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# Development Research in Rural India: Case Studies from Uttar Pradesh

Badri Narayanan Gopalakrishnan and Anand Pandey



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## PREFACE

This is a book about an in-depth investigation of various issues faced by certain villages in UP, India. All of the studies covered in this book were conducted in the field by the authors of each chapter, with the editors of this book. They cover aspects related to both producers, consumers and common people in these villages, in conjunction with the policies of the governments.

This book highlights the development issues and challenges in the most populated state of Uttar Pradesh in different aspects from rural areas. First chapter provides a comprehensive understanding of the Bhadohi carpet business, labour exploitation, and problems faced by weavers. This study is an attempt to learn about the industry from both the exporter and the workers' perspectives.

The second chapter focuses on Direct Benefit Transfer and its impact on overall growth. DBT is one of the government's top priority and major schemes associated with DBT are: Kisan Samman Nidhi, Mahatma Gandhi National Rural Employment Guarantee Scheme, Pradhan Mantri Matru Vandana Yojna, Pradhan Mantri Awaas Yojna, Direct Benefit Transfer for LPG.

Third chapter provides a case study from a Sikhapur Village to understand the effectiveness of Government schemes. While some schemes focus on granting financial security, others seek to offer socioeconomic measures. The majority of individual schemes provide benefits to rural residents, the urban poor, low-income families, or the weaker segments of society.

In the fourth chapter, there is an attempt to examine the state of overall social security of the villagers and to reflect upon the reasons behind the lack of awareness of various government schemes.

We take this opportunity to thank all the villagers for their kind cooperation during the studies, as well as the chapter authors for their hard work. We also thank all members of the organization that helped conduct this program – Fundamental Action and Research Foundation, as well as the faculty members of Xavier University's School of Rural Management.

**Dr Badri Narayanan Gopalakrishnan**

**Mr Anand Pandey**

11 September 2023

## Chapter 1 Research study on Carpet Industry in Bhadohi

Ravi Shankar Deo and Tushar Sadashiv Patil<sup>1</sup>, Anand Pandey<sup>2</sup> and Badri Narayanan Gopalakrishnan<sup>3</sup>

### Abstract

*This study provides a comprehensive understanding of the Bhadohi carpet business, labour exploitation, and problems faced by weavers. Also, it analyses the impact of Covid-19 on the Indian carpet industry with a specific reference to Bhadohi. With all these questions in mind, the data was collected through survey from carpet industries, exporters, and weavers, and attempted to learn more about the handmade carpet business through structured and unstructured interviews. This study is an attempt to learn about the industry from both the exporter and the weavers' perspectives. This paper discusses all of the findings and determine if the industry is getting benefited from government funds.*

**Key words:** Carpet Exports, Carpet Weaving, Yarn Dyeing, Yarn Spinning, Carpet Durability.

### Introduction

Industry for Indian Handmade Carpets is ranked No. 1 status in the international market achieved towering numbers both in terms of value and production in the world market. About 35% of the entire world import of handmade carpets come from India. India takes a global leap in its textile exports with the strong base of improved infrastructure, quality and technology.

The carpet business in India is a long-standing, well-established decentralised sector that employs over 2 million rural workers, the most of whom are from the non-agricultural rural population.

In India, there are 1215 carpet manufacturing facilities, of which 190 are in the organised sector and the remaining are small businesses. Though the Indian carpet industry experienced a significant setback during 1996 -2000 due to the involvement of child labour, it has overcome the jolt by implying special measures like "rugmark" and "kaleen" labels that ensure the non-involvement of child labour.

Exports of hand-knotted carpets are decreasing as a result of a shortage of trained labour, the high cost of raw materials, and rising operating costs. The negligence of subsequent administrations played a sizable role in the demise of the once-thriving carpet business, which attracted clients from all over the world.

Numerous challenges have been faced by the carpet industry, including its reliance on imported raw materials, the indifference of consecutive administrations, taxes on the import of

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filthy and unfinished carpets, and the absence of a clear legal stance. Although there are many issues affecting the Bhadohi hand knotted carpet business, and exports of carpet are declining, the sector may flourish once more and regain its former grandeur with the appropriate steps and action plan.

## **Objective**

### **The objectives of the study are:**

- To gain a comprehensive understanding of the Bhadohi carpet business.
- Labour exploitation, and problems faced by weavers.
- Indian exports broadly reached a record high last year - how did Bhadohi carpet exports perform, and what the future holds for in this industry?
- Analyse the impact of Covid-19 on the Indian carpet industry with a specific reference to Bhadohi, a district of Uttar Pradesh, India well known for its carpets.

## **History of Indian Carpet industry**

The Mogul emperor Akbar is credited with introducing the art of carpet-making to India during his rule. The Mughal emperors preferred Persian carpets for their royal homes and courts. He established Persian craftsmen in India during this time by bringing them here from their native country. These Mughal carpets initially displayed the traditional Persian fine knotting style, which ultimately merged with Indian art. As a result, the carpets manufactured started to be recognised as being of Indian origin, and the industry started to expand and grow throughout the subcontinent. Indian-made carpets rose to fame during the Mughal era, and demand for them expanded internationally. These carpets exhibited striking patterns and a high knot density. The best carpets were created for the Mughal monarchs, including Jahangir and Shah Jahan. Indian carpets are renowned for their intricate designs and realistic depictions of many elements. India's northern region saw greater prosperity in the carpet business, with significant centres located in Kashmir, Jaipur, Agra, and Bhadohi.

In the West, hand-knotted carpets are a speciality and in high demand. India's carpet industry has been successful in building a social business that benefits society's most disadvantaged groups.

The area of Bhar Raj, whose capital was at Bhadohi, gave rise to the city's fame as a carpet-weaving hub. The largest carpet manufacturing region in India, the Bhadohi district is mostly recognised for its hand-knotted carpet. The Mirzapur-Bhadohi region, sometimes known as the "Carpet City," employs almost 3.2 million people and is home to the largest handmade carpet-weaving cluster in the world.

Approximately 75% of India's total carpet exports, or ₹365.45 Arab, come from Bhadohi alone, where 22 lakh rural craftsmen work in an industry that is solely focused on exports. In 2010, the city exported carpets for about Rs 2,500 crore. Since the 16th century, under the rule of Mughal Emperor Akbar, carpet weaving has been practised in the area. It is thought that Iranian master weavers who were travelling through India at the time developed weaving in this area by stopping at Madhosingh hamlet, close to Khamaria, in the Bhadohi district and constructing looms there.

Every manufacturing region in India has a unique specialisation when it comes to carpet design. The majority of carpets made in India are produced in the Uttar Pradesh state's Bhadohi and Mirzapur. Additionally, carpets of different types and quality are produced in this area. Many carpet manufacturers are located here.

The Geographical Indication (GI) label was applied to carpets made in the UP region in 2010, and as a result, carpets produced in the nine districts of Bhadohi, Mirzapur, Varanasi, Ghazipur, Sonbhadra, Kaushambi, Allahabad, Jaunpur, and Chandauli would be labelled as "handmade carpet of Bhadohi." The goal of doing this was to make Bhadohi a carpet export hub to other nations.

## **Methodology**

The current study is exploratory and descriptive in nature. Structured and unstructured interviews were used in the study, and secondary data was gathered from a variety of published and unpublished sources.

### **Structured interview**

Weavers were interviewed in structured interviews. A series of pre-determined questions were posed to the relevant individuals. Weavers working in the workshops in Bhadohi and Mirzapur were interviewed.

### **Semi-structured interviews**

Informal interviews were conducted with exporters and contractors, and free-flowing information was recorded and analysed; however, some questions were predetermined.

### **Focus group interviews**

A focused group interview was only conducted with weavers. We gathered a small group of weavers in a controlled setting and recorded their natural responses.

#### **Hand-Knotted Carpets**

"A floor covering made entirely by hand-by-hand knotting, handweaving, in which hand spun Yarn of natural fibres (most commonly wool or silk) is used, with individual character and design."

Handmade carpets are typically more expensive than machine-made carpets. Though there are several carpet-making methods, the most common are braiding and hand knotting.

### **Raw Wool**

Wool is either imported or purchased locally and is carefully sorted to remove unwanted particles. Wool frequently carries dust and grease, which is removed by thoroughly washing it and then sun drying it for two to three days.

## **Scouring**

It is the washing of wool fibre. Wool fibre contains a lot of dust, dirt, and a sticky oily substance known as Suint. Suint is a waxy material that comes from sheep sweat glands. Suint must be removed from the fibre by washing it with caustic.

## **Woollen Yarn Spinning**

There are two steps involved in spinning. Carding and Spinning - Carding can occasionally be done by hand with a carding brush or on manually operated carding rollers. Using a charkha or spinning wheel, the carded wool is spun into yarn. The thickness of the yarn is determined by the carpet's quality, and often a 3-ply yarn is utilised.

## **Yarn Dyeing**

Machine dyeing in closed Chambers has largely replaced the traditional pot dyeing method. Dyes carrying harmful substances such as AZO are prohibited, and dye stuffs from well-known international manufacturers are used instead. These dyes are exceptionally fast. The dyed yarn must be dried in the sun for one to three days, depending on the weather. Some manufacturers continue to use pot dyeing and vegetable (natural) dyeing.

## **Yarn Opening or Reeling**

This is a procedure that involves opening the larger, loose lea and wrapping it into a smaller, neatly wrapped bunch.

## **Designing**

When discussing patterns and carpet manufacturing, these are frequently divided into three categories: curvilinear, geometric, and figural patterns. There are numerous named patterns; we will highlight a few of the most common. These patterns can be used to decorate a small section of a carpet or as an overall pattern. The pattern on a carpet can reveal the style and origin of the carpet. The size and colours used also contribute to the origin of the carpet. The pattern is the most noticeable and possibly the most important aspect of a carpet. Designers spend a significant amount of time in cities and workshops developing and refining old traditional patterns that we see all around us.

## **Weaving**

A contractor then measures the jumbled and perplexed wool bundle in kilogrammes for the weaver. Then men, women and children from the family open up the wool to proper threads and strands of the desired thickness. The carpet is then woven.

## **Raw Washing**

It is performed as the first wash to clean the carpet and remove any stains as well as dust and dirt.



### **Shearing**

The piles of carpet are aligned and chopped to the same height after being cleaned. It's known as shearing.

### **Side Binding**

A distinct, thick, and frequently doubled thread is used to bind the carpet's sides. The carpet gets strengthened more as a result.

### **Seinging**

It is the technique of burning the fibres that stick out from carpets' backs. This provides the carpet a clean, crisp sheen.

### **Final Washing**

The carpet is cleaned one last time. It receives the necessary shine after a final wash.

### **Drying**

In a typical setting, dyeing is done outside in the sun, although many producers have drying equipment that can regulate the carpet's temperature and moisture levels.

### **Stretching**

In order to make the sides straight, stretching is required because the carpet naturally has some curved edges.

### **Final Clipping**

In the carpet manufacturing process, this is the last phase. With extreme care, the clipping is completed.

### **Packing and Bailing**

After completion, the carpet is packed and released for shipping.<sup>6</sup> Factors affecting carpet prices.

