06	2.72

### 3.1.1 Age

The table 1 represent that, majority of respondents (65.60%) belong to young age groups followed by middle age (28.50%) and old age (5.90%). The reasons for above findings may be that young age respondents are usually enthusiastic and having more work efficiency than middle and older ones. They are familiar with present available tools and technology which may assist them to adopt innovative income generating activities. The results were in line up with the findings of (Payasiet. *al.* 2023) [8].

### 3.1.2 Education

The table 1 represent that, majority of respondents (24.00%) have high school level education followed by, primary school education has (20.81%), graduation and above (19.90%), intermediate education have (17.20%), middle school education has (15.38%) and only (2.71%) respondents were illiterate. The possible reason may be for discontinuation of their education as their surrounding educational perception towards female education, societal culture and norms and their personal approach education. The similar finding was supported by (Priyakumari and Karthik 2017) [11].

### 3.1.3 Family Size

It was clear that from table 1 that majority of respondents (47.07%) belong to medium size of family, followed by small size family (40.72%) and only 12.21% of respondents belong to large size of family. The possible reason for the above result may be young and middle-aged people have shown a

preference to live in nuclear households, and have awareness regarding family maintenance, family disputes. These findings are supported by the findings of (Srivani *et al.*2022a) [20].

### 3.1.4 Farming Experience

It was clear that from table 1, majority of respondents (55.20%) having low level farming experience, followed by medium level (32.55%) and high level (12.25%) of experience. The possible reason might be the fact that the majority of respondents who engage in farming or other occupational activities belonged to young to medium age categories so their experiences are low to medium level and it is depends on individual family background, their roles and responsibility. These finding of results supported by findings of (Sunitha *et al.* 2019) [22].

### 3.1.5 Annual Income

It was clear that from table 1, majority of respondents (50.20%) were having medium level of income (Rs. 160,001- 260,000), followed by 34.40% respondents having low level of income (Up to Rs. 160,000 incomes) and only 15.40% respondents having high level of income (above Rs. 260,001). The possible reason might be that majority of respondents engage in medium level of livelihood diversity so they belong to medium level income categories means respondent who engages in more income source so they have higher income and voice-versa. Annual income is parallel to diversity. The above result is supported by findings of (Pradhan *et al.*2022) [9].

### 3.1.6 Credit Accessibility

It was clear that from table 1, majority of respondents (53.86%) having medium level credit accessible, followed by low level (24.44%), and high-level (21.70%). The cost of all inputs is rising, and this is always related to respondents' investment patterns. Few respondents still have a low credit orientation Due to their lack of exposure, low level of knowledge, and interactions with extension agents. The above result is supported by findings of (Shivaji and Madhuprasad 2023) [18].

### 3.1.7 Land Holding

It was clear that from table 1, majority of respondents (47.52%) having marginal land holding followed by 31.22% respondents had small size land holding, 11.31% respondents had semi- medium size land holdings, 7.23% respondents had medium-size land holding and only 2.72% respondents owned large size land holding. The possible reason due to their family segmentation with upcoming generation so that their land is reduced in size with generation to generation. The findings are line up with (Payasi *et al.*2023) [8].

## 3.2 Communicational Variables

**Table 2: Distribution of beneficiaries of NRLM based on their communicational variables**

Characteristics	Category	Respondents	
		Frequency	Percentage
Information seeking behaviour	Low (Up to 12 score)	84	38.00
	Medium (13-24 Score)	76	34.40
	High (25-36 Score)	61	27.60
Mass media exposure	Low (Up to 4 score)	56	25.35
	Medium (5-9 score)	74	33.48
	High (10-14 score)	91	41.17

### 3.2.1 Information Seeking Behaviour

It was clear that from table 2, majority of respondents (38.00%) had low level of information seeking behaviour, followed by medium (34.40%) and high-level (27.60%). The probable reason for low level of result with respect to ISB, is that in recent era electronic media, and mass media are widely used to seek information irrespective of physical face to face contact. The findings were supported by (Rawal and Ansari 2020) [12].

### 3.2.2 Mass Media Exposure

It was clear that from table 2, majority of respondents(41.17%) had high level of mass media exposures, followed by medium 33.48% and low-level had 25.35%. The possible reason for the above result that respondents adopting different electronic media and they have high credibility and reliability towards the information. It is believed that electronic media are one of the fastest and quickest way to reach and access the information. The above findings are supported by the findings of (Dutta et. al. 2020) [3].

#### 3.2.2.1 Nature and use of mass media

From table 3, it was clearly revealed that the beneficiaries of NRLM are most frequently used the social apps(WhatsApp, YouTube etc) got ranked first based on their highest mean value (1.72) for early access to relevant information followed by, T.V. with mean (1.47) got second, internet with mean (1.35), radio (1.03), newspapers (0.84), extension publication (0.74), and last seventh magazine and journal with mean value (0.53). The above findings were supported by findings of (Pradhanet. al 2021) [10].

