

LIVELIHOOD GENERATION OF THE BENEFICIARIES OF MUKHYAMANTRI KRUSHI UDYOG YOJNA

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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 extent of livelihood generation of the beneficiaries with respect to non-beneficiaries of Mukhyamantri Krushi Udyog Yojna of Khurdha district of Odisha. The study revealed that there was a positive aspect in the livelihood of the beneficiaries.

Keywords: mukhyamantri krushi udyog yojana; livelihood generation; unemployment; mean percent score

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.

Mukhyamantri 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.

With the introduction of the concept of sustainable livelihood by Chambers and Conway in 1991 and the subsequent work of Scoones in 1998, which concentrated on the various assets, activities, and capabilities that people should maintain to make a living, the concept of livelihood gained even more popularity. This was maybe a big effort that opened the path for research and policy in rural people's standard of living around the world. Ellis *et al.* (2000a, 2000b) conducted a thorough research study on the diversification of rural households' sources of income in developing nations, which was followed by Reardon *et al.* (2007), Barrett *et al.* (2001), and numerous others worldwide. Numerous studies on livelihood diversification have emerged from diverse parts of the world in response to the work of Ellis *et al.* (2000a, 2000b), Barrett *et al.* (2001), and Reardon *et al.* (2007). Studies on livelihood diversification emerged mostly after 2000 thanks to the work of researchers like Abdulai and Crole-Rees (2001), D. R. Smith *et al.* (2001), B. Davis *et al.* (2009), Fabusoro *et al.* (2010), Khatun and Roy (2012), Ghimire *et al.* (2014), Rahut *et al.* (2014), Manjur *et al.* (2014), Meraner *et al.* (2015), Combarry (2015). The literature on livelihood

diversification suggests that rural households around the world generally do not support themselves solely through farm incomes but rather engage in a variety of other income-generating activities (Brown, Stephens, Ouma, Murithi, and Barrett, 2006). They briefly discuss alternate activities and alternative income sources for rural households (B. Davis, Winters, Carletto, *et al.*, 2009; Sunil and Vinaya, 2016).

OBJECTIVE

To determine the impact on extent of livelihood generation of the beneficiaries of Mukhyamantri Krushi Udyog Yojana.

METHODOLOGY

Ex-post facto research design was followed for the analysis. Ex post facto study or after-the-fact research is a category of research design in which the investigation starts after the fact has occurred without interference from the researcher. A multi-stage Random sampling procedure was

applied to draw the 120 sample respondents for the study. The primary data has been collected through two methods survey and observation. The interview schedule was used in the study area for collecting the data. On the basis of experience gained in pre-testing, the necessary modification and suggestions were incorporated before giving a final touch to interview schedule. 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.

RESULTS AND DISCUSSION

Data are analyzed in qualitative and quantitative methods. Statistical tools such as frequency, percentage, mean percent score, standard deviation, Z-Test and Microsoft excel has been used for analysis of data.

Table 1 : Livelihood Generation before and after MKUY among the beneficiaries

(n=120)

Sr. No.	Statements	Before MKUY(n=60)				After MKUY(n=60)			
		Strongly Agree	Agree	Disagree	Mean Percent Score (MPS)	Strongly Agree	Agree	Disagree	Mean Percent Score (MPS)
1	Increase in income generation activities the following field: 1.Agriculture 2.Livestock 3.Buisness	12	21	32	61.11	20	37	03	76.11
2	Are you satisfied with the profit gained.	04	16	40	46.66	23	29	08	75.00
3	Improvement in the housing condition	06	25	29	53.88	21	26	13	71.11
4	Increase in irrigation facility	05	10	45	44.44	22	32	06	73.33
5	Increase in possession of agril. machinery	02	10	48	41.11	24	27	09	75.00
6	Increase in personal assests	13	26	21	62.22	17	35	08	71.66
7	Increase in participation in non-farm activities	11	20	29	56.66	28	21	11	76.11

Sr. No.	Statements	Before MKUY(n=60)				After MKUY(n=60)			
		Strongly Agree	Agree	Disagree	Mean Percent Score (MPS)	Strongly Agree	Agree	Disagree	Mean Percent Score (MPS)
8	Increase in marketing condition	9	22	29	55.55	30	21	09	78.33
9	Increase in extent of social participation	11	15	24	48.33	23	25	12	72.77
10	Increase in extension contact	12	21	32	61.11	26	32	02	80
11.	Increase in nutritional security	13	26	21	62.22	24	33	03	78.33

The extent of Livelihood generated among the beneficiaries before and after MKUY, it was revealed (Table. 1) that the mean percent score after use of MKUY is greater than before use by 15 per cent margin in increase in income generation activities the following field: agriculture livestock & business; The mean percent score after use of MKUY is greater than before use by 28 per cent margin in relation with the satisfaction with the profit gained; The mean percent score after use of MKUY is greater than before use by 17 per cent margin in relation with improvement in the housing condition; The mean percent score after use of MKUY is greater than before use by 29 per cent margin in relation with increase in irrigation facility; The mean percent score after use of MKUY is greater than before use by 34 per cent margin in relation with increase in possession of agricultural

machinery; The mean percent score after use of MKUY is greater than before use by 9 per cent margin in relation with increase in personal assets; The mean percent score after use of MKUY is greater than before use by 19 per cent margin in relation with increase in participation in non-farm activities; The mean percent score after use of MKUY is greater than before use by 23 per cent margin in relation with increase in marketing condition; The mean percent score after use of MKUY is greater than before use by 24 per cent margin in relation with increase in extent of social participation; The mean percent score after use of MKUY is greater than before use by 19 per cent margin in relation with increase in extension contact and finally the mean percent score after use of MKUY is greater than before use by 16 per cent margin in relation with increase in nutritional security.