### **Type of Material**

Rugs are made from a lot of different materials. **Jute** is very durable and is often used on porches or patios. **Synthetic** is durable, inexpensive, easy to clean and often very plush. **Rugs have been made from wool for ages because it is a traditional and cosy material**, and soft and resists spills. **Cotton**, like wool, is a time-honoured rug material. It's more affordable, too. The main drawback is that it isn't as long-lasting as wool or synthetic. Silk carpets are lustrous and silky. With a downside that the fabric is delicate.

## **Durability factors**

The depth of the rug's fibres is measured in pile. A rug with a low pile will be stiffer and less plush, whereas one with a deep or high pile will have long, soft fibres.

Line count is the number of stitches or knots per square inch. As the quantity increases, so does the level of excellence and quality. Rugs with 200 to 400 knots per square inch are generally of high quality. Needle count the amount of yarn or fibre loops that make up a rug is referred to as its count. The higher the count, the denser and long lasting the carpet will be.

## **Impact of COVID-19 on the Carpet Industry**

The coronavirus pandemic has had a tremendous influence on every part of the global industry. It has resulted in a variety of changes in market conditions. Because there was no effective vaccine for treating the deadly virus, most countries, including India, imposed total lockdowns across all states in the early stages of the pandemic. As a result, businesses, offices, schools, hotels, and public transportation were all forced to close. Workers were put in jeopardy as a result of the government's impulsive decision, which was made without due consideration. The textile industry in general, and the carpet industry in particular, employ a large number of migrant workers, and both were affected by Covid-19.

Carpet exports immediately decreased due to the closing of international borders at the start of Covid-19. Furthermore, due to the Indian government's continuous lockdowns, the production sites had to close, and carpet production came to a halt. As a result, exporters proposed for the inclusion of the Indian carpet on the list of "important products," and arguments in favour of the Indian carpet industry going digital are presented. However, the unorganised sector does not make extensive use of the online platform to sell or export carpets to other countries, which is another major factor contributing to the industry's losses. The negative effects of Covid-19 on the carpet industry are also largely due to low demand for 60 to 80 percent of Indian carpet imports to major purchasing countries such as the United States, the United Kingdom, and Germany.

Carpet Expo held at Bhadohi, one of Asia's largest handmade carpet fairs, provides buyers with a one-of-a-kind opportunity to find the finest handcrafted carpets, rugs, and other Floor coverings all under one roof. It is held every two years with the goal of showcasing the cultural heritage of Indian handmade carpets and other floor coverings as well as promoting Indian weavers' weaving abilities to visiting foreign carpet purchasers.

The Carpet Export Promotion Council held a 5-day virtual exhibition, the "40th INDIAN CARPET EXPO" which happened virtually from August 21 to 25, 2020, to meet the demand for Indian Handmade Carpets in emerging nations following the pandemic. The inaugural India Carpet Expo aimed to bridge the gap between global demand for handmade carpets and floor coverings and Indian products. The virtual event provided an opportunity to interact with buyers interested in Indian handmade carpets.

Table 1: Monthly export data for handmade carpets and other floor coverings compared to the prior year. Values in US\$ million.

Sl.No	Commodity	Month	Export Value 2019-20	Export Value 2020-21	%Growth
1	Carpets and Other Textile Floor Coverings.	April	127.26	10.94	-91.40%
2	Carpets and Other Textile Floor Coverings.	May	151.17	82.20	-45.62%
3	Carpets and Other Textile Floor Coverings.	June	137.13	129.69	-5.43%
4	Carpets and Other Textile Floor Coverings.	July	148.71	157.17	5.69%

Source: Export Data, Jan 2021, Department of Commerce, Ministry of Textiles, India

Table 2: The country's total export of handmade carpets and other flooring types. Values in US\$ million.

Sl. No.	Country	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
1	USA	811.09	824.26	848.35	925.08	906.03	853.19
2	Germany	156.00	182.42	152.16	112.26	99.98	89.89
3	UK	111.18	101.76	100.10	97.16	88.18	74.03
4	Australia	59.37	61.18	66.49	70.96	68.44	71.24
5	UAE	124.66	97.81	55.20	76.57	48.29	35.24
6	France	29.49	31.37	33.9	37.33	37.91	34.77
7	Sweden	24.87	25.58	29.72	31.70	33.82	32.83
8	Netherlands	32.09	78.73	36.55	30.74	33.44	33.92
9	Italy	33.37	40.27	36.98	40.94	32.46	24.85
10	Canada	26.32	27.57	24.15	26.07	27.16	22.74
11	Other World	318.02	302.78	327.53	316.94	290.23	220.08
	Total	1726.46	1773.73	1711.04	1765.75	1665.94	1492.78

Source: Department of Commerce, Ministry of Textiles, India.

## Findings

The following problems and obstacles affect the Uttar Pradesh carpet industry:

**The migration of weavers to seek alternative livelihoods is the industry's most serious challenge.**

The cost of labour is increasing due to a shortage of competent workers in the carpet sector, and there is an urgent need for weaving training. Another reality is that the younger generations

have no interest in mastering the art of carpet weaving. In the years to come, carpet weaving will be in danger of going extinct if enough effort is not put out.

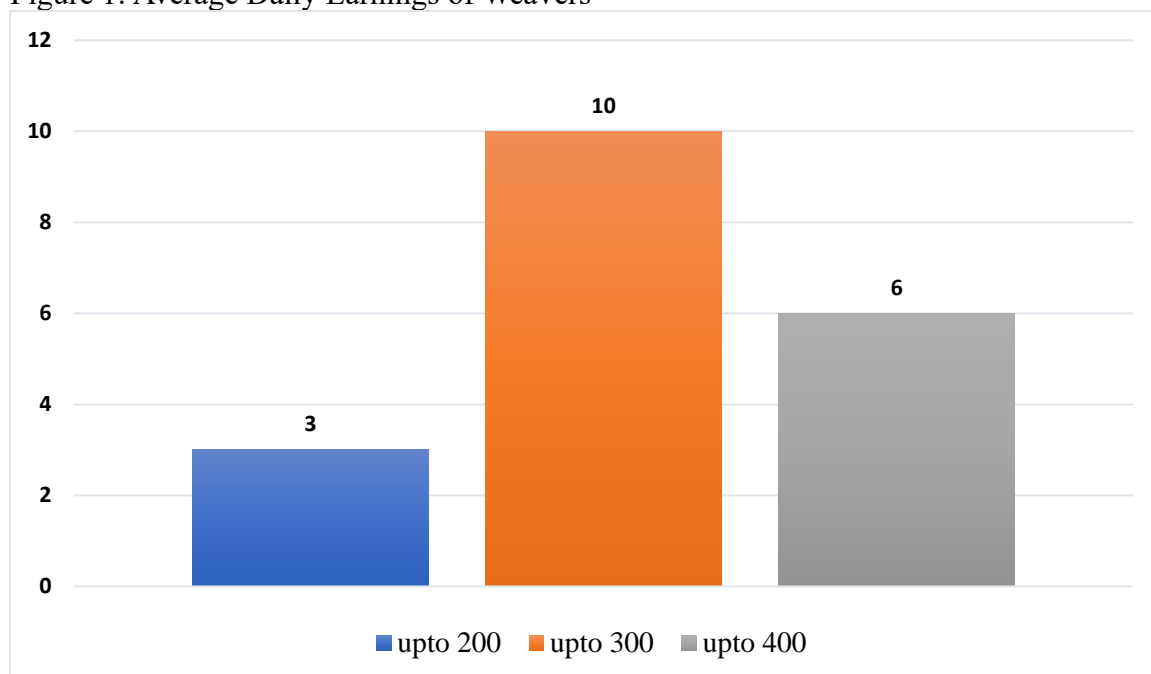
### **Weak entrepreneurial foundation**

The carpet industry has also been found to have a weak entrepreneurial foundation, which results in a lack of investment in the necessary brand building, market linkages, certification, standards, and talent development.

### **Labour exploitation**

There is no set criterion for the payments made to weavers in carpet weaving. Wages are paid at a predetermined rate per square foot basis. Weavers' earnings are also determined by the total number of working hours in a day.

Figure 1: Average Daily Earnings of Weavers



Source: Field Survey is done for 20 weavers.

The average daily salary of weavers in our field study, which included 20 weavers, was 300 rupees. This is a very low amount when you consider the present cost of living and the costs of consumables due to inflation.

### **There is no shared consortium in which exporters and weavers can unite.**

Exporters and weavers cannot get together on a single forum to discuss business. Weavers require exporters in order to get work and command fair rates for their crafts, while exporters require weavers. Therefore, it is necessary to develop a joint consortium where the interests of exporters and weavers are addressed. Weavers don't take part in the Carpet Expo, which currently brings together all exporters and contractors, big and small.

### **Unable to capitalise on geographic identity (GI)**

The sector has not been able to benefit from the geographical identity (GI) tag even after receiving it in September 2010. After receiving GI certification, there was an increase in demand from international markets in the first few months. However, because the government hasn't developed any programmes that could exploit the market's potential, the industry, which is virtually entirely focused on exports, is going on a decline.

### **Tough competition from other countries**

In the face of stiff competition from machines and international brands, the Bhadohi carpet industry of handwoven carpets is struggling to keep up in the global market. Carpets produced in the district's cottage industries, which once accounted for 85 per cent of total carpet export, have now dropped to 50 per cent, with rugs produced in other parts of the country quickly catching up.

### **A rise in raw material prices is causing rising inflation**

The Indian carpet business is primarily dependent on imported wool because domestic wool production cannot keep up with demand. Rajasthan is where most of the wool used in Indian carpets is produced. But producing wool is not profitable for the farmers. Additionally, there are no government programs or subsidies to encourage farmers to raise sheep on a large scale. The price volatility of imported wool has made it extremely challenging for carpet makers in Uttar Pradesh to compete in the global market.

### **Action Plan:**

#### **Economic empowerment of women**

Economic empowerment of women significantly contributes to their social empowerment. Promotion of women's self-help groups by giving them credit and resources to start a small workshop. Additionally, improving market connections will enhance livelihoods and guarantee the initiative's long-term viability.

#### **Carpet weaving course as a means of developing skills**

Including a carpet weaving training program as a way to build expertise at the Indian Institute of Carpet Technology. Provide artisans with the necessary skills, product design, and other assistance so that artisans, particularly women artisans, from rural India can earn a living with dignity and excel as entrepreneurs.

#### **Employee stock ownership program**

Creating an organisation in which employees' own shares in their company or have the right to the value of their company's shares. Employee ownership will help recruit and retain weavers, promote long-term incomes, and encourage a high-involvement work culture in which employees are given the opportunity to operate and think like owners.

## Conclusion

The current paper emphasises the effects of Covid-19 on the Indian carpet business and explores the vulnerabilities of the employees in this precarious occupation, which has caused weavers to migrate in search of alternate means of subsistence. About 2 million rural residents are employed by the carpet business, the vast majority of whom live in non-agricultural rural areas. The industry is having financial problems as a result of its inability to capitalise on geographic identity (GI), as well as other business-related problems. For example, there is no set standard for payments made to carpet weavers, exporters and weavers are unable to meet in one place to discuss business, and the handwoven carpet industry is finding it hard to compete in the global market for machine-made carpets. When it comes to prices and volume, the Chinese carpet sector is difficult for the Indian industry to compete with. Therefore, effective activity management and coordination are essential to the success of any Indian carpet firm. The key to success in the Indian carpet sector will be innovative product lines with increased volume.

