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### Awareness of social welfare and rural development programmes by rural women in Andhra Pradesh

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#### Abstract

Women and children together constitute 65.6 percent of the country's population and account 673.80 million, as it was anticipated in 2001. After independence, the Government of India predominantly implemented welfare-oriented initiatives for women. Present study was conducted in Bapatla district of Andhra Pradesh to know the awareness of rural women on women and child development and rural development programmes. A total of 40 women were selected through random sampling method. Data was collected by using structured interview schedule and analysed by using frequency, percentage, class interval and indices. It revealed that, most (77.50%) of the respondents belonged to young age group, majority (85.00%) of the respondents belonged to scheduled caste (SC) category, a little more than one third (35.00%) of the respondents had education level up to intermediate, majority of the women were married and belongs to small and nuclear families. Overall awareness index was 60.00, most (67.50%) of the respondents had medium level of awareness. The government should conduct awareness campaigns, programmes through local governance bodies to disseminate the information among rural areas.

**Keywords:** Awareness, rural development, social welfare

#### Introduction

Women and children together constitute 65.6 percent of the country's population and account 673.80 million, as it was anticipated in 2001. Women as an autonomous target group, account for 495,7 million and represent 48.043 percent of the country's total population as per 2001 census. After independence the Government of India mainly adopted the welfare oriented approaches as far as women's issues are concerned in fifth five year plan there was shift in the approach from welfare to development. The sixth five-year plan included a multidisciplinary approach, focusing on wellness education and employment. In the seventh plan, developmental activities for women were continued with the goal of enhancing their economic and social position through beneficiary-oriented programmes that provided direct advantages to women. The eighth five-year plan marks a clear transition from development to women's empowerment, in order to achieve the goal of meeting the needs of women and children. Government of India has launched number of programmes and schemes for women's welfare and development over the last two decades. The present study was conducted to know the awareness of rural women on women and child development and rural development programmes.

#### Central government schemes

##### Integrated Child Development Services (ICDS) Scheme

The scheme was started in 1975 and aims at the holistic development of children below six years and empowerment of mother. It is a Centrally-Sponsored scheme.

##### Services provided

1. Supplementary Nutrition (SNP)
2. Health & Nutrition Check-Up
3. Immunization
4. Non-Formal Education for Children in Pre-School
5. Health and Nutrition Education
6. Referral services

These services are provided from Anganwadi centres established mainly in rural areas and staffed with frontline workers.

##### Pradhan Mantri Matri Vandana Yojana

Pradhan Mantri Matri Vandana Yojana (PMMVY) is maternity benefit programme being implemented from 1<sup>st</sup> January, 2017. It is a centrally sponsored scheme being implemented by the Ministry of Women and Child Development. It is a direct benefit transfer scheme. pregnant

women are provided cash benefits into their bank account directly to meet nutritional needs. All pregnant women and lactating mothers who have their pregnancy on or after 1<sup>st</sup> January 2017 for the first child in the family. Except those who are in regular employ with the State Governments or the Central Government or PSUs or those who are in receipt of similar benefits under any law for the time being in force. Beneficiaries receive a cash benefit of Rs. 5,000/- in three instalments

### Janani Suraksha Yojana (JSY)

Janani Suraksha Yojana (JSY) is a safe motherhood intervention under the National Rural Health Mission (NRHM) being implemented with the objective of reducing maternal and neo-natal mortality by promoting institutional delivery among the poor pregnant women. Launched on 12th April 2005, JSY is a 100 percent centrally sponsored scheme and it integrates cash assistance with delivery and post-delivery care. It will provide 1400 cash intensive for rural and 1000 for urban pregnant women.

### Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA):

MGNAREGA scheme was launched during 2006 February 2<sup>nd</sup>. Upto 11<sup>th</sup> February 2021 total 708 districts were covered under this scheme.

### Objectives

- Provide 100 days of guaranteed wage employment to rural unskilled labour
- Increase economic security
- Decrease migration of labour from rural to urban areas

### Methodology

The present study was conducted in Andhra Pradesh state of Bapatla district at Kuchinapudi village. A total of 40 respondents were selected through random sampling method, data was collected by using structured interview schedule and analysed by using frequency, percentage, class interval and indices.

### Results and Discussion

Table 1. indicated that, most (77.50%) of the respondents belonged to young age group, 22.50 percent belonged to middle age group. In rural areas women get married in early age. It demonstrates that the majority of women in all programmes are under 35 years of old. In rural areas women get married at early age.

With regarding to caste majority (85.00%) of the respondents belonged to scheduled caste (SC) category, scheduled tribe (ST) category (12.50%), backward category (2.50%). Most of the respondents belonged to scheduled category because in rural areas similar caste people live together. The results are in line with Dhakne and Phalke (2019) [3].

With respect to education 35.00 percent of the respondents had education level up to intermediate, 27.50 percent high school, illiterate (15.00%), degree (12.50%), Primary and middle school (05.00%). Most women had a basic education, and females are not encouraged to pursue higher education. The results are in line with Bangari and Tamragundi (2013) [1].

