

# AWARENESS ON THE GOVERNMENT SCHEMES TOWARDS SUSTAINABLE DEVELOPMENT IN TAMILNADU - With Special Reference to Coimbatore District

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## Abstract

Sustainable development is a pivotal goal for ensuring long-term ecological and economic health, and government schemes play a significant role in advancing these objectives. In Tamil Nadu, various government initiatives have been launched to promote sustainability and achieve Sustainable Development Goals (SDGs). However, the effectiveness of these schemes heavily relies on the awareness and engagement of the general populace. Despite the importance of these programs, there is limited data on the level of awareness among the Tamil Nadu population regarding these schemes. This study aims to assess the current state of awareness about government schemes related to sustainable development in Tamil Nadu. By evaluating public knowledge and identifying gaps in communication, this research seeks to provide insights into improving the outreach and impact of these initiatives, ultimately contributing to more effective sustainable development in the region.

**Keywords:** Awareness, Government Schemes, Sustainable Development, Tamilnadu

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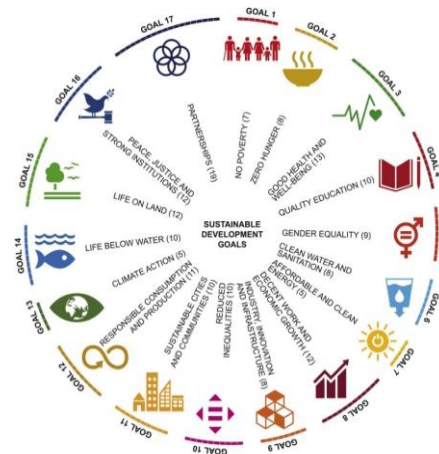
## INTRODUCTION

Transformation toward sustainable development is an imperative for our collective future, encapsulating a profound shift in how societies operate, produce, and consume. It's a journey of multifaceted change that encompasses economic, social, and environmental dimensions. At its core lies the recognition that our current modes of development are not only unsustainable but also inequitable, exacerbating disparities within and between nations. To embark on this transformative path requires a fundamental reevaluation of our values, priorities, and systems. It entails transitioning from fossil fuel-dependent economies to ones powered by renewable energy sources, fostering inclusive and equitable societies where no one is left behind, and preserving biodiversity and ecosystems for future generations. This transformation demands innovative policies, technologies, and collaborations across sectors and borders. It necessitates a shift from short-term gains to long-term sustainability, where the well-being of people and the planet takes precedence over profit. Education, empowerment, and participation are crucial components, enabling individuals and communities to actively engage in shaping their sustainable futures. Ultimately, the journey toward sustainable development is not just about mitigating environmental degradation or achieving economic prosperity; it's about reimagining our relationship with the planet and each other, fostering a world where prosperity is synonymous with harmony and resilience.

Over the past few decades, Tamil Nadu has undergone a remarkable transformation towards sustainable development, driven by a combination of government policies, grassroots initiatives, and public awareness. This

southern Indian state has recognized the urgent need to balance economic growth with environmental preservation and social equity. One of the key pillars of this transformation has been the emphasis on renewable energy. Tamil Nadu has emerged as a leader in renewable energy generation, particularly in wind and solar power. Through innovative policies and incentives, the state has attracted significant investments in renewable energy infrastructure, reducing its reliance on fossil fuels and mitigating carbon emissions. Moreover, the government has implemented various measures to promote sustainable agriculture practices, such as organic farming and water conservation techniques, ensuring food security while preserving natural resources. In addition to environmental sustainability, Tamil Nadu has prioritized social inclusivity and economic development. Initiatives like the Tamil Nadu Sustainable Urban Development Project aim to improve infrastructure, promote affordable housing, and enhance access to basic services in urban areas, thereby improving the quality of life for all residents. Furthermore, the state has invested in education and healthcare, empowering its citizens to participate meaningfully in the sustainable development process. Community-driven initiatives, supported by NGOs and civil society organizations, have played a crucial role in fostering environmental consciousness and promoting sustainable livelihoods, particularly among marginalized communities. Overall, Tamil Nadu's journey towards sustainable development exemplifies a holistic approach that integrates economic, social, and environmental considerations, laying the foundation for a resilient and prosperous future.