A carpet weaving course for skill development, economic empowerment for women, and an employee stock ownership scheme as a fix for the issue at hand were all proposed. It will be advantageous if the government continues to promote the Indian carpet industry with new initiatives and training programmes.

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## Chapter 2 Impact of Direct Benefit Transfer in Rural Development

Pradyumna Kumar Samantaray and Vijay Raj Satapathy<sup>4</sup>, Anand Pandey<sup>5</sup> and Badri Narayanan Gopalakrishnan<sup>6</sup>

### Abstract

*Direct Benefit Transfer is a major Government reform initiative which aims to send subsidies directly to recipients through their linked bank accounts. It was started on 1<sup>st</sup> January, 2013 with the aim of reforming Government delivery system in welfare programmes to facilitate and accelerate the transfer of information/funds and reduction of fraud. Aadhaar is recommended and beneficiaries are urged to have Aadhaar since it provides a unique identification and is beneficial in targeting the intended beneficiaries. The dream of maximum governance and minimum government will be realised with the help of contemporary technology and IT instruments. DBT is one of the government's top priority and emphasis areas. Given that Uttar Pradesh has the largest population in the country, it has benefitted the most from the Central Direct Benefit Transfer Schemes. Major Central Schemes associated with DBT are: PM Kisan Samman Nidhi, Mahatma Gandhi National Rural Employment Guarantee Scheme, Pradhan Mantri Matru Vandana Yojna, Pradhan Mantri Awaas Yojna, and Direct Benefit Transfer for LPG. Along with financial and in-kind transfers, the direct benefits transfer programme also provides funds and subsidies to various non-governmental actors who support the accomplishment of government goals. Incentives, entitlements, and other benefits granted to volunteer community workers and Non-Governmental Organisations fall under this category of benefit transfers (NGOs). They receive such benefits as a result of the support they give to recipients.*

**Key words:** Central Schemes, Aadhaar, Welfare schemes, Incentives

### Introduction

With the aim of bringing new reforms in the Government Delivery System by overhauling the existing processes in welfare schemes to make the flow of information and funds easier and faster with accurate beneficiary targeting, de-duplication and fraud reduction, Direct Benefit Transfer (DBT) was started on January 1st, 2013. The first phase of DBT was launched in 43 districts, covering scholarships and social security pensions initially. With effect from December 2014, it was expanded across the nation.

The Direct Benefit Transfer Schemes aims to bring transparency to the distribution of funds sponsored by the Central Government of India and terminate cases of theft. Benefits or subsidiaries are transferred immediately under the DBT to citizens living below the poverty line. Central Plan Scheme Monitoring System (CPSMS) serves as a common platform for routing DBT. CPSMS is used to prepare a beneficiary list, digitally sign and process payments to the beneficiary's bank account through the Aadhaar Payments Bridge.

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<sup>6</sup> Fellow and Former Head, Trade, Commerce and Strategic Economic Dialogue, NITI Aayog, Government of India.

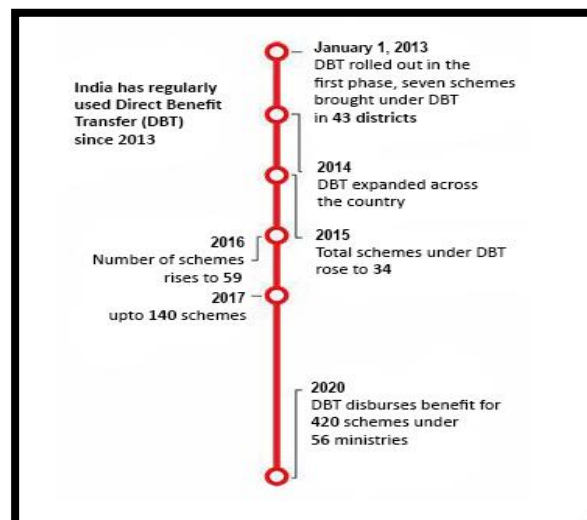


Figure 1: Timeline of DBT (Source: nic.in)

## Objective

The primary goal of this study is to comprehend the influence of 'Direct Benefit Transfer' on the lives of people in rural parts of the country and how they benefited from the schemes. This study covers the challenges faced by the people during the exercise of 'Direct Benefit Transfer'. It also seeks to ascertain whether the 'Direct Benefit Transfer' has improved people's living situations. This study gives out comprehensive details of each of the activities undertaken by the 'Direct Benefit Transfer'.

## Methodology

Unstructured interviews were conducted to analyse aspects from the perspective of service providers at the grassroot level. Structured interviews for examining aspects from the perspective of rural beneficiaries.

## Objectives of DBT

Restriction on theft and duplication

Accurate targeting of beneficiary

Reduction in delay of payments

Electronic transfer of benefits and minimizing the levels involved in power flow

Mechanism

First the beneficiaries are determined and the beneficiary database is digitized. Beneficiaries will get a bank account if they do not already have one.

After the bank account is set up, the beneficiary registers with the Aadhaar.

The seeding of Aadhaar with bank accounts and the beneficiary database is the next step.

Transfer of the payment to the recipient's account as soon as possible and initiation of the last-mile connectivity or service delivery under the protocol is the final step.

## 4. Components of DBT

Recipient Account Verification: These systems form a work-flow based system for social sector, central sector, centrally funded, state-linked schemes that includes functions such



as program application with the bank account information by beneficiary under scheme guidelines, initiate bank account/aadhaar verification, initiate fund transfer order etc.

**Payment and Reconciliation:** In the selection of effective beneficiaries, the scheme's IT system initiates the payment by sending payment instructions to PFMS which in turn is transferred to banks after required verification of the beneficiary. PFMS has evolved into a robust payment and reconciliation platform integrated with 500+ banks for verification of bank account of the beneficiary and for verification if aadhaar seeding of bank accounts of the beneficiary with NPCI. This pre-validation of payee/aadhaar linked bank dramatically brought down the failure of payments and delays in amount being available to the beneficiary.

**Core Banking Solutions:** Banks play a very important role as last-mile delivery channels in the DBT process flow. Since, all account-based payments are made through core banking channels, processing efficiency at this stage coupled with flow of reverse Management Information System (MIS) gives desirable momentum to DBT program.

**Aadhaar Payments Bridge:** It is one of the unique payment systems implemented by NPCI uses the aadhaar number as central key for electronic channeling of Government benefits and subsidies in Aadhaar Enabled Bank Account (AEBA) of the beneficiaries. NPCI creates an Aadhaar mapper to facilitate money transfers. This mapper is crucial for the Aadhaar Payments Bridge (APB) where information about banks seeded with Aadhaar number is managed by the mapper based on which NPCI routes payments to the target bank.

## **5. DBT Enhancers**

**JAM -** By utilising the JAM (Jan Dhan, Aadhaar, and Mobiles) trinity and technological prowess, DBT offers to significantly enhance the nation's benefit distribution method. The JAM trinity will make it possible for this innovative system to disburse benefits in a timely, cashless, well-targeted, and leakage-proof manner.

### **5.1. Pradhan Mantri Jan Dhan Yojna (PMJDY)**

The "Pradhan Mantri Jan-Dhan Yojana (PMJDY)" aims at providing excluded groups, such as weaker sections and low-income groups, with access to a variety of financial services, such as the availability of a basic savings bank account, access to need-based credit, remittances facility, insurance, and pension. Only with the efficient application of technology is this deep penetration at an affordable price conceivable.

PMJDY employs a coordinated strategy to achieve full financial inclusion for all households in the nation. The plan calls for financial literacy, access to credit, insurance, and pension services, as well as universal access to banking services with at least one basic banking account for every household. The beneficiaries will also receive a RuPay Debit card with a built-in 1 lakh rupee accident insurance policy. The plan also calls for promoting the Union Government's Direct Benefits Transfer (DBT) programme and directing all government benefits (from the Center, States, and Local Bodies) into beneficiaries' accounts. We'll deal with technical problems like shoddy connectivity and online transactions. There are also plans for mobile transactions through telecom carriers' designated centers as Cash Out Points. At national level, 47.69 crore beneficiaries have been banked so far and 179,600.74 crore balance has been deposited in the accounts of the beneficiaries. For the state of Uttar Pradesh, the no.

of beneficiaries that is recorded is around 8 crores and the balance that has been transferred to their respective accounts stands at an excess of 30 thousand crores.

### Benefits under PMJDY

A simple savings account is opened for people who do not have bank accounts. There is no requirement to keep a minimum amount in PMJDY accounts. Deposits in PMJDY accounts earn interest. Rupay Debit cards are distributed to PMJDY account customers. RuPay cards issued to PMJDY account holders have an Rs. 1 lakh accident insurance policy (increased to Rs. 2 lakhs for new accounts opened after 28.8.2018). Qualifying account holders are eligible for an overdraft (OD) capacity of up to Rs. 10,000. Atal Pension Yojana (APY), The Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), and Micro Enterprise Development Fund (MEDF). Units Development & Refinance Agency Bank (MUDRA) schemes are all available to PMJDY accounts.

Table 1: Statistics of PMJDY as of 14.12.22 (Source: pmjdy.gov.in)

Bank Name / Type	Number of Beneficiaries at rural /semi-urban centre bank branches	Number of Beneficiaries at urban metro centre bank branches	Number of Total Beneficiaries	Deposits in Accounts (In Crore)
Public Sector Banks	23.55	14.04	37.59	139337.71
Regional Rural Banks	7.57	1.21	8.78	35218.83
Private Sector Banks	0.70	0.62	1.32	5044.20
Grand Total	31.82	15.87	47.69	179600.74

## 5.2. Aadhaar

The allocation of unique identity numbers to ensure good governance, effective, transparent, and targeted delivery of subsidies, benefits, and services to Indian citizens that are paid for with money from the Consolidated Fund of India or the Consolidated Fund of State.

### Goals of Aadhaar

To provide a policy, procedure, and system for providing an Aadhaar number to Indian citizens who seek one by providing their biometric and demographic data throughout the enrolment process. To create systems, policies, and procedures for Aadhaar holders to update and verify their digital identities. Make that the IT infrastructure is resilient, scalable, and available. Create a long-lasting, viable organisation to carry the UIDAI's mission and core principles. To guarantee the safety and privacy of personal data related to identity and authentication. To guarantee that the Aadhaar Act is being followed in text and spirit by every person and organisation. Making laws and guidelines that are compliant with the Aadhaar Act in order to implement its requirements.

### 5.3. Mobile

Mobile money is a rapidly expanding form of payment in the nation and may be able to aid with the last-mile problem for better DBT accessibility. For employing Aadhaar as identifiers in cashless transactions on mobile platforms, a robust eco-system must be developed. In the effort to promote financial inclusion, this will prove to be revolutionary.

