KNOWLEDGE LEVEL OF BENEFICIARIES AND NON- BENEFICIARIES TOWARDS MUKHYAMANTRI KRUSI UDYOG YOJNA OF KHORDA DISTRICT OF ODISHA

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ABSTRACT: The present scenario of India shows a growing rate of unemployment among the youths especially the rural ones and there is a need to create employment for the youth or the future of India. So in order to create employment the need of the hour is to bring up small scale enterprises. Small scale industries are important because it helps in increasing employment and economic development of India. It improves the growth of the country by increasing urban and rural growth. To encourage this, the state government of Odisha has started a program named Mukhyamantri Krushi Udyog Yojna in order to create employment through small enterprises. Hence the present study was undertaken to find out the relation of knowledge on MKUY with respect to socio-economic status of beneficiaries of Khurdha district of Odisha. The study revealed that Majority of beneficiaries (70.00%) had medium level of Knowledge followed by high (20%) to low level (10.00%) of knowledge while majority of non- beneficiaries (60.00%) had low level of Knowledge level followed by medium (28.33%) to high level (11.67%).

INTRODUCTION

Agriculture sector is considered to be the most predominant sector of Indian economy. Global attention came back to agriculture due to the price hike in recent years, resulting partly from long-standing negligence on diffusion of appropriate technology that stagnated production in the face of a rising population.

Mukhya mantri Krushi Udyog Yojana was established on 1st march 1996 as envisaged in State Agriculture Policy 1996. It started functioning since 1st June 1996 with the sole objective of promoting agro-based industries/food processing industries including commercial agriculture/horticulture/animal husbandry/fisheries, in broad terms to promote investment in Agriculture and allied sectors.

VISION of MKUY:

To bring in a shift from subsistence agriculture to commercial agriculture by motivating farmers and entrepreneurs on commercial agri-enterprises and provide an interactive coupling between technology, economy, environment, institutions and society for speedy development of agriculture, agro-based/food processing industries to build up a substantial base for production of value added agro-food products for domestic and export markets with strong emphasis on quality and productivity.

MISSION of MKUY:

To proactively contribute to the all-round economic and social development of the state by being responsive, competitive and efficient while, at the same time, protecting and improving the natural environment and livelihoods of local communities.

METHOD OF DATA COLLECTION:

Secondary Data Collection**:** The secondary data has been collected through different source of materials, portals, websites and other exiting records. The other relevant data has been collected from various books, magazines, official records, research paper, internet, journals, news articles and other exiting sources of data.

Primary Data Collection**:** The primary data has been collected through two methods survey and observation. Through schedule, data has been collected from the farmers of selected villages Schedule has been prepared with both close ended and open ended questionnaire.

RESULTS AND DISCUSSION-

Data are analyzed in qualitative and quantitative methods. Statistical tools such as frequency, percentage, ranking technique, chi-square and Microsoft excel has been used for analysis of data.

Table.1. Distribution of overall Socio-economic Profile Of the respondents:

SI.No.	Category	Beneficiaries (n=60)	Non- beneficiaries (n=60)	Total (n=120)
1.	Low (8-15)	11(18.33%)	29(48.33%)	40(33.33%)
2.	Medium (15-22)	28(46.67%)	23(38.33%)	49(40.83%)
3.	High (22-29)	21(35.00%)	8(13.34%)	31(25.34%)
	TOTAL	**60(100%)**	**60(100%)**	**120(100%)**

The data of the overall socio-economic profile has been obtained by using modified Udai Pareek's scale for socio-economic status in rural areas taking into consideration Education level, family size, material possession, annual income land holding, occupation, social participation, caste, house type of the respondents. It depicts majority of the beneficiaries ,28 per cent, have medium level of socio-economic profile followed by high level (46.67%) and low level (18.33%). Incase of non-beneficiary also is observed that majority of the respondents have medium level (40.83%) of socio-economic profile followed by low level (33.33%) and high level (25.34%).