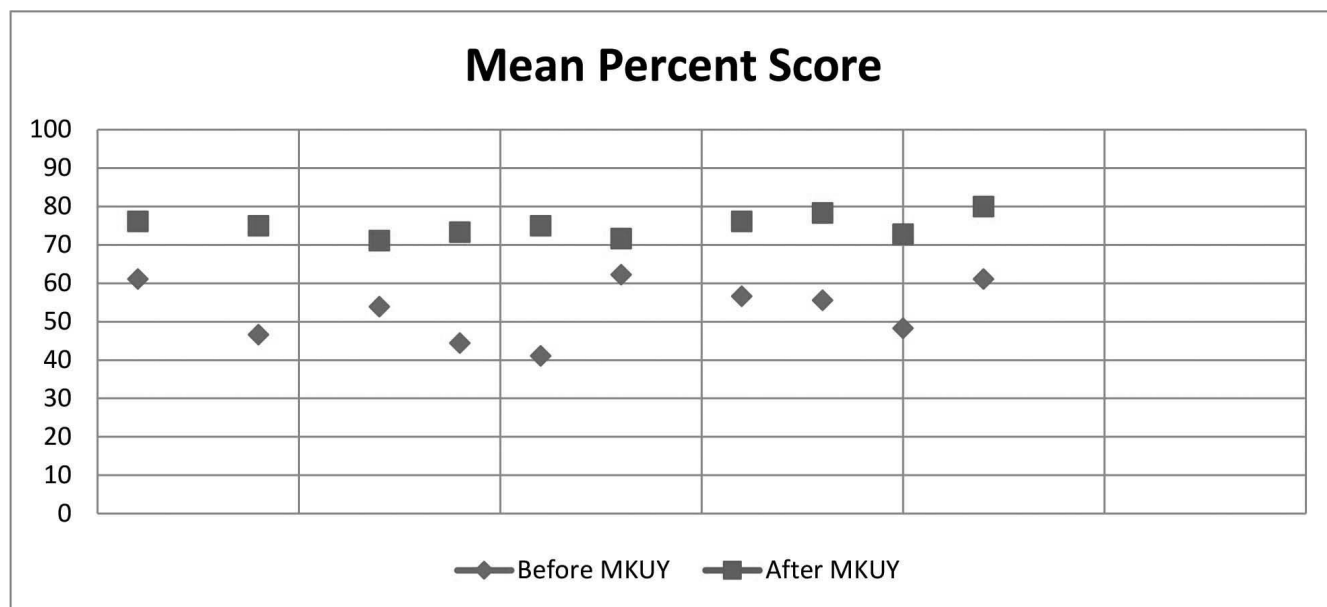


Fig. 1 : Livelihood Generation before and after MKUY among the beneficiaries

Table 2: Comparison of extent of livelihood generation of the beneficiaries under MKUY

(n=120)

Sr. No.	Category	Mean Score	Standard Deviation	Z Value
1	Before MKUY	1.60	0.25	6.33
2	After MKUY	2.17	0.17	

Further in order to find out the impact of MKUY, the Livelihood generation of the respondents after MKUY was compared with that of the respondents before MKUY and Z Test (Standard Normal Deviation Test) was applied to find out whether there was any significant difference on the livelihood of both the categories about various aspects of MKUY. The null hypotheses was accepted and the alternate hypothesis was rejected which leads to the conclusion that there was a significant difference in the livelihood generation after MKUY and before MKUY of the respondents regarding major aspects of MKUY. Further analysis of the table 4.3.2 clearly indicates that the mean score of the respondents after MKUY was greater in 11 major aspects of MKUY to that of the mean score of the respondents before MKUY, which clearly implies that after MKUY the livelihood has become better as before MKUY.

CONCLUSION

From the findings it can be concluded that the beneficiaries had medium to high level and the non beneficiaries had low to medium level of overall socioeconomic status and in case of the non beneficiaries there was no significant relationship. In the extent of livelihood generated there was positive and significant difference after the use of MKUY than before. Hence, government should strengthen the extension advisory service providers to make sure that the information should reach the unreachable and create more awareness about MKUY for more & better implementation, it should also focus on detailed trainings and exposure visits to beneficiaries so as to create more interest among the non-beneficiaries. They should also focus on making the aiding process easier for better availing of the scheme.

CONFLICT OF INTEREST

There is no Conflict of Interest among the Authors of the research paper.

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