### 6. Status of DBT in Uttar Pradesh

Each state in the country is analysed based on specific parameters such as Aadhaar saturation, CSS identification, portal compliance, data reporting savings reporting compliance, savings Expenditure ratio, and DBT Per Capita. According to data as of December 31, 2019, Uttar Pradesh is ranked second among all states and union territories, with an overall score of 85.2. With the largest population in the nation, Uttar Pradesh has benefited the most from the Central Direct Benefit Transfer Schemes. According to the DBT website of the Indian government, a total of Rs 75984.01 crore was distributed to state recipients through 146 different schemes during the fiscal year 2021–2022 in India. The total DBT for state government schemes is Rs. 2,74,934 crores. It totals Rs 1,674 crore for the fiscal year 2021–2022 under 137 schemes of 27 Departments. Over 215 crores DBT transactions were made in total during the fiscal year 2021–2022 with gains of approximately Rs 69 lakh. The number of schemes has increased to 162 for the year 2022–2023 under 30 Departments, with the Agriculture Department having the maximum number of schemes i.e 24. There have been more than 4 crore transactions totaling Rs. 2,288 crores in cumulative transfers for the year 2022–23, with an estimated gain of 15 lakhs.

Table 2 shows top five DBT fund transfer under different schemes and ministries for Uttar Pradesh for year 2019-20. In a cash benefit, the money is placed right into the beneficiary's account, but in an in-kind benefit, the government is responsible for paying for the purchase of the subsidy or benefit. For instance, the government might purchase a certain item, like food grains, and provide it for general distribution. For year 2019-20, Rs. 21,058.13 crores were transferred under PDS scheme as an in-kind benefit type and Rs. 4496.12 crores were transferred as cash type benefit type under MGNREGA scheme.

Table 2: Top five DBT Fund Transfer under different schemes for Uttar Pradesh for year 2019-20 (Source: dbt.gov.in)

Rank	Ministry	Scheme Name	Benefit Type	DBT Fund Transfer (in Crores of Rs.)
1	Department of Food and Public Distribution	DBT Kind - PDS operations in 34 states and UTs	In-kind	21058.13
2	Department of Fertilizers	Fertilizer Subsidy Scheme	In-kind	9113.22
3	Ministry of Housing and Urban Affairs	STATE AND UT GRANTS UNDER PMAY URBAN	Cash and In-kind	8377.10
4	Department of Rural Development	Mahatma Gandhi NREGA	Cash	4496.12
5	Department of Agriculture, Cooperation and Farmers Welfare	PM KISAN	Cash	4258.96

## **7. Advantages of Direct Benefit Transfer**

The most significant benefit of DBT is that it stops scams. The elimination of false and duplicate beneficiaries would be made possible by the Aadhar card's biometric identification system. As a result, the government gives the beneficiary the money directly. The funds are transferred immediately to the beneficiary's bank account. The beneficiary's identity is verified with the aid of the Aadhaar number. Given that Aadhaar is a universal ID, the government can recognize the beneficiary using their Aadhaar information.

One of the major issues beneficiaries have is money transfer delays, which are prevented by the DBT scheme's time-bound transfers. In order to enable immediate payments of funds from the government to citizens' bank accounts, it built the Aadhaar Payment Bridge. In addition to enabling easy money transfers, this method allowed all rural and urban households to be uniquely connected under various government programmes for receiving subsidies straight into their bank accounts.

DBT lowers the amount that government spends on the distribution and transportation of its aid. Because subsidies and benefits of social systems are distributed directly, thus removing the unnecessary mediators and rent for "fair price shops." Long-term economic benefits include lower structural spending, which will benefit the country's economy.

The Aadhaar Payment Bridge allows the government to send money directly to people's bank accounts. Cash payments are distributed on a monthly basis, and this consistency of money gives people a sense of fundamental social security. The continuous circulation of money grows each year with an increasing number of transactions resulting to an increase in the country's GDP.

DBT enables healthy competition in the market. Since items are available to everyone at market prices, there will be healthy rivalry among market vendors. There will no longer be a problem with middlemen diverting subsidized crops to markets. Increased movement of money along with no risk of subsidized grain entering the market results in a more energized fair-trade practice.

## **8. Disadvantages of Direct Benefit Transfer**

From POV of Service Provider: the practical application of technology has many challenges, such as assuring accurate fingerprint recognition, particularly for manual labourers and the elderly. Additionally, there is the problem of "connectivity"—providing real-time online authentication in areas with weak or non-existent mobile phone networks.

There are still many rural and tribal communities where people are unaware of how the process works. They are frequently concerned that their Aadhar card and bank account would be exploited by officials and that their money will be removed by someone else. As a result, people frequently fail to disclose information to enrolment officials or operators, preventing them from taking advantage of schemes even if they are eligible. They remain in utter disbelief, even if the operators or officials try to convince them that their Aadhar card is a unique id and that nothing can be done without their fingerprint scans and OTPs on their Aadhar linked mobile number. They remain in utter disbelief.

On August 1, 2022, a new scheme known as the UP CM DBT Scheme was established. A total of 1200 rupees would be sent directly into the bank accounts of students' guardians under this initiative. There are currently 1.91 crore students registered in 1.30 lakh educational institutions that are eligible for funding. This amount can be used to buy two complete sets of uniforms for Rs. 300 each; a sweater for Rs. 200; a pair of shoes and two pairs of socks for Rs. 125 each; a school bag for Rs. 175; and stationery for Rs. 100. The issue that school officials are dealing with is that many students in primary school do not have their Aadhar card, which is required for identification and residence verification. As a result, even if the student is eligible for the scheme, he or she is unable to take advantage of it. The guardians of those individuals vent their frustration on school officials, even though they are powerless to intervene in such circumstances.

Officials frequently face delays in accepting and moving applications forward. The requisite documentation is difficult to obtain. People desire to benefit from a number of schemes but are unwilling to provide the necessary information. This is owing to their concern of losing the benefits provided by previously enrolled schemes. This significantly prolongs the procedure. Even if the documents are received, there will be data discrepancies and many needed documents will still be missing. This lengthens the verification procedure before uploading the data since even if the data is submitted, it is useless if it is incorrect. In such a circumstance, no one benefits, and resources are squandered that could have been used for other reasons.

One of the most prominent concerns with getting money in their bank accounts via DBT is payment schedule disruptions. Disruptions could be caused by spelling mistakes in Aadhaar details, awaiting KYC, frozen or inactive bank accounts, mismatches in Aadhaar and bank account details, and so on. In such instances, individuals frequently direct their rage onto officials, even if they are the one at fault.

From POV of Beneficiaries, one of the most common problems faced by citizens attempting to register for a specific scheme is lack of accessibility to enrolment stations, the absence or unpredictable availability of officials/operators in charge of enrolment, and so on. Many times, officials/operators lack proper knowledge about schemes, which frequently misleads people in rural areas, as the government is their primary source of information. Even if an individual is eligible for the scheme, he or she is unable to enrol either due to incorrect information or no information at all.

Rural India accounts for 65% of the population. The RBI, NPCI, and several banks (Cooperative banks, RRBs, Public banks, and Private banks) are collaborating to provide financial inclusion to the rural population; nevertheless, catering to such a large population is not an easy task. Many rural and tribal areas lack general banking services. Micro ATMs, which were designed to offer cash benefits at the doorstep, are not available in many places, forcing many recipients to travel significant distances to withdraw funds.

Beneficiaries who are illiterate are more vulnerable and are more likely to fall victim to frauds. With digitalization, people in rural areas have access to mobile phones and internet, but have no or limited knowledge of how to utilise them. Some bad people take advantage of this and attempt to exploit those people.

Currently, barely 5% of Indians pay income tax. As a result, estimating the income of the remaining citizens remains challenging, making it impossible to identify the eligible

beneficiaries. There are millions of homes that are not qualified for the PDS scheme but yet benefit from it. This results in undeserving people receiving benefits intended for the poor.

## 9. Recommendations

Between 2013 and 2020, the elimination of 3.99 crore duplicates and fake/non-existent ration cards resulted in an anticipated Rs 1 lakh crore savings for the Public Distribution Scheme (PDS). However, there are still lakhs of such counterfeit ration cards in circulation, robbing resources intended for the underprivileged. Emphasis should be placed on finding and removing such ration cards so that resources can reach the deserving.

Operators and business correspondents at the grassroots level should receive skill development training in all elements of technical skills, behavioural skills, and communication skills. Once they understand how the system works, they may teach it to others who are illiterate or have very little awareness of all the schemes and their eligibility criteria.

The planning and action aspects of DBT are moving at full speed, whereas monitoring and assessment are lagging. It is quite difficult to obtain data at the block and village levels, which is critical. Finding developmental statistics will be tough because data accessibility is difficult. This makes determining the performance level of a scheme difficult. New systems must be established to collect and monitor statistics at the ground level, as well as analyse them in order to make additional judgements about a certain scheme.

There is an urgent need to improve citizens' access to enrolment locations across programmes, particularly in rural and peri-urban areas. People frequently have numerous questions and complaints about various schemes but do not know where to turn for answers. They deal with workers on the ground who have very limited knowledge of the subject. Thus, grievance redressal cells should be established at the block level to address problems and address the concerns of individuals living in rural areas.

People in rural areas should be educated about the benefits of DBT and how the process works through exhibitions, group discussions, and other means. This will ease their fear about being cheated by officials using their Aadhar cards and bank accounts. training programmes should also be undertaken to provide them with basic financial understanding and to make them technically sound in order to keep them from falling victim to frauds.

## 10. Conclusion

The Indian government distributed Rs. 3,81,631 crores through DBT during the fiscal year 2019–20. This significant transfer demonstrated how reliable India's cash transfer mechanism is while also ensuring prompt, effective, and practical transfers throughout the pandemic. It makes sense why international organizations have complimented the government's efforts. The International Monetary Fund (IMF) praised India's Direct Benefit Transfer (DBT) Scheme for being a "logistical marvel" that reached a large number of individuals and benefited women, the elderly, and farmers in particular. No system is flawless by nature, and the DBT system is no exception. However, DBT has shown to be more successful than ineffective. Although the Direct Benefit Transfer method has significant flaws, if implemented properly, it is a great approach to guarantee that all funds go to the eligible recipients.

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### Chapter 3

## A case study of Sikhapur Village: Development through the Government Schemes and Challenges

Kaushiki Gupta and Smruti Smita Panigrahi,<sup>7</sup> Anand Pandey<sup>8</sup> and Badri Narayanan Gopalakrishnan<sup>9</sup>

### Abstract

*Government schemes are launched every year to improve the livelihood of people and provide them with security to lead better life. Schemes are made looking into the areas where it is lacking or being the barrier to the upliftment of the community. For the upliftment of the rural sector, the Government of India along with the Department of Rural Development has launched various schemes. The main aim of the Government is to achieve rural development through the proper allocation of resources to eligible individuals. While some schemes focus on granting financial security, others seek to offer socioeconomic measures. The majority of individual schemes provide benefits to rural residents, the urban poor, low-income families, or the weaker segments of society. As Rural India plays a significant role in the Indian economy so their advancement is very important for economic betterment. For the successful implementation of all schemes and to reach the eligible beneficiaries on time, there should be a plan of action, regular monitoring, and ensure effective and efficient delivery of schemes. A multistep intervention is needed to ensure the successful implementation of Government schemes.*

**Keywords:** Government schemes, Rural, Beneficiaries, Socioeconomic, sector

### Introduction

Sikhapur village is located in the Bhadohi district of Uttar Pradesh. The majority of the population is dependent on agriculture for their livelihood and some people migrate during the off-season of agriculture in search of work to various states like Surat, Kolkata, Bombay, and Delhi. They work there as tile-fixing labourers, painters, etc. Sikhapur is surrounded by yellow mustard fields and lush green agricultural fields.

