A Study on Socio-Economic Conditions of Paduvampalli Village, Coimbatore Under Unnat Bharath Abhiyan Scheme (A Village Adopted By Dr. N.G.P Arts And Science College)

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Abstract- *This study examines the socio-economic conditions of Paduvampalli village, Coimbatore, under the Unnat Bharat Abhiyan (UBA) scheme, an initiative aimed at rural development through institutional participation. The research focuses on key aspects such as income levels, employment patterns, education, healthcare access, sanitation, and infrastructure. Through field surveys and data analysis, the study identifies the challenges faced by the villagers and assesses the impact of UBA interventions in improving their quality of life. The findings provide insights into the effectiveness of government schemes and suggest measures for sustainable rural development.*

Keywords- Socio-economic conditions, rural development, Unnat Bharat Abhiyan, Paduvampalli village, Coimbatore, income levels, employment, education, healthcare, sanitation, infrastructure, government initiatives.

I. INTRODUCTION

Rural development plays a crucial role in the overall progress of a nation, as a significant portion of India's population resides in villages. To bridge the gap between urban and rural areas, the Government of India launched the Unnat Bharat Abhiyan (UBA)—a flagship program aimed at connecting higher educational institutions with rural communities to drive sustainable development. Under this initiative, Dr. N.G.P. Arts and Science College has adopted Paduvampalli village, Coimbatore, to assess and improve its socio-economic conditions.This study focuses on understanding the living standards, employment opportunities, education levels, healthcare facilities, sanitation, and infrastructure in Paduvampalli. The research seeks to analyze the impact of various government initiatives, including UBA, on the villagers' livelihoods. By conducting field surveys and interacting with the local community, the study highlights key challenges and potential areas for intervention. The findings of this research aim to provide valuable insights for policymakers, academic institutions, and stakeholders involved in rural development. The ultimate goal is to propose effective strategies to enhance the socio-economic well-being of the village and contribute to sustainable rural transformation.

NEED FOR THE STUDY

The study is crucial for understanding the socio-economic conditions of Paduvampalli village, which has been adopted under the Unnat Bharat Abhiyan (UBA) scheme by Dr. N.G.P. Arts and Science College. Rural areas often face challenges such as limited employment opportunities, inadequate educational facilities, poor healthcare access, and insufficient infrastructure, which hinder their overall development. This research aims to evaluate the effectiveness of UBA interventions in addressing these issues and improving the quality of life for the villagers. By conducting field surveys and analyzing key economic and social indicators, the study seeks to identify the gaps in development and the primary concerns of the local community. Additionally, it will assess the level of awareness among villagers regarding government schemes and their participation in developmental activities. The findings will provide valuable insights for policymakers, educational institutions, and local authorities to implement targeted interventions that promote sustainable growth. Furthermore, the study contributes to bridging the rural-urban divide by emphasizing the importance of rural development in achieving balanced economic progress. Through this research, recommendations will be made to enhance the livelihoods, education, healthcare, and overall well-being of the people of Paduvampalli, ensuring inclusive and equitable development.

II. STATEMENT OF THE PROBLEM

Despite numerous government schemes and initiatives, rural areas in India continue to face challenges

related to basic amenities, infrastructure, and livelihood opportunities. Paduvampalli village in Coimbatore district reflects many of these issues. The primaryproblems include inadequate waste management systems, limited access to sanitation facilities, and insufficient utilization of government welfare schemes. Furthermore, poor connectivity and lack of employment opportunities exacerbate the socio-economic disparities in the village. The dual survey conducted under the Unnat Bharat Abhiyan seeks to identify the underlying causes of these challenges. It aims to understand the extent to which government programs have reached the beneficiaries and how effectively resources are being utilized. Additionally, the study explores the perceptions and behaviors of the villagers regarding sanitation, education, and energy usage. By addressing these issues, this project endeavors to propose sustainable solutions that align with the village's developmental goals.

OBJECTIVES

- To analyze the socio-economic conditions of Paduvampalli village.
- To evaluate the infrastructure and accessibility of basic amenities.
- To understand financial inclusion and social development factors.

