

**A STUDY ON THE AWARENESS OF GOVERNMENT SCHEMES FOR THE  
TRANSFORMATION OF SUSTAINABLE DEVELOPMENT IN TAMIL NADU**

**Dr. M. Akilanayaki**, Assistant Professor, Department of Commerce-BPS, Nallamuthu Gounder  
Mahalingam College, Pollachi-642 001, Coimbatore District, Tamilnadu

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**Abstract**

This study examines the impact of government schemes on sustainable development in Tamil Nadu, India. Despite significant efforts to integrate economic growth with environmental conservation and social equity, a notable public awareness and participation gap exists. The research objectives include evaluating the various sustainable development schemes initiated by the Tamil Nadu government, analysing their socio-economic impact, and assessing public awareness. A pragmatic sampling method was used to collect primary data from 115 respondents in Coimbatore District, complemented by secondary data from government reports and academic sources. The Simple Percentage method was applied for data analysis, revealing high public awareness of schemes related to food security, gender equality, and social equality. However, health, environmental protection, and energy initiatives require more effective communication strategies. The study underscores the need for enhanced outreach and community empowerment to bridge the knowledge gap, thereby facilitating Tamil Nadu's progress toward a self-reliant and enlightened society that balances economic, environmental, and social objectives.

**Keywords:** Awareness, Government Schemes, Progress, Transformation to Sustainable Development, Tamilnadu

**Introduction**

The Government of Tamil Nadu has launched various programs to meet its citizens' diverse needs, from socio-economic advancement to welfare. These initiatives are crucial for enhancing the standard of living and promoting the well-being of the state's residents. They encompass a range of sectors, including social welfare, healthcare, education, employment, industrialisation, urbanisation, and agriculture. With its rich cultural heritage and strong economy, Tamil Nadu encounters unique challenges and opportunities within its socio-economic framework. The government has crafted specific schemes to address these issues, focusing on fair resource distribution, uplifting marginalised groups, and comprehensive development in urban and rural areas. Understanding and raising awareness of these government schemes is essential. It enables citizens to benefit from the available resources and promotes responsible and transparent governance. The government is committed to effective communication to ensure these programs reach those in need and contribute to the state's development. The schemes introduced by the Tamil Nadu government are designed with realistic goals, strategic implementation plans, and a focus on the tangible impact on the people's lives. Exploring these initiatives provides valuable insights into the state's growth path and the proactive measures taken to meet the changing needs of its residents.

**Table 1: Government Schemes Towards Transformation to Sustainable Development**

Goals	Objective	Description
<b>Goal -1</b>	No Poverty	By 2030, extreme poverty will be eradicated for all people everywhere.
<b>Goal -2</b>	Zero Hunger	End hunger, achieve food security, and improve nutrition by 2030.
<b>Goal -3</b>	Good Health and Well-being	Ensure healthy lives and promote well-being for all at all ages by 2030.
<b>Goal -4</b>	Quality Education	Ensure all girls and boys complete accessible, equitable, and quality primary and secondary education by 2030.
<b>Goal -5</b>	Gender Equality	To achieve gender equality and empower all women and girls.
<b>Goal -6</b>	Clean Water and Sanitation	Ensure availability and sustainable management of water and sanitation for all by 2030.
<b>Goal -7</b>	Affordable and Clean Energy	Ensure access to affordable, reliable, sustainable, and modern energy for all by 2030.
<b>Goal -8</b>	Decent Work and Economic Growth	Promote sustained, inclusive, and sustainable economic growth.
<b>Goal -9</b>	Industry, Innovation and Infrastructure	Build resilient infrastructure, promote inclusive and sustainable industrialisation, and foster innovation by 2030.
<b>Goal -10</b>	Reduced Inequality	Reduce inequality within and among countries by 2030.
<b>Goal -11</b>	Sustainable Cities and Communities	Make cities and human settlements inclusive, safe, resilient and sustainable.
<b>Goal -12</b>	Responsible Consumption and Production	Ensure sustainable consumption and production patterns.
<b>Goal -13</b>	Climate Action	Take urgent action to combat climate change and its impacts.
<b>Goal -14</b>	Life Below Water	Conserve and sustainably use the oceans, seas and marine resources for sustainable development.
<b>Goal -15</b>	Life on Land	Protect, restore and promote sustainable use of terrestrial ecosystems, combat desertification and halt biodiversity loss.
<b>Goal -16</b>	Peace and Justice Strong Institutions	Promote peaceful and inclusive societies for sustainable development; provide access to justice for all.
<b>Goal -17</b>	Partnerships to achieve the Goal	Strengthen the means of implementation and revitalise the global partnership for sustainable development.