The government of Tamil Nadu has embarked on a series of innovative schemes aimed at facilitating the transition to sustainable development across the state. These initiatives encompass a broad spectrum of sectors, including agriculture, energy, infrastructure, and education. Through schemes like the Sustainable Agriculture Mission, farmers are encouraged to adopt eco-friendly practices such as organic farming and water conservation, thereby ensuring long-term environmental sustainability and food security. In the energy sector, the government is promoting the adoption of renewable energy sources like solar and wind power through schemes such as the Solar Policy, aiming to reduce carbon emissions and foster energy independence. Furthermore, in infrastructure development, projects like the Green Corridor Initiative focus on enhancing transportation networks while minimizing environmental impact through the integration of green spaces and eco-friendly designs. Education plays a crucial role in this transformation, with programs like the Sustainable Development Education Scheme emphasizing the importance of environmental stewardship and sustainability in the curriculum from an early age. Through these concerted efforts, the government of Tamil Nadu is paving the way for a future where economic growth is harmonized with environmental conservation and social equity, ensuring a more sustainable and resilient state for generations to come.



## REVIEW OF LITERATURE

1. V. Rajendran (2023) in his study entitled "Climate Change Mitigation Efforts by the Tamil Nadu Government" reviews that Tamil Nadu's climate change mitigation strategies, including the State Action Plan on Climate Change. The paper highlights progress in reducing carbon emissions and promoting green practices but calls for more ambitious targets.
2. V. Raghavan (2023) in his study entitled "Social Equity and Sustainable Development Schemes in Tamil Nadu" explores that how sustainable development schemes address social equity. The paper discusses efforts to include marginalized communities but highlights ongoing challenges in achieving true equity and inclusiveness

3. H. Dinesh (2022) in his study entitled "Sustainable Transport Solutions in Tamil Nadu: An Evaluation" assesses that sustainable transport initiatives such as the Chennai Metro and bus rapid transit systems. The study finds improvements in urban mobility but identifies challenges in achieving integration and ensuring accessibility for all residents.
4. M. Kumar (2022) in his study entitled "Government Schemes for Sustainable Development in Tamil Nadu: A Review" the study reveals that, an extensive overview of government initiatives aimed at sustainable development in Tamil Nadu, including the Tamil Nadu Green Climate Fund and the Integrated Watershed Management Programme. The paper evaluates the effectiveness of these schemes, noting improvements in environmental quality but highlighting challenges such as limited community involvement and insufficient monitoring mechanisms.
5. S. S. Kumar (2022) in his study entitled "Public Participation in Sustainable Development Schemes in Tamil Nadu" explores that public participation in implementing sustainable development schemes. The study highlights successful participatory approaches but identifies barriers such as lack of awareness and engagement.
6. Ramesh (2022) in his study entitled "Financial Mechanisms for Sustainable Development in Tamil Nadu" explores that financial mechanisms like green bonds and subsidies that support sustainable development. The study finds that while these mechanisms facilitate green investments, there is a need for greater transparency and confidence among investors.
7. S. K. Sharma (2022) in his study entitled "Urban Development and Sustainability: Tamil Nadu's Approach" explores urban sustainability initiatives under schemes like the Smart Cities Mission. The paper notes advancements in urban infrastructure and smart city features but highlights challenges in integrating sustainable transport and waste management solutions.

## STATEMENT OF THE PROBLEM

The statement of the problem regarding awareness of government schemes aimed at transforming Tamil Nadu towards sustainable development underscores a critical issue in the state's socio-economic landscape. Despite the concerted efforts of the government to implement various schemes and initiatives fostering sustainable development, there exists a significant gap in awareness among the populace. This gap hampers the effective implementation and utilization of these schemes, thereby hindering the state's progress towards sustainability goals. Factors contributing to this lack of awareness may include inadequate dissemination of information, limited outreach to marginalized communities, linguistic barriers, and a lack of engagement with local stakeholders. Addressing this problem is essential to ensure inclusive and equitable access to the benefits of government schemes, empower communities to actively participate in sustainable development initiatives, and ultimately, propel Tamil Nadu towards a more prosperous and environmentally conscious future. This raises the question 1. To what extent the respondents are aware about the schemes?