Knowledge level:

Table.2. Distribution of respondents according to the Knowledge of beneficiaries-

SI. No.	Statements	No. of respondents (N=60)		
		Fully correct	Partially correct	Incorrect
1.	Do you know about MKUY?	12(20.00%)	42(70.00%)	06(10.00%)
2.	Fullform of MKUY	15(25.00%)	37(61.67%)	08(13.33%)

3.	Beneficiaries under MKUY: 1.SC 2.ST 3.GENERAL	14(23.33%)	36(60.00%)	09(15.00%)
4.	Year of project initiation:	13(21.67%)	38(63.33%)	9(15.00%)
5.	Who started the program? 1. State Govt. 2. Central Govt. 3. NGO	08(13.33%)	42(70.00%)	11(18.33%)
6.	Areas focused under MKUY: 1.Agriculture 2.Horticulture 3.Animal Husbandry 4. All of the above	11(18.33%)	42(70.00%)	07(11.67%)
7.	Name the sub-schemes under MKUY.	13(21.67%)	37(61.67%)	10(16.67%)

8.	Amount of subsidy provided in opening various enterprises:
	   1. Commercial poultry 2. Fisheries
	   3.Comm. floriculture 4.Agri-clinic
		14(23.34%)	38(63.33%)	08(13.33%)

9.	Is there any training provided under MKUY?	15(25.00%)	35(58.33%)	10(16.67%)
10.	Benefits under MKUY	08(13.33%)	40(66.67%)	12(20.00%)

Table 3: Distribution of respondents according to Knowledge of the non- beneficiaries:

| SI. No.	Statements	No. of respondents (N=60)		
		Fully correct	Partially correct	Incorrect
1.	Do you know about MKUY?	14(23.33%)	27(45.00%)	19(31.67%)
2.	Fullform of MKUY	16(26.67%)	24(40.00%)	20(33.33%)
3.	Beneficiaries under MKUY: 1.SC 2.ST 3.GENERAL	10(16.675)	23(38.33%)	27(45.00%)
4.	Year of project initiation:	15(25.00%)	18(30.00%)	27(45.00%)
5.	Who started the program? 1. State Govt. 2. Central Govt. 3. NGO	12(20.00%)	19(31.67%)	29(48.33%)
6.	Areas focused under MKUY: 1.Agriculture 2.Horticulture 3.Animal Husbandry 4. All of the above	7(11.67%)	18(30.00%)	35(58.33%)
7.	Name the sub-schemes under MKUY.	9(15.00%)	18(30.00%)	33(55.00%)

8.	Amount of subsidy provided in opening various enterprises:
	   1. Commercial poultry 2. Fisheries
	   3.Comm. floriculture 4.Agri-clinic
		8(13.33%)	21(35.00%)	31(51.67%)

9.	Is there any training provided under MKUY?	11(18.33%)	21(35.00%)	28(46.67%)
10.	Benefits under MKUY	4(6.67%)	12(20.00%)	44(73.33%)

Table 4 Overall Knowledge level of the respondents about MKUY tools

SI.No.	Category	Beneficiaries (n=60)	Non- beneficiaries (n=60)
1.	Low (10-16)	06(10.00%)	36(60.00%)
2.	Medium (16-22)	42(70.00%)	17(28.33%)
3.	High (22-28)	12(20.00%)	7(11.67%)
TOTAL		**60**	**60**

Table 4. shows that with respect to overall level of knowledge; mean frequencies suggested that 70 per cent of beneficiaries had medium knowledge about the MKUY , while 20 per cent of the beneficiaries had high level of knowledge followed by 10 per cent beneficiaries who had low level of knowledge. The table also shows that 60 per cent of non-beneficiaries had Low knowledge level about the MKUY, while 28.33 per cent of the non-beneficiaries had Medium level of knowledge followed by 11.67 per cent non-beneficiaries who had High level of knowledge.

