AN EMPHERICAL STUDY ON AWARENESS OF PUDHUMAI PENN SCHEME AMONG COLLEGE STUDENTS IN COIMBATORE CITY

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Abstract: In Tamil Nadu, India, the PUDHUMAI PENN SCHEME (PPS) is a crucial program that aims to empower omen through education and skill development. This study explores the extent to which Coimbatore City college students are aware of the PPS. Structured questionnaires were used to gather data from a sample of college students using a quantitative technique. The results of the analysis showed that respondent level of awareness varied, underscoring the necessity for improved dissemination tactics to optimize the scheme effectiveness. In order to increase awareness and involvement in the PPS and eventually promote gender empowerment, policymaker, educator, and stakeholders can benefits greatly from the insightful information provided by the findings.

Introduction:
The government of Tamilnadu has launched Moovalur Ramamiruthan ammaiyar higher education assurance scheme to enhance the enrolment ratio of girl's government schools to higher education institutions. Through this scheme, financial assistance of Rs.1000/month will be provided to the girls till their completion of UG degree /diploma/ITI/any other recognized course. The incentives amount under these schemes will be disbursed directly into the student's bank account. Empowerment can be viewed as a means of creating a social environment in which one can make decisions and make choices either individually or collectively for social transformation. The empowerment strengthens the innate ability by way of acquiring knowledge, power and experience. Empowerment is the process of enabling or authorizing individuals to think, take action and control work in an autonomous way. It is the process by which one can gain control over one's destiny and the circumstances of one's lives women should be equal with men in matters of education, employment, inheritance, marriage, and politics etc. Their quest for equality has given birth to the formation of many women's associations and the circumstances of one's lives. The constitution of our nation doesn't discriminate between men and women, but our society has deprived women of certain basic rights, which were bestowed upon them by our constitution. Empowerment allows individuals to reach their full potential, to improve their political and social participation, and to believe in their own capabilities.

Statement of the problem

The target population's low awareness, comprehension and involvement are problems for the Pudhumai Penn scheme. This research seeks to determine the reasons behind the program's low level of knowledge, evaluate its influence on women's empowerment and suggest way to raise awareness and encourage use in order to increase the program's capacity to uplift women in the community.

Objectives of the study

- To know the awareness level of the Pudhumai Penn Scheme among students.
- To examine the correlation between awareness levels and the actual utilization of benefits provided by the Pudhumai pen scheme.
- To study about the problem faced by the girl student in getting Pudhumai Penn Scheme
- To analyse the impact of Pudhumai Penn Scheme in the education among college girls Students.

Limitation of the study

- The study's sample size of respondents is restricted because to time constraints .
- The Coimbatore district was the exclusive study area.

Research Methodology

The precise steps or methods used to find, pick, process, and evaluate data on a subject are known as research methodology. The methodology part of a research article gives the reader the opportunity to assess the general validity and reliability of the study. The present study is descriptive in nature. The study examines the awareness among Pudhumai Penn Scheme with special reference to Coimbatore city. The present study uses primary data. Due to the special nature of the study the qualitative data has been used in this study.

Area of the study

The study has been undertaken in the Coimbatore city only.

Sources of data

Primary Data

Primary data are those collected for the first time. In this study primary data are collected by conducting a survey through a well structured questionnaire.

Secondary Data

The data which are already collected is called Secondary data. It means data that was already available. Secondary data was collected from various journals, articles, and internet blogs.

Period of the study

The study has been conducted for a period of 3 months (January 2024 - March 2024)

Sample design

Sample design refers to the technique or methods the researcher used for selecting items for the sample. The sample design is a definite plan for obtaining a sample from a given population. In this study the sample design is collected from only 150 respondents of Pudhumai Penn Scheme users of Coimbatore city.

Statistical tool used

The following statistical tool have been used to analyses and interpret the data collected from the respondents,

- Simple Percentage Analysis
- Simple Rank Analysis
- ANOVA Test
- Chi Square Test

Review of Literature

A review of literature discusses published information in a particular subject area and sometimes information in a in a particular subject area within a certain time period. It can be just a summary of the source, but it is usually as an organizational pattern and combines both summary and synthesis. It helps on clarifying & defining the problem, stating the objectives, formulating hypothesis, selecting an appropriate design and methodology of research as well as interpreting the result in the light of research work already taken in the previous studies.

Ackerly, B. A. (2022) Empowerment is an integral part of academic pursuits and development. Even though its concept is scarcely comprehended, it serves a crucial function in both pursuits. This is a description of a woman's beliefs and actions, such as making major decisions about her family, investing in her business, sending her children to school, improving their health, and more. The concept of providing credit to women has been widely accepted as a way to boost economic development. It's also the goal of such strategies to empower them.

Doepke and Tertilt, (2023) This study found that women's education improved their competence when it came to making financial decisions, but it did not enable them to make effective decisions in the family and organizational settings. A study also revealed that transferring control of payments to women leads to higher expenditures on children. Higher education is known to promote human capital accumulation, which leads to economic.

Frankenberg and Thomas, (2023) This study analysed the relationship between the relative status of a couple of individuals at the time of their marriage and their decision- making power. It was conducted using various factors such as education, age, and social position.

Simple percentage analysis

It refers to special kind of rates, percentage bare used in making comparison between two or more series of data. A percentage is used to determine relationship between the series. In this part of study, the percentage analysis was used to determine the general nature of the respondents over the different aspects of the data collected.