### Research Methodology

#### Interview:

We chose interviews as one of the data collection methods to gather information about the gaps in the applicable schemes in Sikhapur village. We met people at random, interviewed them, discussed the schemes with them, and actively sought their feedback. The interview takes both structured and unstructured forms.

**Structured Interview:** In terms of structured interviews, we have developed a pattern for interviewing respondents. The interviews with the members of the household were mostly

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structured. The majority of the questions were closed-ended. For example, are they using ration cards, do they have toilets, and where do they get their drinking water?

**Unstructured Interview:** The interviews we conducted in combination with our survey questionnaire were mostly unstructured. Those were casual conversations about the village, how the Pradhan of this village contributed to its development, why the villagers were not benefiting from the schemes, and what problems they faced. We gathered very thought-provoking information about the subject during a conversation, and the responses we received were unstructured in nature.

### Survey

Another method we used to collect information was the survey method. For this topic, we surveyed 50 households and created a questionnaire with a specific set of questions. The questions were written with various dimensions in mind.



Picture 1: Survey Visits<sup>10</sup>

### Detail work on the Village Development Status of Sikhapur

Village Development status of a village reflects the improvement in the economic and social condition of people and place. It is linked to addressing poverty, education, health, employment, infrastructure, and basic amenities like safe drinking water, housing, and sanitation.

### Infrastructure

The basic services that a community requires for smooth functioning are referred to as infrastructure. Infrastructure is subdivided into two categories: Physical Infrastructure and Social Infrastructure. Physical Infrastructure includes Roads, Transportation facilities, Agriculture Infrastructure, communication, water-drinking and irrigation, electricity, sanitation, Financial Institutions, and Police Stations. Social Infrastructure includes Schools, Anganwadis, Medical shops, Public toilets, Panchayat Office, Post Office, Kirana stores, and other amenities.

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<sup>10</sup> Picture clicked by Smruti Panigrahi and Kaushiki Gupta

## Social Infrastructure

Name of the Infrastructure	Distance from Sikhapur
Composite School	1 km
Secondary School	800 m
Post Office	1.5 km
Panchayat Office	0.8 km
Kirana shop	1 km
Medical Shop	1 km
Lord Shiva Temple	1 km
Gram Devi Temple	500 m
Ambedkar Temple	700 m
Anganwadi	0.8 km

### School:

There are 2 government schools in Sikhapur. Sikhapur Village has an overall literacy rate of 96%. There are no schools for senior secondary education in Sikhapur. Composite School of Sikhapur comprises classes 1- class 8. There are a total of 235 students, where boys are 125 and girls are 110. There are a total of 8 employees and 3 mid-day meal workers.

Kendriya Vidyalaya is another school in Sikhapur which comprises classes 1-8. It is located at a distance of 800m from Sikhapur Chouraha. There are a total of 312 students, out of which girls are 127 and boys 185. There are a total of 11 staff out of which 9 are teachers and 2 are clerks.



Picture2: Composite school of sikhapur

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<sup>11</sup> Picture clicked by Kaushiki Gupta

**Post Office:**

The Post Office of Sikhapur is in Sagarraipur which is 1.5 km from Sikhapur.

**Panchayat Office:**

The Panchayat Office of Sikhapur is located at a distance of 0.8 km from Sikhapur Chouraha.



Picture 3: Panchayat Bhawan, Sagarraipur

**Kirana Shop:**

There is a total of 8 Kirana shops in Sikhapur, which sell all the grocery items. There are some local brand products also available.

**Medical shop:**

There are two medical shops in this village. One is situated in the centre of the village and the other one is situated in the Sikhapur Chouraha.



Picture 4: Medicine store

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<sup>12</sup> Picture clicked by Kaushiki Gupta

<sup>13</sup> Picture clicked by Smruti Panigrahi

<sup>14</sup> Picture clicked by Kaushiki Gupta

## Temples:

There are three temples in this village. The biggest one is the Lord Shiva temple and the other two are Gram Devi and Ambedkar temples. Lord Shiva Temple- Lord Shiva Temple is the biggest temple in this village and is constructed 2 years ago there is a pond in front of this village. Gram Devi Temple- This temple is situated in the centre of this village and is the most worshipped god of this temple.



*Picture 5: Shiv temple*

**Ambedkar Temple-** This temple is situated in the Harijan Basti and is the most worshipped god of the Harijans. There is also a statue of Dr Bhimrao Ambedkar. Anganwadi- In Sikhapur one Anganwadi is available. And two ASHA groups are available.



*Picture 6: Anganwadi workers*

### 3.1.2 Physical Infrastructure: Roads

The state highway 153 connects Sikhapur to all the major cities around. Lucknow is 75 km far and Banaras is 72 km far.

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<sup>15</sup> Picture clicked by Smruti Panigrahi

<sup>16</sup> Picture clicked by Kaushiki Gupta

### **Transportation facilities**

There is only one bus stand in Sikhapur village from where people get access to state transport buses. These buses take passengers to all the nearest towns like Gopiganj, Kachua Mandi, Bhadohi, and Gyanpur road. Autos and jeeps are also available for these nearby locations.

### **Agricultural infrastructure**

Most of the upper caste people have their pumping set in their agricultural land and some people give rent to other people and get access to the pumping set. There is also the facility of water canals for irrigation.

### **Communication**

There is only one post office in the Gram Panchayat Sagarraipur. All mobile networks are available in this village but the internet facility is quite poor in the evening.

### **Safe drinking water**

Every household has the availability of drinking water through the installation of individual handpumps or community-installed handpumps.



*Picture 7: Handpump*

### **Electricity**

As per the survey conducted, electricity is not a problem for the residents of Sikhapur. Almost all have electricity connectivity. But only a few people residents pay electricity bills. Daily power gets off for 6- 8 hours. The streetlights are not working properly in the village.

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<sup>17</sup> Picture clicked by Kaushiki Gupta

## Sanitation

Almost every household in the village has access to toilets. But some people still prefer open defecation due to a lack of awareness and they complain the toilets are not repaired and do not get cleaned timely.



Picture 8: Toilets constructed by the government

## Bank/ATMs and Police Station

Sikhapur doesn't have access to any ATM/Bank directly. FINO Cash Payments Bank offers financial services to people. FINO charges Rs. 10 for transactions of every Rs. 500. And the nearest police station is at Gopiganj which is 7 km far.

## Key Observations

Non- availability of proper roads interconnecting the village improper disposal of garbage in this village. People throw waste anywhere in the village and ponds due to the non-availability of dustbins in the village. No drainage facility is available in the entire village. Improper functioning of streetlights. Despite having toilets in every household, people are still preferring open defecation due to a lack of awareness



Picture 8- Pond



Picture 9- drainage

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<sup>18</sup> Picture clicked by Kaushiki Gupta

<sup>19</sup> Picture clicked by Smruti Panigrahi



Picture 10- Improper roads inside the village

## **Recommendation on village development**

Commercialization of water bodies by planting lotus and selling them for nearby religious places like Vindhyachal, Banaras, and Prayagraj. Installation of dustbins in the entire village for proper disposal of waste. Involving Municipal Corporation to collect garbage from the village. Proper levelling of roads for better interconnectivity of the village. Construction of drainage system in the entire village. Regularly cleaning and repairing toilets. Checking whether all the street lights are working or not.

## **4. Applicable government schemes**

### **4.1 Shaadi Anudaan scheme for Marriage**

The Uttar Pradesh government has launched the Shadi Anudan Scheme to provide financial assistance for marriage to people from economically disadvantaged backgrounds. The UP government is in charge of distributing funds to beneficiaries under this scheme. The Shadi Anudan Scheme is examined in depth in this article.

#### **Eligibility:**

The following are the eligibility requirements for applying for the Shadi Anudan scheme. The applicant must be a legal resident of Uttar Pradesh. The applicant's family's annual income should be less than Rs.46,080 in rural areas and Rs.56,460 in urban areas. All person categories, including SC, ST, OBC, Minority, and all general classes This scheme is available to people living below the poverty line (BPL).

#### **The Scheme's Characteristics**

This scheme assists low-income families who are unable to financially support their daughter's marriage. A family's marriage grant will be limited to two daughters. To be eligible for marriage, the daughter must be at least 18 years old at the time of application. The target of granting grants to all 2 lakh households was included in this scheme by low-income families from all sections of the state. A financial provision of Rs 400 crore has been made for this in the fiscal year 2016-17. To meet the scheme's 100 per cent target, all District Magistrates have been directed via video conferencing regularly, and a comprehensive overview of progress is also being done.

## **Shadi Anudan's Subsidy**

Under this scheme, all applicants who apply for the Shadi Anudan scheme will be given a sum of up to Rs.40,000. To ensure that the beneficiaries receive the benefits of this scheme, the money received by the state government is transferred directly to their bank accounts.

### **Documents Needed**

The required documents must be produced when you submit your application form. The bride and groom both Aadhaar Card Birth Certificate. Address Proof for a Community Certificate (Voter ID & Ration Card). Wedding Card Passbook Bank

## **4.2. National Old Age Pension Scheme of Indira Gandhi (IGNOAPS)**

In 2007, the Ministry of Rural Development of India launched the Indira Gandhi National Old Age Pension Scheme (IGNOAPS) as part of the National Social Assistance Programme (NSAP). IGNOAPS is also known as the National Old Age Pension Scheme (NOAPS). The goal of the old age pension scheme is to provide social security to eligible beneficiaries. The Indira Gandhi National Old Age Pension Scheme is examined in depth in this article.

The National Social Assistance Programme (NSAP) provides social assistance benefits to poor households in India, including the elderly, widows, and people with disabilities. The primary goal of the NSAP is to provide social protection to its beneficiaries in India.

### **Characteristics**

Senior citizens in India will receive a monthly pension under the IGNOAP scheme. The Indira Gandhi National Old Age Pension Scheme is a pension that does not require contributions. It means that the beneficiary is not required to make any contributions to receive the pension.

### **Criteria for Eligibility**

To be eligible for the Indira Gandhi National Old Age Pension, the applicant must be at least 60 years old or higher (it applies to both males and females).

### **Pension amount**

Beneficiary aged between 60 to 79 years – Rs.200/month  
Beneficiary aged 80 years or above – Rs.500/month

### **Documents Required**

Application form for IGNOAP. Proof of age – The age certificate needs to be obtained from the concerned medical officer and to be attested by the concerned Block medical officer. Income certificates to be submitted. Below Poverty Line (BPL) card in the name of Applicant should be submitted. Bank passbook Post office passbook. Passport-size photographs.



### **4.3. Kanya Sumangala Yojana**

Kanya Sumangala Yojana is an innovative financial benefits program aimed at empowering girls in Uttar Pradesh. This program will provide financial assistance to the guardians or parents of the two girls in the family as part of Kanya Sumangala Yojana 2021. The program was launched on 25th October 2019 in Lucknow, Uttar Pradesh. This scheme only applies to those girls born post-1st April 2019.

#### **Main features of the program**

This is a flagship program for families with girls. If you have a girl child, you will receive Rs.15,000 for her as part of this scheme. The program focuses on financial support for girls and helps UP girls complete their education.

It also aims to support the development of positive thinking, eliminate pesticides for women and establish gender equality. The program is recognized for its commitment to helping girls at various stages of life. It also helps low-income families to educate their daughters smoothly.