SCOPE OF THE STUDY

The scope of this study extends to understanding the socio-economic conditions, infrastructure facilities, and resource utilization in Paduvampalli village. The household survey provides insights into individual and family-level data, covering aspects such as education, health, employment, and access to basic amenities. The village survey complements this by evaluating the availability and quality of infrastructure, connectivity, and waste management systems at the community level.

This study also examines the implementation of government schemes and their impact on the villagers' lives. It identifies gaps in policy execution and areas requiring immediate attention. The findings are intended to guide the formulation of targeted interventions and provide actionable recommendations for sustainable rural development. Additionally, the study's methodology and results can serve as a model for similar initiatives in other rural areas, contributing to the broader objectives of the Unnat Bharat Abhiyan.

III. RESEARCH METHODOLOGY

The study employs a descriptive research design to analyze the socio-economic and infrastructural conditions of Paduvampalli village. In this research both primary data and secondary data were collected. Primary data was collected through structured surveys using the household and village survey forms provided under the Unnat Bharat Abhiyan framework. Secondary data was sourced from government reports, scholarly articles, and official records to provide context and validate the findings.

DATA COLLECTION

PRIMARY DATA

Primary data was collected through face-to-face interactions with 50 respondents from Paduvampallivillage.This study was collected through a structured questionnaire distributed to the residents of Paduvampalli village under the Unnat Bharat Abhiyan scheme. The survey covered demographics, employment, household conditions, infrastructure, and access to government schemes. Data was gathered through direct interactions, ensuring firsthand insights into the village's socio-economic conditions. The responses were analyzed to identify key challenges and areas for development.

SECONDARY DATA

Secondary data was obtained from credible sources such as government publications, research journals, and official reports related to rural development and the Unnat Bharat Abhiyan. These sources provided a theoretical framework for the study and facilitated a comparison between the collected data and existing literature.

RESEARCH DESIGN

The research design is descriptive and exploratory, focusing on collecting qualitative and quantitative data to understand the village's socio-economic and infrastructural conditions. The study aims to identify patterns, relationships, and gaps to propose actionable solutions.

SAMPLE DESIGN

A purposive sampling method was used, selecting 50 households in Paduvampalli village to represent the community.

TOOLS

The various tools and techniques used to analyse the data are given below

- Simple percentage analysis
- Chi-square
- One- way Anova

AREA OF THE STUDY

The study was conducted in Paduvampalli village, located in Annur, Coimbatore district, Tamil Nadu.

LIMITATIONS OF THE STUDY

- The findings are limited to the data collected from 50 households and may not represent the entire village.
- Responses may be influenced by the subjective perceptions of the respondents.
- Time constraints restricted the scope of in-depth qualitative analysis.
- External factors such as weather conditions and respondent availability impacted data collection.

IV. REVIEW OF LITERATURE

Arpita Ghosh, Puneet Sharma, el.al. (2024),

"Socio- economic- environmental challenges at Himachal Villages: Findings from five Unnat Bharath abhiyan Adopted Villages", This study analyzes socio-economic challenges in five villages of Sirmaur district, Himachal Pradesh, adopted under the Unnat Bharat Abhiyan (UBA). Surveys of 289 households revealed issues related to education, employment, healthcare, agriculture, sanitation, and transport. The findings emphasize sustainable rural development through resource optimization and better utilization of government schemes. While focused on UBA-adopted villages, the insights are applicable to other rural areas in Himalayan states.

Vishal Deore, Sneha Singh, et.al. (2024),

"Role of Various Higher Education Discipline Students in Indian Rural Development Through Unnat Bharat Abhiyan Mission - Theoretical Interdisciplinary Approach". The Indian government's UBA program connects universities with rural centers to promote development. It recruits students as volunteers to address rural challenges in engineering, medicine, social sciences, agriculture, and management. Students apply academic knowledge to tackle issues in water, energy, agriculture, education, and health. The initiative fosters sustainable development through inter-professional coordination, creating a mutually beneficial relationship between universities and rural communities.

George Halkos, Ioannis Kostakis, et.al. (2023),

"Exploring the persistence and transience of energy poverty: evidence from a Greek household survey". This study uses four rounds of household panel data to analyze consensual-based energy poverty in Greece. Using dynamic Probit random effects and Wooldridge conditional maximum likelihood estimators, it finds state dependence effects and evidence of poverty persistence (10-12%). Key predictors of energy poverty include socioeconomic, demographic, market, household, and climatic factors. Around 9-10% of households are chronically energy poor, with education, income, housing, migration background, and employment status influencing the likelihood of experiencing or exiting energy poverty. The findings offer valuable policy insights for addressing residential energy poverty.