Figure 1: Distribution of respondents according to overall knowledge level of respondents:
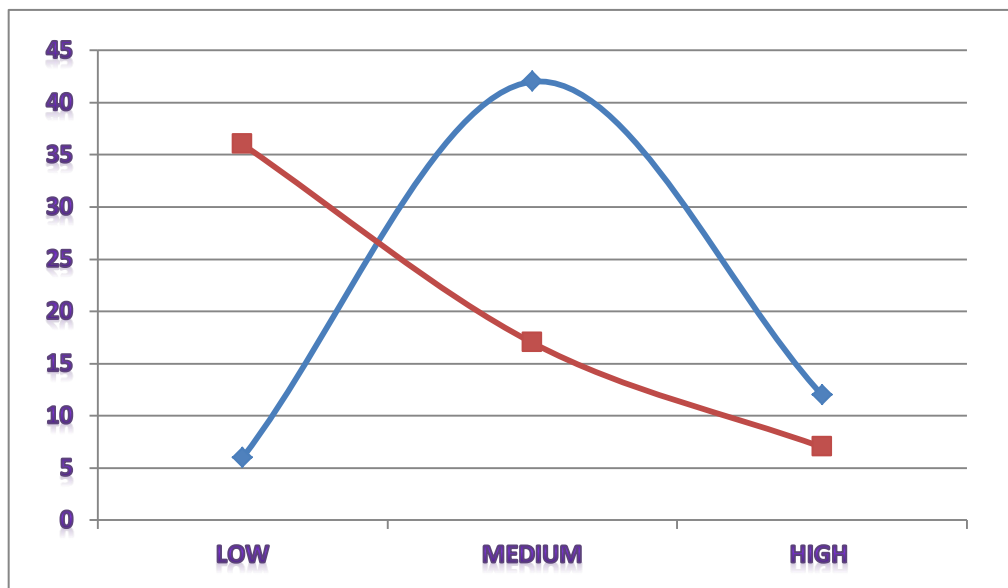
Table 4 :Association between socio economic profile of beneficiaries and their level of knowledge:

S.N0	Category	Knowledge	S.E.P.	Total(Row)	Calculated value of Chi square	Tabulated value of Chi square
						n=60
1.	Low	06(a) (8.5) = Ea	11(b) (8.5) = Eb	17 R1 $_{(a + b)}$		
2.	Medium	42(c) (35.00) = Ec	28(d) (35.00) = Ed	70 R2 $_{(c + d)}$	6.50	5.99
3.	High	12(e) (16.5) = E e	21(f) (16.5) = Ef	33 R3$_{(e +f)}$		
4.	Column total	60	60	120=N		

Ea = Expected value of a;

(a) = Observed value

Expected cell frequency = $\frac{(row\ total)\ x\ (column\ total)}{N}$

$$\chi^2 = \sum \cdot \sum \frac{(\text{observed value} - \text{expected value})^2}{\text{Expected value}} \quad \text{with d.f.} = (R-1)(C-1)$$

Where,
$\sum$ = summation overall differences   R= no. of rows ,   C= no. of columns
d.f. = degree of freedom
By calculating,
$\chi^2_{2\ (5\%)}$ (Tabulated valued) = 5.99, χ^2 (Calculated value) = 6.50 , d.f = 2 degree of freedom at 5% level.

Since the calculated value of Chi square test is greater than the tabulated value at 2 degree of freedom at 5% probability level, so the null hypothesis is rejected. Therefore it is concluded that there is significant relationship between socio-economic profile and knowledge level of the beneficiaries.

Table 5 : Association between the Socio-economic profile and Knowledge level of the non-beneficiaries

S.N0	Category	Knowledge	S.E.P.	Total(Row)	Calculated value of Chi square	Tabulated value of Chi square
						n=60
1.	Low	36(a) (33.00) = Ea	30(b) (33.00) = Eb	66 R1 $_{(a + b)}$		
2.	Medium	17(c) (18.00) = Ec	19(d) (18.00) = Ed	36 R2 $_{(c + d)}$	1.52	5.99
3.	High	07(e) (9.00) = Ee	11(f) (9.00) = Ef	18 R3$_{(e +f)}$		
4.	Column total	60	60	120=N		

S.E.P – Socio economic Profile

$\square^2{}_{2\,(5\%)}$ (Tabulated valued) = 5.99, $\square^2$ (Calculated value) = 1.52, d. f = 2 degree of freedom at 5% level.

Since the calculated value of Chi square test is lesser than the tabulated value at 2 degree of freedom at 5% probability level, so the null hypothesis is accepted. Therefore it can be concluded that there is non-significant association between knowledge level and socio-economic profile of non- beneficiaries.

Conclusion-

It is concluded from the study that majority of beneficiaries (65%) had medium level of knowledge followed by high level of knowledge level (20%) followed by low level of knowledge (15%). Whereas in case of non-beneficiaries category majority of respondents (46.67%) had low level of knowledge followed by medium level of knowledge (35%) followed by high level of knowledge (18.33%). Further association between knowledge level and socio- economic profile of respondents shows that there is significant association between them in case of beneficiaries while there is non-significant association between knowledge level and socio-economic profile of non beneficiary respondents. Hence it is imperative that government should take more effort to impart the knowledge and support for growing of more and more small scale enterprises. Hence, government should take steps to increase and create more awareness about MKUY for more farmers to avail the scheme and get benefitted.

References

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