### Review of Literature

Government initiatives are crucial in tackling socio-economic issues and improving the lives of underprivileged groups. The people these programs are designed to help must be aware of them, as this awareness is vital to the programs' successful execution and effectiveness. This review examines current research on the public's knowledge of government programs in Tamil Nadu. It will concentrate on the elements that affect how well people understand these programs, the obstacles to increasing awareness, and the possible strategies to overcome these challenges.

The importance of communication channels, such as mass media, social networks, and community-based organisations, in spreading information about government schemes has been highlighted. Enhancing the role of local institutions, such as Panchayats and Self-Help Groups, in sharing information and enabling access to government schemes at the local level (**Kumar & Deepa, 2020**).

Research has shown that people with lower economic status often know less about government programs because they have fewer ways to get information and resources. Communication channels, especially in rural areas, can be improved and made more accessible using local languages, mobile technology, and community involvement activities (**Rajendran et al., 2019**).

Many people who know about government schemes do not use them because of complicated administrative processes and bureaucratic obstacles—simplifying administrative processes and cutting down bureaucratic delays to make it easier for people to access government schemes (**Selvam & Ramanathan, 2018**).

### Statement of the Problem

In Tamil Nadu, the success of many government programs aimed at improving social and economic conditions is greatly affected by widespread unawareness. This lack of knowledge about the available government schemes is a significant barrier to achieving sustainable development in the state. Even though several initiatives are in place to promote sustainability and tackle social and economic issues, many people are still not informed about these efforts. This gap in awareness prevents people from taking advantage of programs that could positively impact the environment, economy, and society. Without a proper understanding of these schemes, residents may miss out on critical services offered by the government, such as education, jobs, and healthcare. Moreover, not knowing about these schemes can lead to continued unsustainable practices, environmental harm, and social and economic inequality. Therefore, increasing public awareness of these government schemes is crucial to support Tamil Nadu's progress toward sustainable development.

### Objectives of the Study

The following are the objectives of the study:

1. To investigate the range of Sustainable Development initiatives the Tamil Nadu Government launched.
2. To evaluate the impact of these Sustainable Development schemes on the socio-economic progress of the beneficiaries.
3. To examine the public awareness regarding government programs to foster sustainable development in Tamil Nadu.

### Research Methodology

This research is underpinned by a comprehensive data collection approach encompassing primary and secondary data sources. For the primary data, a stratified sampling method was employed to gather responses through questionnaires from 115 participants residing in the Coimbatore District. This method ensures a diverse representation of the population, enhancing the reliability of the findings. Secondary data was meticulously compiled from various authoritative sources, including the Tamil Nadu Government's annual reports, scholarly journals, informational bulletins, and a wide array of articles available on the internet. These documents provide a robust framework for understanding the broader context of the Sustainable Development schemes implemented by the government. The Simple Percentage Analysis technique was utilised to analyse the collected data. This statistical method is

particularly effective for interpreting survey results, as it allows for a straightforward presentation of the data in terms of percentages, facilitating an easier comprehension of the distribution and prevalence of responses among the surveyed group. The integration of these data sources provides a solid foundation for evaluating the effectiveness of the Sustainable Development initiatives and their impact on the socio-economic landscape of the region. By examining the direct feedback from the beneficiaries and the documented evidence of the schemes' outcomes, this study aims to offer valuable insights into the progress and challenges of sustainable development efforts in Tamil Nadu.

### Limitation of the Study

1. The Coimbatore District is the only area of the study. The data analysis statistical tools have their limits.
2. The opinions offered by the respondents could be prejudiced. Consequently, while generalising the result, care must be exercised.