Pradyot Ranjan Jena[1], Purna C Tanti[2] (2023),

"Effect of farm machinery adoption on household income and food security: evidence from a nationwide household survey in India". This study examines the impact of farm machinery adoption (tractors, electric pumps, diesel pumps) on agricultural income, household income, and food security in India. Data from 10,253 households shows low adoption rates, with significant regional variations. The findings reveal that machinery adoption increases net agricultural income by 31%, household income by 19%, and food consumption by 5%. To further boost these outcomes, affordable farm machinery and government support, including credit access and subsidies, are essential for smallholders.

V. SIMPLE PERCENATGE ANALYSIS

	Particulars	**No. of Respondents**	**%**
1.	**Age Group**		
	Below 18 years	8	16
	18- 30 years	17	34
	31- 45 years	16	32
	46- 60 years	4	8
	Above 60 years	5	10
	Total	**50**	**100**

2.	**Gender**		
	Male	27	54
	Female	23	46
	Total	**50**	**100**

3.	**Educational Qualification**		**%**
	Primary school	15	30
	Middle school	11	22
	High school	8	16
	Graduate	13	26
	Postgraduate	3	6
	Total	**50**	**100**

4.	**Marital Status**		**%**
	Married	47	94
	Unmarried	3	6
	Total	**50**	**100**

5.	**Family Detail**		**%**
	Joint	17	34
	Nuclear	25	50
	Extended	8	16
	Total	**50**	**100**

6.	**Occupational Status**		**%**
	Government Employee	12	24
	Private Employee	8	16
	Skilled worker	9	18
	Animal Husbandry	6	12
	Agriculture	10	20
	Business/ Trade	5	10
	Total	**50**	**100**

7.	**Monthly Income**		**%**
	Below 20,000	5	10
	20,000- 40,000	15	30
	41,000- 60,000	13	26
	61,000- 80,000	11	22
	Above 80,000	6	12
	Total	**50**	**100**

8.	**Source of drinking water**		**%**
	Open well	6	12
	Borewell	16	32
	Piped water supply	19	38
	Tanker supply	9	18
	Total	**50**	**100**

9.	**Type of toilet facility**		**%**
	Private	35	70
	Community	10	20
	Open defacation	5	10
	Total	**50**	**100**

10.	**Source of cooking fuel**		**%**
	LPG	32	64
	Biogas	2	4
	Firewood	4	8
	Electricity	12	24
	Total	**50**	**100**

INTERPRETATION

The survey highlights the socio-economic and living conditions of respondents, revealing that a majority (66%) belong to the 18-45 age group, with a nearly balanced gender ratio. Most respondents (94%) are married and live in nuclear families (50%). Education levels indicate that while primary (30%) and middle school (22%) education are common, only 26% have completed graduation. Employment is diverse, with 24% in government jobs, 20% in agriculture, and 18% in skilled labor, reflecting a mix of formal and informal occupations. Income distribution shows that 56% earn between ₹20,000-₹60,000 per month, highlighting a middle-income majority. Piped water supply (38%) is the main drinking water source, though 18% still depend on tanker supply. Sanitation has improved, with 70% having private toilets, yet 10% still practice open defecation. LPG is the dominant cooking fuel (64%), though electricity (24%) is also gaining traction. The findings emphasize the need for continued efforts in education, sanitation, and sustainable water management to enhance the quality of life.

CHI SQUARE TEST

TABLE SHOWING THE CHI- SQUARE CALCULATION FOR GENDER AND PARTICIPATION IN COMMUNITY ACTIVITIES

Hypothesis No.1

Null Hypothesis (H_0):
There is no significant relationship between gender and Participation in community activities.

Alternative Hypothesis (H_a):

There is a significant relationship between gender and Participation in community activities.

gender * Participationincommunityactivities Crosstabulation

Count

		Participationincommunityactivities			
		regularly	occasionally	never	Total
gender	male	8	9	7	24
	female	8	9	9	26
Total		16	18	16	50

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.170[a]	2	.918
Likelihood Ratio	.171	2	.918
Linear-by-Linear Association	.123	1	.726
N of Valid Cases	50		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.68.