#### **Eligibility**

Beneficiaries must be permanent residents of Uttar Pradesh.

In single-family homes, only two daughters can benefit from the regulation.

Family income should not exceed Rs. 30,000 rupees.

You can open an account in as little as 6 months after giving birth to a girl.

Families that adopt a girl are also eligible for this program. If there are twin girls in the family, a third girl is also acceptable. This is another pioneering feature of the system, making it ready for such scenarios.

Financially distressed families are well supported to enable their daughters to pursue their dreams and ambitions.

#### **Main benefits of the program**

Beneficiaries will receive a total of Rs 15,000 from the Government of Uttar Pradesh. There are a total of 6 equal instalments to be credited to the beneficiary girl accordingly.

Payment distribution frameworks

Birth of a girl (only after April 1, 2015) – Rs. 2,000

1st Grade Girls Booster – Rs. 1,000

If you include children in the first standard Rs. 2,000

If you score a girl at 6th standard Rs. 2,000

When you record a girl in the 9th standard rupee. 3,000

After the girl finishes 10th/12th pass class and Bachelor or Diploma admission to her course - Rs.5,000

Documents required

Parent/Guardian Aadhar Card

bankbook and bank details

distribution ticket

annual income proof

Adoption certificate for adopted daughter

Passport photo of girl and parents

#### **4.4. PM Kisan Samman Nidhi Yojana**

As a fully funded central government scheme, beneficiaries across the country will receive Rs 6,000 from this scheme and the funds will be deposited into their accounts through the Direct Benefit Transfer (DBT) scheme. This central system is specifically aimed at small and marginal farmers.

##### **Eligibility criteria:**

Under this scheme, all landholder farmers' families are eligible to obtain the benefits. The landholder farmers' family is defined under the scheme guidelines as a family consisting of a husband, wife and minor children who own cultivable land as per the land records of the respective State or UT. The existing land ownership system is used for identifying the beneficiaries.

List of required documents:

Details of land owned by farmers

Aadhaar card

Cell phone number

Bank account details

#### **4.5. Har Ghar Jal Yojana**

The finance minister announced the Har Ghar Jal Programme in the 2019-20 Budget. It is an essential component of the Jal Jeevan Mission. The Programme intends to make source sustainability measures such as recharge and reuse through greywater management, water conservation, and rainwater harvesting mandatory.

##### **To assist, empower, and facilitate:**

States/UTs in the development of a participatory rural water supply strategy to ensure long-term potable drinking water security for every rural household and public institution.

States/UTs for the development of water supply infrastructure, so that by 2024, every rural household has a Functional Tap Connection (FHTC) and adequate quantities of prescribed quality water are made available regularly.

Gram Panchayats (GPs)/rural communities are responsible for planning, implementing, managing, owning, operating, and maintaining their in-village water supply systems.

States/UTs should promote a utility approach to develop strong institutions focused on service delivery and the financial sustainability of the sector.

Increasing stakeholder capacity building and raising community awareness about the significance of water for improvement in quality of life.

##### **The objective of the scheme:**

The goal is to connect every rural household to a functional tap connection (FHTC). Prioritizing FHTC distribution in quality-affected areas, villages in drought-prone and desert areas, Sansad Adarsh Gram Yojana (SAGY) villages, and so on.

To connect schools, Anganwadi centers, GP buildings, health centres, wellness centres, and community buildings to a functional water supply.

### **To check the operation of tap connections.**

To encourage and ensure voluntary ownership among the local community through contributions in cash, kind, and/or labour, as well as voluntary labour (shramdaan)

To help ensure the long-term viability of the water supply system, including the water source and water supply infrastructure.

### **4.6. Ujjwala Yojana of Pradhan Mantri (PMUY)**

The Pradhan Mantri Ujjwala Yojana (PMUY) aims to protect women's and children's health by providing them with clean cooking fuel - LPG - so they don't have to risk their health in smoky kitchens or wander in dangerous areas collecting firewood. On May 1, 2016, Hon'ble Prime Minister Shri Narendra Modi launched the Pradhan Mantri Ujjwala Yojana in Ballia, Uttar Pradesh. With an aim of 5 million LPG connections to BPL families at a cost of Rs.1600 per connection. To ensure women's empowerment, especially in rural India, connections are issued in the names of household women. Identification of the families is done through socio-economic caste census data.

#### **Eligibility requirements**

The applicant (only a woman) must be at least 18 years old. In the same household, there should be no other LPG connection from any OMC. Adult women who fall into one of the following categories: SC, ST, Pradhan Mantri Awas Yojana (Gramin), Most Backward Classes (MBC), Antyodaya Anna Yojana (AAY), Tea and Ex-Tea Garden Tribes, Forest Dwellers, People residing in Islands and River Islands, enlisted under SECC Households (AHL TIN), or any Poor Household as defined by the 14-point declaration.

#### **Documents required**

Know Your Customer (KYC), the Aadhaar Card of the applicant's Proof of Identity and Proof of Address in case the applicant is residing at the same address as mentioned in the Aadhaar (not mandatory for Assam and Meghalaya). Ration Card issued by the State from which application is being made/ other State Govt. document certifying family composition/ Self-Declaration as per Annexure I (for migrant applicants)

Aadhaar of the beneficiary and adult family members  
Bank Account Number and IFSC  
Supplementary KYC to support the status of the family.

### **4.7. Mission Indradhanush**

The Ministry of Health and Family Welfare (MOHFW) launched Mission Indradhanush (MI) on December 25, 2014, to expand immunization coverage to all children across India. This program immunizes children from all socioeconomic, cultural, and geographical backgrounds in India. The massive task of the initiative is being completed with the help of an integrated and committed task force, ensuring full immunization coverage. Every MI activation is meticulously planned, from where camps will be set up to which children will need to be vaccinated and what vaccinations will be required for the camp.

## Objective

The goal of Mission Indradhanush is to reach all children who are either unvaccinated or only partially vaccinated against vaccine-preventable diseases. Every year, India's Universal Immunization Programme (UIP) provides free vaccines against 12 potentially fatal diseases to 26 million children. The Universal Immunization Programme provides free vaccines to all children in the country to protect them from Tuberculosis, Diphtheria, Pertussis, Tetanus, Polio,

Scheme type	Eligibility Family Income (Rs.)	Carpet Area- Max (sq. m.)	Subsidy calculated on a max loan of	Interest Subsidy (%)	Max Subsidy (Rs.)	Validity of scheme	Woman Ownership
EWS	0 to 300000	30	600000	6.50	2.67 Lakh	31/3/2022	Mandatory
LIG	300001 to 600000	60	600000	6.50	2.67 Lakh	31/3/2022	Mandatory
MIG- I	600001 to 1200000	120	900000	4.00	2.35 Lakh	31/3/2022	
MIG-II	1200001 to 1800000	150	1200000	3.00	2.30 Lakh	31/3/2022	

Hepatitis B, Pneumonia, and Meningitis caused by Hemophilus Influenzae type b (Hib), Measles, Rubella, Japanese Encephalitis (JE), and Rotavirus diarrhoea, JE and Rotavirus vaccine in select states and districts).

## 4.8. Pradhan Mantri Awas Yojana (PMAY)

PMAY, or Pradhan Mantri Awas Yojana, is a housing-for-all scheme launched by the Ministry of Housing and Urban Poverty Alleviation (MoHUPA) to provide housing for all by 2022. On June 17, 2015, the Honourable Prime Minister of India announced this comprehensive and progressive mission to assist people in obtaining their dream homes. The PMAY scheme is examined in depth in this article.

### Eligibility

The Applicant's Family must not own a pucca house in any part of the country. In the case of a married couple, either a single or joint ownership deal is permitted, with both options receiving a single subsidy.

The Applicant's Family must not have benefited from any of the Government of India's housing-related schemes.

Documents required

Voter Card

Driving License

Aadhar Card

Passport

Govt. issued ID card with photo

Verified letter from a government official with a photograph

#### **4.9. Antyodaya Anna Yojana (AAY) Hunger-free India**

Antyodaya Anna Yojana (AAY) is a public distribution system scheme in India that began in 2000. The scheme's main goal is to ensure food security and to make India hunger-free. The AAY scheme in India provides food and other essential commodities at subsidised rates to the poorest of the poor. Wheat is provided for Rs.3 per kg under the AAY scheme, while rice is provided for Rs.2 per kg. Every eligible family will receive 35 kg of rice per month. AAY families can purchase 1 kg of sugar at a ration shop for Rs.18.50 per kg.

##### **Eligibility**

This scheme is open to family members who fall below the poverty line.

Families with an annual income of less than Rs.15000 are eligible.

This scheme is open to disabled people.

Widows and senior citizens over the age of 60 who are responsible for a family may apply.

Tribal This scheme is available to families living in rural and mountain areas.

Documents required

BPL certificate

Income certificate

Deletion certificate, or an affidavit stating that the applicant has never held a Ration card.

Beneficiaries from Rural Areas

Antyodaya Anna Yojana is available to families with an annual income of up to Rs.15000.

old age Pensioners

Farmers who are small or marginal

Agricultural labourers without land

People with physical disabilities

Poverty-stricken widows

Potters, weavers, blacksmiths, carpenters, and slum dwellers are examples of rural artisans or craftsmen.

Beneficiaries of Urban Areas

This scheme will benefit families with an annual income of less than Rs.15000.

People who live in slums

AAY beneficiaries include daily wagers such as rickshaw-pullers.

Porters are eligible for the AAY programme.

Street vendors of fruits and flowers

AAY will benefit domestic servants.

Construction workers are eligible to apply for these benefits.

Households headed by widows, disabled people, or people over the age of 60 who lack a reliable source of income or societal support will be eligible.

#### **4.10. Mission Swachh Bharat**

On the 150th anniversary of Mahatma Gandhi's birth, the Swachh Bharath Mission was launched in 2014. It is a nationwide campaign aimed at improving the cleanliness of India's streets, roads, and infrastructure. It is envisioned as a solution to open defecation and contamination of drinking and bathing water, which is a sanitary issue in the country. The mission has both national and rural components, which are led by the Ministries of Drinking

Water and Sanitation and Housing and Urban Affairs, respectively. It is promoted as a movement that will bring Mahatma Gandhi's vision of a Clean India to fruition.

## **Objectives**

The Mission was established to eradicate open defecation through the construction of household-owned and community-owned toilets and set up an accountable mechanism for monitoring the usage of toilets.

## **Swachh Bharat Mission in Rural Areas**

The initiative, also known as the Swachh Bharat Mission (Gramin), aims to make India an open defecation-free country in five years, improve rural cleanliness levels through Solid and Liquid Waste Management activities, and make Gram Panchayats open defecation-free (ODF).

### **4.11. Ayushman Bharat Yojana**

The Ayushman Bharat Yojana is a 'National Health Protection Scheme' launched by the Central Government of India in the 2018 budget. The Ayushman Bharat Yojana scheme provides poor families with Rs. 5 lakhs in health insurance coverage to protect their health. Nearly 10 crore families will benefit from the Ayushman Bharat Yojana scheme, which means that more than 50 crore people will benefit from it.