### Analysis of the Primary Data and Findings

**Table 2: Awareness Level of the Respondents**

S.No	Schemes	Aware	Not Aware
1.	No Poverty	85 (73.91%)	30 (26.09%)
2.	Zero Hunger	105 (91.30%)	10 (8.70%)
3.	Good Health and Well-being	68 (59.13%)	47 (40.87%)
4.	Quality Education	94 (81.74%)	21 (18.26%)
5.	Gender Equality	104 (90.44%)	11 (9.56%)
6.	Clean Water and Sanitation	86 (74.78%)	29 (25.22%)
7.	Affordable and Clean Energy	79 (68.70%)	36 (31.30%)
8.	Decent Work and Economic Growth	81 (70.44%)	34 (29.57%)
9.	Industry, Innovation and Infrastructure	98 (85.22%)	17 (14.78%)
10.	Reduced Inequality	101 (87.83%)	14 (12.17%)
11.	Sustainable Cities and Communities	93 (80.87%)	22 (19.13%)
12.	Responsible Consumption and Production	88 (76.52%)	27 (23.48%)
13.	Climate Action	76 (66.09%)	39 (33.91%)
14.	Life Below Water	79 (68.70%)	36 (31.30%)
15.	Life on Land	82 (71.30%)	33 (28.70%)
16.	Peace and Justice Strong Institutions	91 (79.13%)	24 (20.87%)
17.	Partnerships to achieve the Goal	93 (80.87%)	22 (19.13%)

The data presented in Table 2 reflects the awareness level of respondents regarding various schemes, presumably related to the United Nations Sustainable Development Goals (SDGs).

- **High Awareness:** The schemes with the highest awareness levels are:
- **Zero Hunger:** 105 respondents (91.30%) are aware.
- **Gender Equality:** 104 respondents (90.44%) are aware.
- **Reduced Inequality:** 101 respondents (87.83%) are aware.

- **Moderate Awareness:** Schemes like Quality Education, Clean Water and Sanitation, and Industry, Innovation, and Infrastructure have more than 80% awareness but less than 90%.

**Lower Awareness:** The schemes with lower awareness levels (below 70%) include:

- **Good Health and Well-being:** 68 respondents (59.13%) are aware.
- **Climate Action:** 76 respondents (66.09%) are aware.
- **Awareness vs. Not Aware:** For most schemes, a significant majority of respondents are aware, with the percentage of aware respondents ranging from 59.13% to 91.30%. The percentage of unaware respondents ranges from 8.70% to 40.87%.

This data could be used to identify which areas require more educational and promotional efforts to increase awareness. The high awareness in areas like Zero Hunger and Gender Equality suggests successful information dissemination. In contrast, the relatively lower awareness of Good Health and Well-being and Climate Action indicates potential areas for improvement in communication strategies.

### Conclusion

The Tamil Nadu government's commitment to sustainable development is evident through its various initiatives. These efforts have yielded notable successes in critical areas such as agriculture, renewable energy, and environmental protection, establishing a robust platform for sustainable progress. However, the journey is not without its challenges. A significant disparity exists in the public's awareness and active engagement with these programs. To address this, there is an urgent call for the government to amplify its outreach and communication efforts. This would ensure that all segments of society fully realise the benefits of sustainable development programs. Enhanced information dissemination and targeted awareness campaigns are essential to inform and involve the populace in these transformative endeavours. Furthermore, the empowerment of local communities and the promotion of grassroots participation are pivotal elements in driving sustainable development. Such community-driven approaches can lead to more inclusive and effective implementation of policies. In pursuit of a holistic and inclusive growth trajectory, Tamil Nadu aspires to integrate its sustainable development goals with ambitious economic targets. This includes stimulating job creation through industrial expansion, enticing global investment to reach a milestone of one trillion dollars in financial transactions, and safeguarding the state's natural heritage for the prosperity of future generations. Ultimately, the aim is to evolve into a self-sufficient and enlightened society where sustainable development is not just a policy objective but a lived reality for its citizens. By narrowing the divide between the government's vision and the public's experience, Tamil Nadu can hasten its progress toward an economically vibrant and environmentally responsible future.

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