## OBJECTIVES OF THE STUDY

**The following are the main objectives of the study:**

1. To analyze the Sustainable Development schemes for socio-economic development of the respondents.
2. To examine the impact of Sustainable Development schemes under the various factors in society
3. To suggest measures for solving them.

## HYPOTHESIS

The following hypotheses are framed and tested in the present study:

1. There does not exist an association between the selected variables and level of awareness.

## METHODOLOGY

A brief data on source of data, sampling and framework of analysis is given below

### Sources of Data

The study is mainly based on primary data. Interview schedule was used to collect the opinion of the respondent with regard to their awareness, utilization and satisfaction on the Government Schemes. Secondary

data have been used to explain the theoretical aspects of the study. Journals, books and websites form a secondary data.

### Sampling

A total of 318 respondents were chosen from the Coimbatore district to participate in the survey. This sample size is sufficient for drawing inferences about the population, provided that the convenient sampling technique is appropriate and the respondents are representative of the target population.

### Frame Work of Analysis

The collected data from the respondents were thoroughly analyzed using various statistical methods. Simple percentage calculations were employed to determine the frequency and distribution of responses. Finally, the Chi-Square Test was used to examine if there were significant associations between different variables, such as awareness levels and socio-demographic factors

## SOCIO ECONOMIC PROFILE OF THE STAKEHOLDERS

**Table 1**  
**Socio economic profile of the stakeholders**

Variables	No. of Respondents	Percentage
<b>Area of Residence</b>		
Rural	240	75.47
Urban	78	24.53
<b>Age</b>		
Below 20	54	16.98
21-40	158	49.69
41-60	106	33.33
<b>Gender</b>		
Male	105	33.02
Female	213	66.98
<b>Educational Qualification</b>		
12 <sup>th</sup>	36	11.32
Diploma	13	04.09
UG	252	79.25
PG	6	01.89
Others	11	03.46
<b>Occupation</b>		
Private Employee	110	34.59
Government Employee	56	17.61
Business	63	19.81
Processional	06	01.89
Agriculturist	36	11.32
Others	47	14.78
<b>Marital Status</b>		
Married	177	55.66
Unmarried	141	44.34
<b>Type of Family</b>		
Nuclear	187	27.36
Joint	131	41.19
<b>Earning Members in Family</b>		
One Member	112	35.22
Two Member	127	39.94
Three Member	61	19.18
Four Member	18	05.66
<b>Family Income</b>		
Below Rs 65000	18	05.66
Rs 65001-Rs 85000	201	63.21
Rs 85001-Rs100000	60	18.87

Above Rs 100001	39	12.26
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The above Table 1 reveals that the out of 318 respondents, 240 respondents resides in rural area. 158 respondents belong to the age group between 21-40 years. The major of the 213 respondents are female members. The educational qualification of 252 respondents is under graduate. The majority of the respondent are married private employees belongs nuclear family. The majority of the 127 respondents say that their total earning member in their family is two and 201 respondents' family income between Rs 65,001 to Rs 85,000.

## LEVEL OF AWARENESS

The awareness level of the stakeholders has been measured by giving score related to the awareness of the stakeholder questions. Seventeen questions are in the questionnaire. Answer to the questions was rated on the three-point scale. The maximum score of the questionnaire is 51. Based on the awareness index, the stakeholders are divided into three group's low, medium and high level of awareness. Accordingly, the respondents are with the awareness index score upto 66 are termed as low level of awareness, awareness index score between 67 and 87 are termed as medium level of awareness and awareness index score more than 88 are termed as high level of awareness. Among the 318 respondents, 29(9.11%) have low level of awareness on the government schemes; 213(66.98%) have medium level of awareness on the government schemes 76(23.90%) have low level of awareness on the government schemes.