**Table 1:** Socio personal characteristics of rural women

S. no	Category	f	(%)
<b>I</b>	<b>Age</b>		
	Young (18-35)	31	77.50
	Middle (36-55)	9	22.50
	Old (>56)	0	0.00
<b>II</b>	<b>Caste</b>		
	SC	34	85.00
	ST	5	12.50
	BC	1	2.50
	OBC	0	0.00
	OC	0	0.00
<b>III</b>	<b>Education</b>		
	Illiterate	6	15.00
	Primary (1 <sup>st</sup> -4 <sup>th</sup> )	2	5.00
	Middle school (5 <sup>th</sup> -7 <sup>th</sup> )	2	5.00
	High school (8 <sup>th</sup> -10 <sup>th</sup> )	11	27.50
	Intermediate (11 <sup>th</sup> -12 <sup>th</sup> )	14	35.00
	Degree (>12 <sup>th</sup> )	5	12.50
<b>IV</b>	<b>Marital status</b>		
	Married	38	95.00
	Unmarried	0	0.00
	Widowed	1	2.50
	Divorced	1	2.50
<b>V</b>	<b>Family size</b>		
	Small (1-4)	37	92.50
	Medium (5-8)	3	7.50
	High (above 9)	0	0.00
	Small (1-4)	37	92.50
<b>VI</b>	<b>Family type</b>		
	Nuclear	40	100.00
	Joint	0	0.00

A great majority (97.50%) of the respondents were married, divorced (02.50%). Majority (92.50%) of the respondents had small family size, medium (07.50%). Cent percent of the respondents had nuclear families.

It shows most of the women were married and belongs to small and nuclear families. The findings of the study is in similar with the findings of Patil and Kulkarni (2016) [9].

**Table 2:** Awareness of women about government schemes

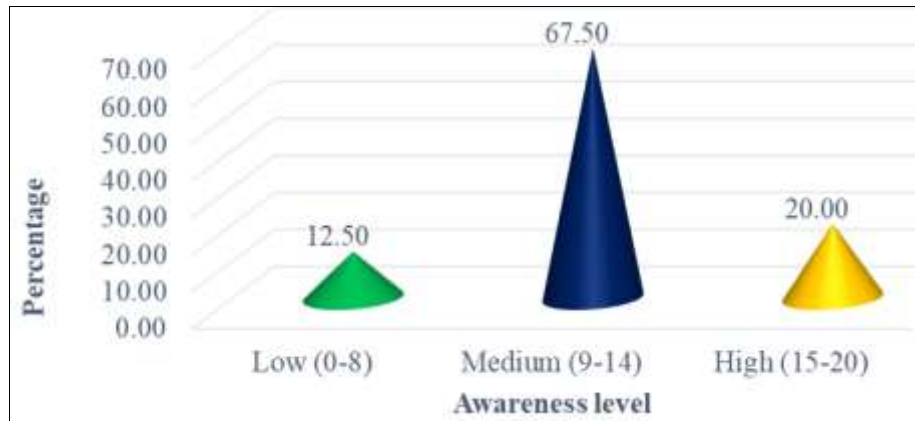
S.no	Statements	Average index (%)
1	Integrated child development services (ICDS)	64.50
2	Pradhan Mantri Matru Vandana Yojana (PMMVY)	51.50
3	Janani Suraksha Yojana (JSY)	38.50
4	Mahatma Gandhi National Rural Employment Guarantee Act (MGNAREGA)	85.50
	Overall awareness index	60.00

Overall awareness index was 60.00 (Table 2). Awareness index was more about Mahatma Gandhi National Rural Employment Guarantee scheme (85.50), Integrated child development services (64.50), Pradhan Mantri Martu Vandana Yojana (51.50), Janani Suraksha Yojana (38.50). It shows that majority of the women aware about MGNAREGA *i.e.*, 100 days employment programme most of the respondents work under MGNAREGA programme, mainly it will be conducted during summer season at this period other agricultural operations are limited, so maximum respondents participate in MGNAREGA

programme, and they were aware about 50.00 percent of the work allotted by the panchayat and work provision within 15 km radius the results are similar with Thakur (2016) [10]. It also shows that respondents are also aware about ICDS programme that it covers the children under age of six years and provide nutrition, immunization, health and referral services. Half of the respondents aware about Pradhan

mantri matru Vandana yojana they learned from Asha and anganwadi workers.

Study findings of Bharat *et al* suggests that the cash incentive itself was insufficient to induce the expected behaviour change or there were other barriers to accessing institutional care that outweighed the benefit of the cash incentive in poor areas



**Fig 1:** Overall awareness of women on development programmes

Fig 1 reveals that, most (67.50%) of the respondents had medium level of awareness, 20.00 percent had high level of awareness, low (12.50%).

It reveals that most of the respondents had medium level of awareness. The findings of the study is similar to the study of Kaushik *et al* (2010) [8].

### Conclusion

From the above study, it is found that the Government of India has launched number of schemes and programmes for women and child welfare and rural development over the period. Integrated child development services, Pradhan Mantri Matru Vandana Yojana, Janani Suraksha Yojana, Mahatma Gandhi National Rural Employment Guarantee Act are the some of the popular women and child development programmes implemented by the central government in India. It concluded that most of the women had medium level of awareness about the schemes, majority of the respondents had awareness about Mahatma Gandhi National Rural Employment Guarantee Act. The government should conduct awareness campaigns, programmes through local governance bodies to disseminate the information among rural areas.

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