### **Ayushman Bharat Yojana Features**

This Yojana aims to build a health and wellness infrastructure as well as provide insurance coverage to at least 40% of the Indian population. This NHPS scheme will address a shortcoming in the current Rastriya Swasthya Bima Yojana scheme, which covers unorganised sectors. This scheme provides Rs. 5 lakhs to each eligible Indian family for medical treatment. Allows beneficiaries to receive cashless treatment in both private and government hospitals throughout the country. The National Health Protection Scheme will provide cashless treatment to patients under this scheme. This programme offers wellness centres to care for patients. In the future, the government plans to transform public health centres into wellness centres.

Criteria for applying

Literacy levels

Average household income

Poverty levels

Characteristics of occupational profiles

The predominant location

Access to education Access to housing

Sanitation, drinking water, and electricity are all provided.

Valid Aadhaar card

### **4.12. Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA)**

On the 9th of each month, the Government of India (GoI) launched the Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) to improve antenatal care and maternal services.

Beneficiaries must go to the Pradhan Mantri Surakshit Matritva Clinic to receive free check-ups during the second and third trimesters of pregnancy. If the 9th of the month falls on a holiday, the beneficiaries must be present on the following working day.

#### PMSMA's Health Benefits

Free check-ups include blood pressure checks and abdominal pressure checks before ANC appointments.

Specific healthcare benefits must be provided at no cost if they are required. If testing facilities are not available at the healthcare centre, slips for free tests are issued.

The investigation, sample collection, and transfer to appropriate centres are all free of charge. Under the PMSMA scheme, healthcare providers are responsible for collecting samples and delivering results to women.

After the ANM / Staff Nurse examination, medical officers will conduct a free examination. High-risk pregnancies are transferred to a higher level of care. It is the responsibility of healthcare providers to facilitate transfer for all beneficiaries if better facilities are available at another healthcare facility.

#### **Eligibility**

Pregnant women in their second and third trimesters.

The sticker distributed with MCP cards denotes the scheme's benefits.

Should be of Indian origin

### **5. Gaps in the implementation of schemes**

Lack of identification of target beneficiaries

Lack of transparency and accountability.

Lack of citizen-centric approach.

There is a lack of clarity about the parameters applicable to the scheme, so people's applications are rejected because they do not meet the parameters.

Because of the complexity of the rules and regulations, the application process becomes lengthy, and people do not want to apply. Lack of community participation and only one section of the people participating in the meetings conducted at panchayat Bhawan and others not participating. People are afraid to apply for any schemes because they believe they are illiterate.

### **6. Recommendation**

Instead of focusing on developing new policies and schemes to help the underprivileged and downtrodden, we should examine the root causes of the problems and how we can intelligently improve existing policies. We can certainly look forward to modernizing our country by upliftment of our society in India through skill development programs. We will never deny that the government started reforming in a better way, but it did nothing substantial to change the system, which is why an overhaul is required. As the government fails to create an aware environment in which people in backward areas are unaware of what the central and state governments are doing for them, there is a need for better coordination among civil society, NGOs, and government in improving transparency, quality, the effectiveness of a policy or scheme.

Conducting community-based meetings in the villages to ensure the participation of people. Appointing somebody within the village for spreading timely information to the

villagers. Continuous monitoring, tracking of the progress and weekly review meetings on the same.

**References:**

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“Schemes| National Portal of India.” Schemes| National Portal of India, [www.india.gov.in/my-government/schemes](http://www.india.gov.in/my-government/schemes). Accessed 25 Jan. 2023.



## Chapter 4 Social Security Schemes in Sagaraipur Gram Panchayat

Anurag Sinha, Danish Nagar and Hemant Singh Bist<sup>20</sup>, Anand Pandey<sup>21</sup> and Badri Narayanan Gopalakrishnan<sup>22</sup>

### Abstract

*The purpose of this study is to examine the state of overall social security of the villagers and to reflect upon the reasons behind the lack of awareness of various government schemes such as Pradhan Mantri Jan Dhan Yojana and Ayushman Bharat Yojana introduced by the government for the benefit of people living in rural areas and belonging to low-income groups. A research survey was conducted regarding the same and report discussed some of the key observations.*

### Introduction

Sagarraipur is located in Bhadohi District in Uttar Pradesh and it is situated 35km from Bhadohi Railway Station and 20km from Suriawan Railway Station. To reach this gram panchayat, one can either board a train and de-board at above two stations, or they can take a bus from either Prayagraj or Varanasi which are about 80km and 60km respectively. Bus services from Pratapgarh to Sagarraipur to Vindhyachal runs constantly per hour over the day. Roads are well built which provides proper connectivity and one can easily reach by public transport. Gopiganj is the nearest town situated here where one can have access to all the facilities such as groceries, healthcare facilities, books and stationery, etc. Sagarraipur is surrounded by Khanpur, Bhagwanpur, Badagaon and Nathaipur. Small market establishment is there in Sagarraipur as well where one can find all the items for daily needs. People from the gram panchayat are mostly of Brahmin community which live together in harmony and oneness. More than three-fourth of the population comprises of the above stated community owning majority of the agricultural land. Since time and ages, they have been producing staple diet food such as wheat and rice to cater the needs of their household consumption.

The road which connects Sagarraipur with the state highway acts as the demarcation between upper and lower castes. Facing the gram panchayat on the road, houses and establishment on the right side are comprised of Brahmins or the upper caste while those on the left side are lower caste. The society comprises of mainly 5 types of castes, viz. Brahmins (60-70%) who are the upper caste and Pasi Bharti, Bind, Kevat, and Chamar (about 30%).

People of lower caste with no land or job work in the fields of the upper-class land owner in a contract farming which here is known as “Adhiya”. In Adhiya system, full land owned by the upper-class is given to the lower class who reap the field. They take half the produce and give half to the workers in the field. The resources for cultivation are provided by the land owners.

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## **Ayushman Bharat Yojana – Pradhan Mantri Jan Arogya Yojana**

### **About the Scheme**

Ayushman Bharat Yojana, commonly known as the Pradhan Mantri Jan Arogya Yojana (PMJAY), is a government-funded scheme that assists economically vulnerable Indians in need of healthcare services. This health insurance scheme, which was launched by the Prime Minister on September 23, 2018, covers around 50 crore citizens in India and has already had several success stories. The Ayushman Bharat Yojana - National Health Protection Scheme has now been renamed Pradhan Mantri Jan Arogya Yojana. This plans to make secondary and tertiary healthcare completely cashless for the underprivileged section of society. Beneficiaries of the PM Jan Arogya Yojana receive an e-card that can be used to access services at any approved hospital, public or private, across the country. With it, anyone can walk into a hospital and obtain cashless treatment. The coverage includes 3-days of pre-hospitalization and 15-days of post-hospitalization expenses. Moreover, around 1400 with all related costs like OT expense are also covered. The scheme provides 5 lakhs coverage every family per year thus helping the economically disadvantaged access healthcare services easily.

### **Importance of health insurance**

The majority of rural Indians live below the poverty line and are unable to afford medical expenses. For these people, obtaining health insurance is a challenging feat. The condition of illness not only deprived them from earning but also pushes them into deep debt. In India, total health expenditure is 4.1 percent of GDP, with the government contributing only 1 percent. With the government's minimal investment on health in a densely populated country like India, people are forced to turn to the expensive, unaffordable private sector. India has the world's most privatized health-care system, with the private sector accounting for 72 percent of health-care spending, and it currently handles 78 percent of outpatients and 60 percent of inpatients. When it comes to insurance, it is projected that just 15% of the overall Indian population is covered. To cope with the high cost of medical needs, a large number of people are falling below the poverty line because they are unable to cover the expenses incurred for medical needs.

Health insurance can play an important role in keeping individuals out of debt. Insurance can give them with assistance in times of emergency and need. During the last several years, the Indian government has developed a number of health insurance programs for rural people at inexpensive pricing, allowing them to be covered by insurance without incurring a significant financial burden. Insuring people can also lead to a better health access.

### **Current Status**

. As of September 2019, about 18,059 hospitals had been accredited, over 4,406,461 patients had been admitted, and over 10 crore ecards had already been distributed under the scheme.

## **Pradhan Mantri Jan Dhan Yojana**

### **About the scheme**

In August 2014, the government launched the National Mission for Financial Inclusion (NRFI), namely the Pradhan Mantri Jan Dhan Yojana (PMJDY), to provide universal banking

services to every unbanked household, with the guiding principles of banking the unbanked, securing the unsecured, funding the unfunded, and serving unserved and underserved areas. Through the connection of Jan-Dhan accounts with mobile and Aadhaar [Jan Dhan-Aadhaar-Mobile (JAM)], a digital pipeline has been established for the implementation of PMJDY.

Importance and benefits of Jan-dhan bank account

➤ **Easy loans**

One can avail of a loan against it and this scheme enables you to borrow up to Rs. 5,000 against it once you have completed six months.

➤ **Mobile banking**

Thanks to mobile banking, the account holder can now manage his funds easily online without the hassle of visiting the respective bank's branch repeatedly. It enables one to perform several banking transactions from a smartphone as well as a regular mobile phone.

➤ **Insurance benefits**

The account holder also has a chance to insure their family with this scheme. It provides them with a life cover of Rs. 30,000 and up to Rs. 2 lakhs in the event of death due to an accident.

➤ **Current status**

As per latest government data, PMJDY now has 42.89 crore beneficiaries (basic bank account holders) with ₹1,43,834 crore total balance. More than half of the beneficiaries are women (23.76 crore) while 28.57 crore are from rural and semi urban areas.

## **Pradhan Mantri Suraksha Bima Yojana**

### **About the scheme**

The Scheme is open to persons between the ages of 18 and 70 who have a bank account and give their approval to join / enable auto-debit on or before May 31st for the coverage period from 1st June to 31st May on an annual renewal basis. The primary KYC for the bank account would be Aadhar. The policy provides Rs. 2 lakhs in risk coverage for accidental death and total disability, and Rs. 1 lakh in risk coverage for partial impairment. The annual premium of Rs. 12 is to be deducted from the account holder's bank account in one instalment using the 'auto-debit' facility. The scheme is being offered by Public Sector General Insurance Companies or any other General Insurance Company willing to offer the product on identical conditions with the requisite approvals and tie up with banks.