**Table 2**  
**Level of Awareness**

Level of Awareness	Number of Respondents	Percentage
Low	29	09.11
Medium	213	66-98
High	76	23.90
TOTAL	318	100

## FACTORS INFLUENCING LEVEL OF AWARENESS AND GOVERNMENT SCHEMES

**Table 3**

Variable	Low	Medium	High	Total (N-318)	df	Table Value	Chi Square Value
	Area of Residence						
Rural	23	153	64	240	2	4.891	5.991 Rejecte d
Urban	6	60	12	78			
Age							
Below 20	6	24	24	54	4	33.950	9.488 Accepte d
21-40	5	125	28	158			
41-60	18	64	24	106			
Gender							
Male	6	59	40	105	2	17.937	5.991 Accepte d
Female	23	154	36	213			
Educational Qualification							
12 <sup>th</sup>	0	18	18	36	8	70.765	15.507 Accepte d
Diploma	0	12	1	13			
UG	24	183	45	252			
PG	0	0	6	6			
Others	5	0	6	11			
Occupation							
Private Employee	14	77	19	110	10	55.342	18.307

Government Employee	6	38	12	56			Accepted
Business	0	46	17	63			
Processional	0	0	6	6			
Agriculturist	6	30	0	36			
Others	3	22	22	47			
Marital Status							
Married	23	124	30	177	2	15.505	5.991 Accepted
Un Married	6	89	46	141			
Types of Family							
Nuclear	12	129	46	187	2	4.000	5.991 Rejected
Joint	17	84	30	131			
Earning Members in Family							
One Member	10	86	16	112	6	23.474	12.592 Accepted
Two Member	11	76	40	127			
Three Member	8	33	20	61			
Four Member	0	18	0	18			
Family Income							
Below Rs 65000	0	18	0	18	6	14.030	12.592 Accepted
Rs 65001- Rs 85000	22	127	52	201			
Rs 85001- Rs100000	4	45	11	60			
Above Rs 100001	3	23	13	39			

The table 3 reveals that, the chi-square test was conducted to determine if there is a statistically significant association between level of awareness and government schemes. Chi-square value is lesser than calculated table values in the variables like Age, Gender, Educational qualification, Occupation, Marital status, Earning Members in the Family and Family Income, therefore null hypothesis was accepted, it indicates that there is no significant difference between level of satisfaction and government schemes.

## PROBLEMS FACED BY THE STAKEHOLDERS WHILE AVAILING THE GOVERNMENT SCHEMES

1. Lack of awareness about the availability and details of government schemes.
2. Complicated application procedures and excessive paperwork.
3. Limited accessibility to information and services in remote or rural areas.
4. Delays in processing and disbursement of benefits.
5. Inadequate support and guidance during the application process.

## SUGGESTION

1. Align scheme objectives with local needs through regular consultations with community stakeholders.
2. Invest in training programs for frontline staff to improve service delivery and support.
3. Improve communication channels to ensure clear and effective information flow between agencies and beneficiaries.
4. Address technical issues with online systems by upgrading technology and providing user support.
5. Foster integration between different schemes to avoid duplication and ensure comprehensive coverage.
6. Ensure fairness and transparency in the distribution of benefits to prevent discrimination.

## CONCLUSION

Awareness of government schemes is pivotal in driving the transformation towards sustainable development. By understanding and utilizing these initiatives, individuals and communities can actively participate in creating a more equitable, prosperous, and environmentally responsible society. Government schemes in Tamil Nadu, such as those focused on health, education, employment, environmental conservation, and entrepreneurship, provide the foundation for sustainable progress. Effective dissemination of information and engagement with these programs can empower citizens to make informed decisions, enhance their quality of life, and contribute to the state's overall development goals. In conclusion, heightened awareness and proactive participation in these schemes are crucial for achieving sustainable development, ensuring that the benefits reach every segment of society and lead to a more resilient and inclusive future.

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