KNOWLEDGE LEVEL OF RURAL PEOPLE TOWARDS NATIONAL RURAL LIVELIHOOD MISSION (NRLM) UNDER MOKOKCHUNG DISTRICT, NAGALAND

CHITENLEMBA JAMIR[1]; DR. JAHANARA[2]; DR. DIPAK KUMAR BOSE[3]

MSc Scholar, Professor and Head, Associate Professor
Department of Agricultural Extension & Communication
Sam Higginbottom University of Agriculture, Technology & Sciences, Prayagraj (211007)

ABSTRACT:

Human society has been facing a lot problems and challenges so as to sustain themselves of which poverty seems to be the crucial artefact. India being one of the largest democratic country in the world is facing such hurdle for inclusive growth with poverty as one of its main cause. A large percentage of the Indian population still belongs under Below Poverty Line (BPL) category. It is evident from many research studies that the rural society is suffering a lot. Therefore, a need to eradicate poverty and elevate the livelihoods of the rural poor has been one of the major concerns of the Indian Govt. Welcoming the issues and problems of the rural poor, different schemes have been implemented of which one is the National Rural Livelihood Mission. It was implemented by the Govt. of India with the aim to uplift the lives of the rural poor. It has become the world's largest poverty alleviation scheme. Hence, to visualise and measure the practical implication on the lives of the rural poor, a study has been conducted to find out the knowledge level and its implication on the socio economic profile of the rural people of Kubolong Block of Mokokchung district, Nagaland. The study revealed that most of the respondents (65.83%) percent had medium knowledge level followed by (20.83%) percent of respondents belonged to high knowledge level and (13.33%) percent had low knowledge level.

KEYWORDS: *NRLM, Knowledge, SHG, Mokokchung, Nagaland.*

INTRODUCTION

National Rural Livelihood Mission (NRLM) was launched in June 2011 by the Ministry of Rural Development of the Government of India. NRLM set out with an agenda through self-managed self-help groups (SHGs) and federated institutions to cover 7 Crore rural poor households across 600 districts, 6000 blocks, 2.5 lakh Gram Panchayats and 6 lakh villages in the country and support them for livelihood collectives over a 8-10 year period
In November 2015, the program was renamed Deendayal Antayodaya Yojana (DAY-NRLM).

NSRLM (Nagaland State Rural Livelihood Mission) is the state's implementation entity for NRLM and embodies NRLM's values and vision while keeping in mind the State's specific characteristics.

NSRLM aims to hit and remain engaged with the poorest of the poor (PoP) households in 11 districts, 74 blocks, 1241 villages before they cross the poverty threshold of the Rubicon.

METHOD OF DATA COLLECTION
Primary Data Collection: The primary data has been collected through 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.

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

STATISTICAL ANALYSIS OF DATA
Data collected were qualitative as well as quantitative. Qualitative data were converted into quantitative data. The quantitative data were tabulated on the basis of logical categorization method. Percentage, coefficient correlation and microsoft excel were used for analysis purpose.

RESULTS AND DISCUSSION
Distribution of Socio-economic profile Of the respondents

Table-1: Distribution of the respondents according to their Age.

S.I. No.	Age (years)	Frequency	Percentage
1	Young (25-35 years)	9	7.5
2	Middle age (36-55)	66	55
3	Old (above 55)	45	37.5
	Total	120	100

It is seen in the table 1 that 55 per cent of the respondents were of middle age group followed by old age group 37.5 per cent and young age group 7.5 per cent respectively.

Table 2: Distribution of the respondents according to their Religion.

SI no.	Particulates	Frequency	Percentage
1	Christian	120	100
	Total	120	100

The above table shows that 100 per cent respondents were Christian and no other religion was found among them.

Table 3: Distribution of the respondents according to their Caste.

SI no.	Particulates	Frequency	Percentage
1	ST	100	100
	Total	100	100

The above table shows that 100 percent respondents were ST and no other caste was found among them.