INTERPRETATION

The crosstabulation table indicates that community participation levels are nearly identical among males and females, with an equal number (8 each) regularly participating, and similar numbers participating occasionally or never. The chi-square test results show a Pearson Chi-Square value of 0.170 with a significance level of 0.918, which is much higher than the conventional threshold of 0.05. This suggests that there is no statistically significant relationship between gender and participation in community activities. In other words, gender does not influence whether individuals participate regularly, occasionally, or never in community activities within this sample.

ONE- WAY ANOVA

Hypothesis:

- **Null Hypothesis (H_0):** There is no significant difference in the frequency of power supply across different groups.

- **Alternative Hypothesis (H_1):** There is a significant difference in the frequency of power supply across different groups.

ANOVA

frequencyofpowersupplyinvillage

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.356	2	1.178	1.123	.334
Within Groups	49.324	47	1.049		
Total	51.680	49			

INTERPRETATION

The ANOVA results show that there is no statistically significant difference in the frequency of power supply among different groups ($F = 1.123$, $p = 0.334$). Since the p-value is greater than 0.05, we accept the null hypothesis, which states that there is no significant difference in power supply frequency between the groups. This suggests that any variations observed are due to random chance rather than actual differences.

VI. FINDINGS

PERCENTAGE ANALYSIS

- Majority of the respondents (34%) belong to the 40-50 years age group.
- Majority of the respondents (54%) are male.
- Majority of the respondents (30%) have completed only primary school education.
- Majority of the respondents (94%) are married.
- Majority of the respondents (50%) live in nuclear families.
- Majority of the respondents (24%) are government employees.
- Majority of the respondents (30%) earn between ₹20,000-₹40,000 per month.
- Majority of the respondents (38%) rely on piped water supply.
- Majority of the respondents (70%) have private toilet facilities.
- Majority of the respondents (64%) use LPG as their primary cooking fuel.

CHI-SQUARE TEST

The Chi-Square test shows no significant relationship between gender and participation in community activities (p =

0.918). This suggests that gender does not influence how frequently individuals participate in community activities. The null hypothesis (H_0), which states that there is no association between gender and community participation, is accepted because the p-value is greater than 0.05, indicating no statistically significant relationship.

ONE- WAY ANOVA

The study finds that the frequency of power supply in villages remains consistent across different groups, with no significant variations. The higher within-group variance compared to the between-group variance indicates that external factors, rather than group differences, may be influencing the power supply. Therefore, we conclude that power distribution patterns do not significantly differ among the groups analysed.

VII. SUGGESTIONS

- Organize workshops, seminars, and awareness programs in collaboration with local community organizations to educate individuals about the importance of participating in community activities.
- Conduct digital literacy training to encourage individuals, especially those unfamiliar with online engagement platforms, to participate in virtual community initiatives.
- Local governing bodies should introduce schemes and incentives to motivate individuals to take part in social and community activities.
- Showcasing success stories of individuals who have positively impacted society through community participation can inspire others to engage more actively.
- Community organizations should ensure transparency, security, and accessibility in volunteer programs to build trust and encourage greater participation.
- Government agencies and NGOs can provide financial or non-financial incentives for individuals who regularly participate in community service programs.
- Partnering with reputed social organizations and digital platforms can help streamline and expand community involvement programs.
- Conduct periodic studies to assess the effectiveness of community participation initiatives and identify areas for improvement.
- Encourage individuals to leverage their skills and expertise for social causes, allowing them to contribute meaningfully to their communities.
- Advocate for stronger collaborations between government bodies, private organizations, and community groups to enhance social participation and ensure sustainable community development.

VIII. CONCLUSION

Community participation plays a crucial role in fostering social cohesion and development. However, the findings of this study suggest that engagement in community activities remains moderate, with a significant portion of individuals never participating. The study highlights the need for targeted awareness programs, digital training, and institutional support to increase active involvement in community initiatives. By addressing barriers such as lack of awareness, motivation, and accessibility, more individuals can be encouraged to participate in social activities, contributing to a more inclusive and engaged society.

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