Formula

Percentage analysis = Number of Respondents   X 100A

Total Number of Respondents

Simple rank analysis

A ranking is the assignment of the labels "first", " second", " third", etc., To different values of a specific variable. A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables. A rank analysis can be used to evaluate the importance of the relationship between two ranking by measuring how similar they are to each other. Two distinct objects may rank equally, hence it is not always a complete order of the objects. The ranking are completely arranged.

ANOVA

ANOVA, or Analysis of variance, is a test used to determine differences between research results from three or more unrelated samples or groups. The name is appropriate because inference about means are made by analyzing variance.

TABLE NO 4.1
EDUCATIONAL QUALIFICATION

S.NO	EDUCATIONAL QUALIFICATION	NO.OF. RESPONDENTS	PERCENTAGE(%)
1	Diploma	11	9 %
2	Under Graduate	78	65 %
3	Post Graduate	31	26 %
	Total	120	100 %

Source: Primary Data

The above table shows that 9% of the respondents are belonging to Diploma, 65% of the respondents are belonging to Under Graduate, 26% of the respondents are belonging to Post Graduate.

Majority (65%) of the respondents are Under Graduate.

TABLE NO 4.2
PARENT OCCUPATION

S.NO	PARENT OCCUPATION	NO.OF.RESPONDENTS	PERCENTAGE(%)
1	Agriculture	31	26
2	Private Employee	35	29
3	Government Employee	17	14
4	Self Employee	37	31
	Total	120	100

source: Primary data

The above table shows that 26% of the respondents are Agriculture, 29% of the respondents are Private employee, 14% of the respondents are the Government Employee and 31% of the respondents are the Self Employed.

Majority (31%) of the respondents are Self Employed.

TABLE NO 4.3

DICOVER THE PUDHUMAI PENN SCHEME

S.NO	DISCOVER THE PUDHUMAI PENN SCHEME	NO.OF. RESPONDENTS	PERCENTAGE(%)
1	Television	12	10
2	School Announcement	62	51
3	Friends or Family	18	15
4	Social Media	26	22
5	Others	2	2
	Total	120	100

Source: Primary Data

The above table shows that 10% of the respondent are Television, 51% of the respondents are School announcement, 15% of the respondents are Friends or family , 22% of the respondents are Social media and 2% of the respondents are Others.

Majority (51%) of the respondents are School Announcement.

TABLE NO 4.4
IMPACT OF THE PUDHUMAI PENN SCHEME

S.NO	IMPACT OF THE PUDHUMAI PENN SCHEME	NO.OF. RESPONDENTS	PERCENTAGE(%)
1	It improved to educational resources	57	47
2	Provided financial assistance for educational expenses	48	40
3	Enhanced motivation to pursue higher education	12	10
4	No noticeble impact	3	3
		120	100

source: Primary Data

The above table shows that 47% of the respondents are It improved to educational resources, 40% of the respondents are provided financial assistance for educational expenses,10% of the respondents are Enhanced motivation to pursue higher education and 3% of the respondents are No noticeble impact.

Majority (47%) of the respondents are It improved to educational resources.

TABLE No. 4.5

FACTORS MOST INFLUENCE TO APPLY FOR THIS SCHEME

Products	1	2	3	4	Total	Rank
Effectiveness of Pudhumai Penn Scheme	14 14	27 54	48 144	29 116	120 328	2
Accessibility of scheme for women in rural area	22 22	28 56	27 81	43 172	120 331	1
Impact on Girls education	35 35	41 82	20 60	24 96	120 273	3
Economic empowerment	46 46	24 48	25 75	25 75	120 244	4

INTERPRETATION

The above table shows that rank analysis of factors most influences to apply for this scheme. As per the above table, Factors influences to Accessibility of scheme for women in rural area 1, Effectiveness of Pudhumai Penn Scheme 2, Impact on girls education 3 and the Economic empowerment 4.

Table No. 4.6
IMPACT ON GIRL'S EDUCATION

		Sum of Squares	df	Mean Square	F	Sig.
EFFECTIVENESS OF PUDHUMAI PENN SCHEME	Between Groups	4.455	3	1.485	1.479	.224
	Within Groups	114.469	114	1.004		
	Total	118.924	117			
ACCESSBILITY OF PUDHUMAI PENN SCHEME FOR WOMEN IN RURAL AREAS	Between Groups	1.927	3	.642	.544	.653
	Within Groups	133.304	113	1.180		
	Total	135.231	116			
IMPACT ON GIRL'S EDUCATION	Between Groups	7.953	3	2.651	2.024	.014
	Within Groups	149.302	114	1.310		
	Total	157.254	117			
ECONOMIC EMPOWERMENT	Between Groups	1.427	3	.476	.408	.747
	Within Groups	130.461	112	1.165		
	Total	131.888	115			

Findings

1. Majority (65%) of the respondents are Under Graduate.
2. Up to (31%) of the respondents are Self Employed.
3. Mostly (51%) of the respondents are School Announcement.
4. Up to (47%) of the respondents are It improved to educational resources.

Suggestions

1. The Pudhumai Penn Scheme should cover overall area including Rural areas.
2. To ensure the scheme period still the girls get placed in job.
3. To update the scheme as to make compulsory applying method till end of studying.
4. To provide extra amount regarding higher studies to be done in Abroad.

Conclusion

It can be concluded that overall awareness among the Pudhumai Penn Scheme is high. Pudhumai Penn Scheme is a government initiative aimed at empowering women in Tamil Nadu by providing them with financial assistance to start their own businesses. The scheme has been incredibly successful, helping thousands of women achieve financial independence and self-sufficiency. Incentives benefits of Rs. 1,000/- per month per beneficiary, enables girl children to pursue education without incurring additional expenses and hindrances. Enable Girl Students to get involved in public spaces and enhance career opportunities.

Reference

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