Table 4: Distribution of the respondents according to their Educational attainment.

SI no.	Particulates	Frequency	Percentage
1	Illiterate	6	5.00
2	Primary school	34	28.33
3	High School	35	29.16
4	Matriculate	30	25
5	Higher Secondary	12	10
6	Graduate/PG	3	2.5
	Total	120	100

The above table shows that 29.16 percent respondents had an education level till high school and 28.33 percent respondents were primary school and 25 percent respondents were matriculate and 10 percent respondents were higher secondary and 5 percent respondents were illiterate and 2.5 percent respondents were Graduate.

Table 5: Distribution of the respondents according to their occupation.

SI no.	Particulates	Frequency	Percentage
1	Farmer	104	86.66
2	Others	16	13.33
	Total	120	100%

The above table shows that 86.66 percent respondents were farmers and 13.33 percent of the respondents were part of other activities as part of their occupation.

Table 6: Distribution of the respondents according to their annual income.

SI no.	Particulates	Frequency	Percentage
1	Income Rs.40,000-60,000	59	49.16
2	Income Rs 60,001-80,000	55	45.83
3	Income above 80,001	6	5
	Total	120	100

It is clear from the above table that 49.16 per cent respondents have Annual income around 20,000-32,000, 45.83 percent respondents have between Rs. 36,000 – 52,000 and 5 percent respondents have income above 52,000.

Table 7: Distribution of the respondents according to their Type of family.

SI no.	Particulates	Frequency	Percentage
1	Nuclear family	97	80.83
2	Joint family	23	19.16
	Total	120	100

The above table shows that 80.83 per cent respondents have nuclear family and other 19.16 per cent respondents have in joint family.

Table 8: Distribution of the respondents according to their Size of family.

SI no.	Particulates	Frequency	Percentage
1	Upto 5 members	62	51.66
2	Above 5 members	58	48.33
	Total	120	100

It is evident from the above table 4.3 that 51.66 per cent of respondents had upto 5 members in the family whereas respondents 48.33 per cent respondents had Above 5 members in the family.

Table 9: Distribution of the respondents according to their Type of house.

SI no.	Particulates	Frequency	Percentage
1	Hut	103	85.83
2	Semi-cemented	17	14.16
	Total	120	100%

The above table reveals that 85.83 per cent respondents live in kaacha/hut house followed by 14.16 per cent respondents live in Semi-cemented house and none of the respondents live in h cemented house

Table 10: Distribution of the respondents according to their Land holdings.

SI no.	Particulates	Frequency	Percentage
1	Land size 2-3 acre.	85	70.83
2	Land size 3.1- 4 acre.	29	24.16
3	Land size above 4.1 acre.	6	5
	Total	120	100

It is evident from the above table that 70.83 percent respondents were having above 4.1 acre of land, 24.16 per cent respondents were having 3.1-4 acre of land and 5 per cent were having 2-3 acre of land.

Table 11: Distribution of the respondents according to their Extension contacts.

SI no.	Particulates	Frequency	Percentage
1	Low	33	27.5
2	Medium	64	53.33
3	High	23	19.16
	Total	120	100

Extension contacts refers to the extent of Involvement by the respondent in different extension activities. The distribution of the respondent according to different extension participation level is presented.

The data in the above table shows that most of the respondent 53.33 percent were found in medium extension contacts category followed by low category with 27.5 percent and high with 19.16 percent extension contacts category respectively.