**Table 3: Distribution of beneficiaries of NRLM according to their nature and use of mass media**

S.No.	Mass media	Always (F & %)	Sometime (F & %)	Never (F & %)	Mean	Rank
1.	Radio	45 (20.36)	138 (62.45)	38 (17.19)	1.03	IV
2.	T.V.	136 (61.55)	54 (24.45)	31 (14.00)	1.47	II
3.	Newspaper	30 (13.55)	126 57.00	65 (29.45)	0.84	V
4.	Magazine/ Journal	28 (12.65)	62 (28.05)	131 (59.30)	0.53	VII
5.	Extension publication	42 (19.00)	81 (36.65)	98 (44.35)	0.74	VI
6.	Internet	99 (44.80)	102 (46.15)	20 (9.05)	1.35	III
7.	Social Apps	174 (78.73)	33 (14.94)	14 (6.33)	1.72	I

### 3.3 Psychological Variables

**Table 4. List of Psychological Variables**

Characteristics	Category	Respondents	
		Frequency	Percentage
Risk preference	Low (6 to 14 score)	77	34.85

	Medium (15-22 score)	88	39.82
	High (23-30 score)	56	25.33
	Low (Up to 6 score)	47	21.28
Awareness towards diversification	Medium (7 - 12 score)	96	43.43
	High (13 - 18 score)	78	35.29
	Low (6 to 14 score)	38	17.20
Economic motivation	Medium (15-22 score)	114	51.58
	High (23-30 score)	69	31.22
	Low (6 to 14 score)	73	33.05
Innovativeness	Medium (15-22 score)	102	46.15
	High (23-30 score)	46	20.80
	Low (0-6 score)	52	23.50
Decision making ability	Medium (7-13 score)	92	41.65
	High (14-20 score)	77	34.85
	Low (16 - 37 score)	88	39.80
Management efficiency	Medium (38 - 58 score)	83	37.55
	High (59 - 80 score)	50	22.65

### 3.3.1 Risk Preference

Table 4, explore that majority of respondents (39.82%) had medium level of risk preference, followed by (34.85%) low and (25.33%) had high level of risk preference. The possible reason for medium to low-risk preference due to their medium socio-economic status, marginal land holding etc. These above findings are supported by findings of (Pradhan et. al. 2021) [10].

### 3.3.2 Awareness towards Livelihood Diversification

Table 4, explore that majority of respondents (43.43%) had medium level of awareness, followed by 35.29% had high level and 21.28% had low level of awareness towards diversification. The probable reason may be that government has implemented various schemes and programmes to create awareness about importance of difference sources of earning along with farming. The above findings are supported by the findings of (Dhavaleet al. 2022) [2].

### 3.3.3 Economic Motivation

Table 4, explore that majority of respondents (51.58%) had medium level of economic motivation, followed by 31.22% had high and 17.20% had low economic motivation. The possible reason for medium to high economic motivation was the respondents having greater mind set and importance of profit maximization by taking different sources of earning and improve their economic status. The above result findings were supported by the finding of (Dhavale et. al. 2022).

### 3.3.4 Innovativeness

Table 4, explore that majority of respondents (46.15%) had medium level of innovative, followed by low 33.05% and high-level 20.80% of innovativeness. The possible reason for medium to low level of innovativeness may be their educational level and medium to low-risk preference. The result was supported by the findings of (Khan 2019) [4].

### 3.3.5 Decision Making Ability

Table 4, explore that majority of respondents (41.65%) had medium decision-making ability, followed by high 34.85% and low 23.50% of respondents. The probable reason may be that majority of respondents belongs in young age groups had more enthusiasm to take decision with the help of

electronic gadgets, tools and techniques. The above result findings were supported by the finding of (Pradhan et. al. 2021) [10].

### 3.3.6 Management Efficiency

Table 4, explore that majority of respondents (39.80%) having low level of management efficiency followed by medium 37.55% and high 22.65%. the possible reason may be that respondents wants to get maximum profit from their farm and non-farm occupation. The maximization of profit requires greater skills and they also have medium to small family which directly and indirectly influences the managerial capacity. The above findings were supported by (Patel *et al.*2014) [7].

## 4. CONCLUSION:

The present study was concluded that the NRLM beneficiaries in Baghelkhand region was mostly young age groups, with their most them are educated up to high school level. Majority of respondents have medium size family, low level of farming experiences, medium level of annual income, medium credit accessibility, they possessed marginal to small land holding. In their communicational variable they have low level of information seeking behaviour, and high level of mass media exposure. In Psychological variables respondents have medium level of Risk preference, Awareness towards diversification, Economic motivation, Innovativeness, Decision making ability and low level of Management efficiency.

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