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Table 12: Distribution of the respondents according to their knowledge level:

Sl. no	Statement	Knowledge		
		Full Knowledge F. (%)	**Partial knowledge F. (%)**	**No Knowledge F. (%)**
1	Were you aware about NRLM from before.	46 (38.33%)	63 (52.5%)	11 (9.16%)
2	Are you a aware of the benefits of the programme.	45 (37.5%)	52 (43.33%)	19 (15.83%)
3	Were you aware of any other governmental schemes/programmes before NRLM.	27 (22.5%)	32 (26.66%)	61 (50.83%)
4	Do you know about the training given by NRLM officials.	13 (10.83%)	96 (80.00%)	11 (9.16%)
5	Are you aware of SHG.	22	84	14
6	Are you aware of Pre-NRLM existing SHGs.	13 (10.83%)	20 (16.66%)	87 (72.5%)
7	Are any of Relatives or Friends part of NRLM?	35 (29.16%)	42 (35.00%)	43 (35.83%)
8	Do the panchayat/village council play a role in the involvement.	24 (20.00%)	31 (25.83%)	65 (54.16%)
9	Are you aware of the activities under SHG?	13 (10.83%)	97 (80.83%)	10 (8.33%)
10	Are you aware of the funds being provided?	38 (31.66%)	63 (52.5%)	19 (15.83%)
11	Are you aware of the loans given to other people from the SHG	22 (18.33%)	91 (75.83%)	7 (5.83%)
12	Do you know about other SHGs under NRLM.	28 (23.33%)	84 (70.00%)	8 (6.66%)
13	Are you aware of the Panchasutra-Five principles of SHG.?	48 (40.00%)	52 (43.33%)	20 (16.66%)
14	Do you know why the principles were adopted.	26 (21.66%)	33 (27.5%)	61 (50.83%)
15	Are you aware of the VLOs in your village?	12 (10%)	98 (81.66%)	10 (8.33%)
16	Are you aware about SHGs being linked with Bank?	21 (17.5%)	86 (71.66%)	13 (10.83%)
17	Do you know about the loan policy.	32 (26.66%)	79 (65.83%)	09 (7.5%)

18	Do you know about the saving deposit under NRLM SHGs	15 (12.5%)	95 (79.16%)	10 (8.33%)
19	Are you aware of the Business activities under SHGs	26 (21.66%)	81 (67.5%)	13 (10.83%)
20	Are you aware of the technical knowledge.	37 (30.83%)	43 (35.83%)	40 (33.33%)

Table 13: Distribution of respondents according to their overall level of knowledge: n=120

It can be concluded that most of the respondents had medium knowledge level

S.N.	Level of knowledge	Frequency	Percentage
1	Low (20-33)	16	13.33
2	Medium (34-47)	79	65.83
3	High (48-60)	25	20.83
4	Total	120	100.00

The data in the above table showed that most of the respondents 65.83 percent have medium knowledge level followed by 20.83 percent of respondents belonged to high knowledge level and 13.33 per cent fell in low knowledge level.

Table-14: Relationship between socio-economic characteristics and knowledge level of rural people under NRLM

S.N.	Characteristics	"r" value
1	Age	0.155 NS
2	Education	0.213 *
3	Annual income	0.149 NS
4	Family type	0.126 NS
5	Occupation	0.202*
6	Type of House	0.173 NS
7	Land holdings	0.123 NS
8	Participation in Extension activities	0.197 *

* = Significant at $p = 0.05$%, NS=Non Significant

The data from the above table shows that Education, Occupation and Extension activities are positively significant at 0.05% whereas Age, family type, type of house, Annual income and Land holdings are non-significant at 0.05% of the respondent respectively.

CONCLUSION:

It is hereby concluded that most of the respondents (65.83%) percent had medium knowledge level followed by (20.83%) percent of respondents belonged to high knowledge level and (13.33%) percent had low knowledge level and the relationship between knowledge level and socio- economic profile of respondents shows that education(0.213*), occupation(0.202*), and Extension activities(0.197*) are positively significant at 0.05% whereas age(0.155NS), land holdings(0.123NS), family type (0.126NS), type of house (0.173NS) and annual income(0.149NS) are non-significant at 0.05% to extend of knowledge of the respondent

respectively. Hence, through this study it is imperative that government and the experts should take more steps like training, demonstration and more interaction with the farmers so as to raise the communication level and the knowledge level of the rural people.

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