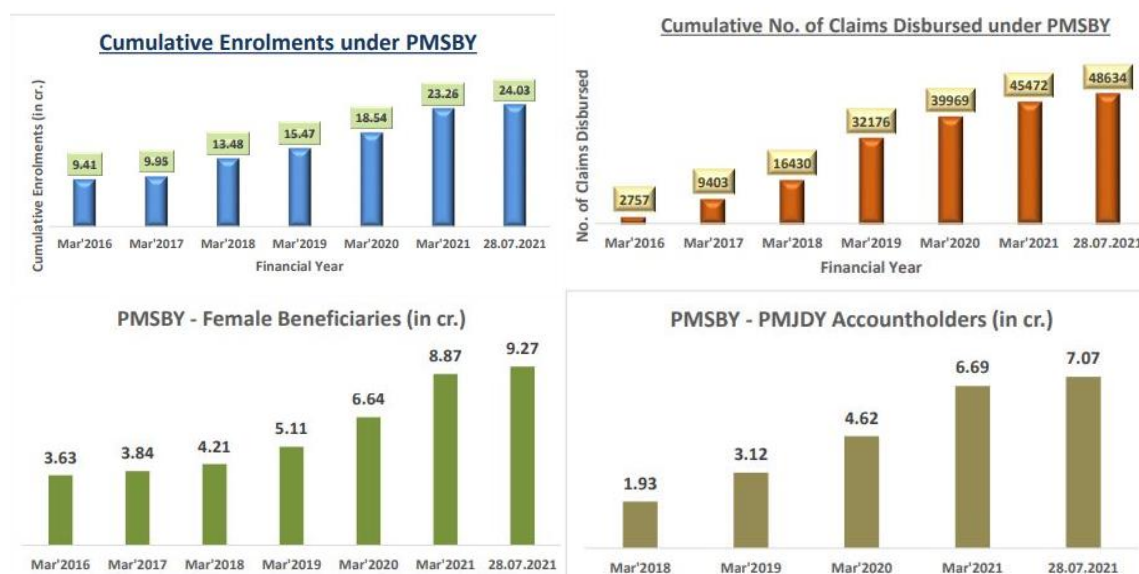
### **Importance of life insurance**

Life insurance is a financial protection plan for a contingency involving human life, such as death, disability, accident, or retirement. Human life is threatened by the risk of death and impairment as a result of natural and unnatural causes. When a human life is lost or a person is permanently or temporarily incapacitated, the household suffers a loss of income. Though human life cannot be valued, a monetary amount based on future income loss could be calculated. As a result, the Sum Assured (or the amount guaranteed to be paid in the case of a

loss) under life insurance is a 'benefit.' Life insurance policies pay out a set sum of money if the life.

### Current Status

- ✓ Cumulative Enrolments – 24.03 Crore
- ✓ Female Beneficiaries – 9.27 Crore (45.8%) (excluding convergence)
- ✓ PMJDY a/c holders covered under PMSBY – 7.07 Crore (34.9%) (Excluding convergence)
- ✓ Total Rural Enrolments – 13.96 Crore (68.56%) (excluding convergence)
- ✓ Total Urban Enrolments – 6.28 Crore (31.44%) (excluding convergence)
- ✓ Cumulative No. of Claims Reported - 61,425
- ✓ Cumulative No. of Claims Paid - 48,634
- ✓ Total Claim Amount Paid – Rs. 972.68 Crore



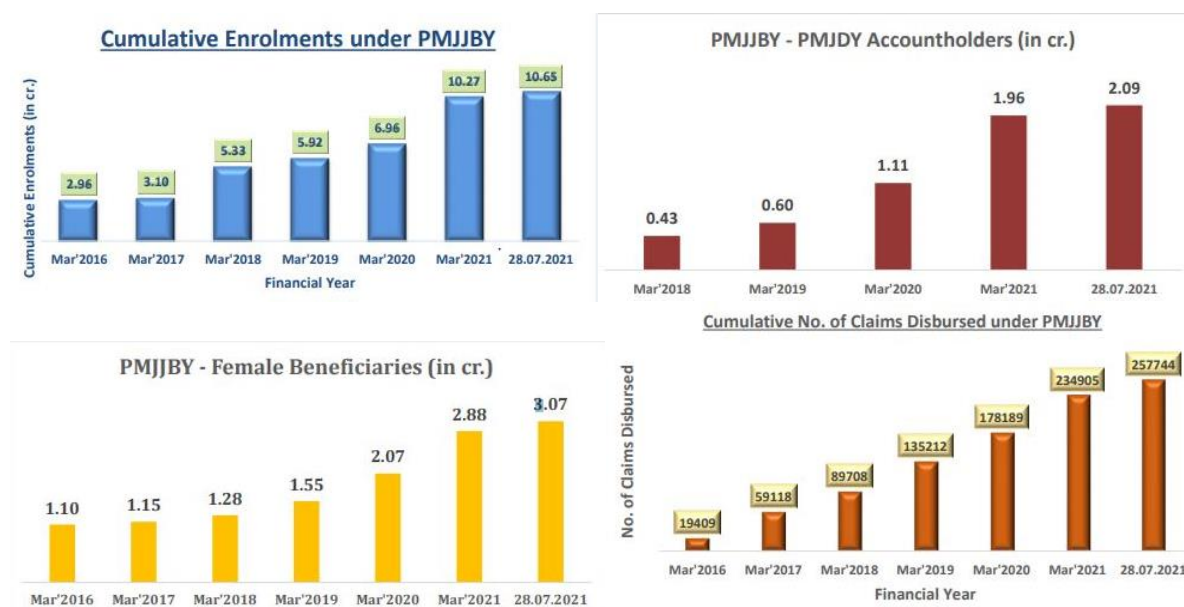
## Pradhan Mantri Jeevan Jyoti Bima Yojana

### About the scheme

The PMJJBY is available to persons between the ages of 18 and 50 who have a bank account and agree to join / enable auto-debit. The primary KYC for the bank account would be Aadhar. The Rs. 2 lakh life insurance policy would be renewed for a duration of one year, from 1<sup>st</sup> June to 31<sup>st</sup> May. The risk coverage under this policy is Rs. 2 lakhs in the event of the insured's death for any reason. The premium is Rs. 330 per annually, which is to be auto-debited from the subscriber's bank account in one instalment on or before the 31st May of each annual coverage term under the scheme, as per their preference.

## Current Status

- ❖ Cumulative Enrolments - 10.65 Crore
- ❖ Female Beneficiaries – 3.07 Crore (45.4%) (excluding convergence)
- ❖ PMJDY A/c holders covered under PMJJBY – 2.09 Crore (31.0%) (excluding convergence)
- ❖ Total Rural Enrolments – 4.53 Crore (66.3%) (excluding convergence)
- ❖ Total Urban Enrolments – 2.22 Crore (33.6%) (excluding convergence)
- ❖ Cumulative No. of Claims Reported -2,77,321
- ❖ Cumulative No. of Claims Paid - 2,57,744
- ❖ Total Claim Amount Paid – Rs. 5,154.88 Crore



## Atal Pension Yojana

The Atal Pension Yojana (APY) was established on May 9, 2015, with the goal of creating a universal social security system for all Indians, particularly the impoverished, underprivileged, and unorganized sector employees. Pension Fund Regulatory and Development Authority is in charge of APY (PFRDA). APY is available to all bank account users between the ages of 18 and 40, with contributions varying depending on the amount of pension chosen. At the age of 60, subscribers would get a guaranteed minimum monthly pension of Rs. 1000, Rs. 2000, Rs. 3000, Rs. 4000, or Rs. 5000. The monthly pension would be available to the subscriber, and after him to his spouse, and after their deaths, the subscriber's pension corpus, as accrued at age 60, would be returned to the subscriber's nominee. In the event of a subscriber's untimely death (death before the age of 60), the subscriber's spouse may continue to contribute to the subscriber's APY account for the remainder of the vesting term, until the original subscriber reaches the age of 60. The minimum pension would be guaranteed by the government, which means that if the accumulated corpus based on contributions produces a lower-than-expected return on investment and is insufficient to give the minimum

guaranteed pension, the Central Government would fund the shortfall. Alternatively, if investment returns are higher, subscribers will receive more pension benefits. Subscribers can contribute to APY on a monthly, quarterly, or semi-annual basis. Subscribers can opt out of APY at any time, subject to specified criteria, after deducting the Government co-contribution and the return/interest thereon.

### **Importance of pension plans in Rural India**

Benefits of pension plan are numerous. Firstly, if someone has to start a pension plan, he has to deposit a fixed amount of premiums at periodical intervals to build a retirement corpus. This inculcates a habit of saving. It is also said that if one starts the plan in his 20's, he would end with a hefty sum in his bank at 60 when he retires. Secondly, if one starts investing and keeps the money in bank, he gets the benefits of compounding. He gets more amount of money than originally has been invested by him. Thirdly, the plans proposed for the pension scheme are multi-varied. It can range from aggressive to balanced and to conservative depending on the type of investor on the other end. It is kept flexible because it is to be invested for a very longer time and the financial condition of the customer is subjected to change according to the economic and personal conditions. Last but not the least, it is an asset for the ones in your family. Even in your absence, it will act as a secure future to cater their needs.

## **7. Methodology**

### **a) One on one interview**

One on one interview involves interaction of two people in which one is the interviewer having a specific set or a general set of questions to be asked from the other person who's the interviewee who has to give the answer true to the best of his knowledge and perception. This takes into account the behavioural traits, importance of the silence and candidate's personal insights on the topic to be discussed.

### **b) Focused Group Discussions**

The main distinctive feature of the focused group discussion is involving people in a part of discussion on the topics which are of same interest. It is pivotal for the people in the discussion to have a point of similarity, be it background, caste, race, or any other characteristic aspects.

### **c) Transect Walk**

Transect walk is traversing the terrain in which you have to perform your study or your research to get a knowhow about the landscape, available resources, location and distribution, specific or peculiar features, etc. This tool helps us to provide clarity regarding the line of action which must be adopted to serve the purpose of the research.

### **d) Questionnaire**

It is a specific set of questions in a printed or typed or handwritten form which addresses a particular group of respondents to procure the desired information which is in line with the aim or the objective of research or study.

### e) Secondary data

Secondary data are such data points which are collected primarily by someone else and not by the user itself. This can be used as a reference to act as a data source for the other tools involved during the research.

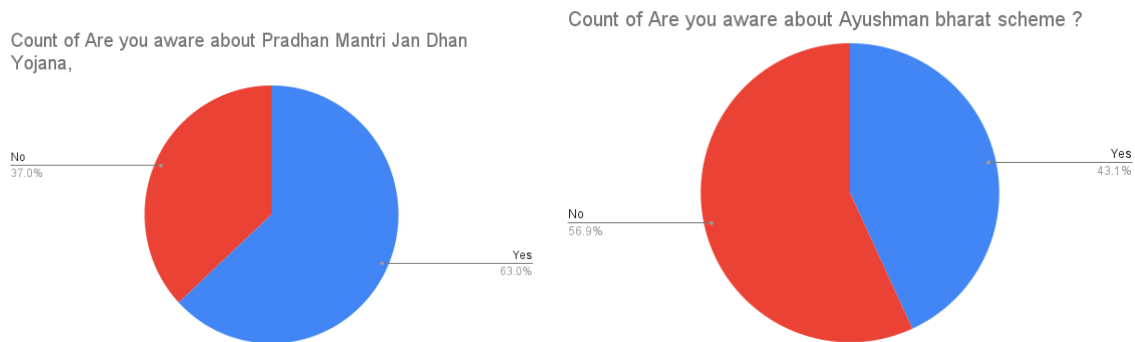
## Results and Discussion

Sagar Raipur has a population of around 4000 and out of that around 35% people belong to the working class and the remaining population constitutes of children below 18 years of age and elderly people above 65 years of age. After conducting in-depth interviews with around 50 people from the gram panchayat we came to know that one or two members from almost every family in the gram panchayat is working in metro cities such as Kolkata, Bengaluru, Delhi and Mumbai to name a few. In some of the households we encountered that some of the people are even settled in abroad. This implies that people living in the gram panchayat are the ones who are mostly dependent on their family members working in the cities to fulfil their needs. The major source of income in the gram panchayat is the money that people working in metro cities send back home. Majority of the population do farm that too not on very large scale but just enough to fulfil their personal needs. Only 15% of the working population in the gram panchayat is permanently employed whilst rest of the people are either day-laborers or have their own small-business such as grocery stores or small convenient stores.

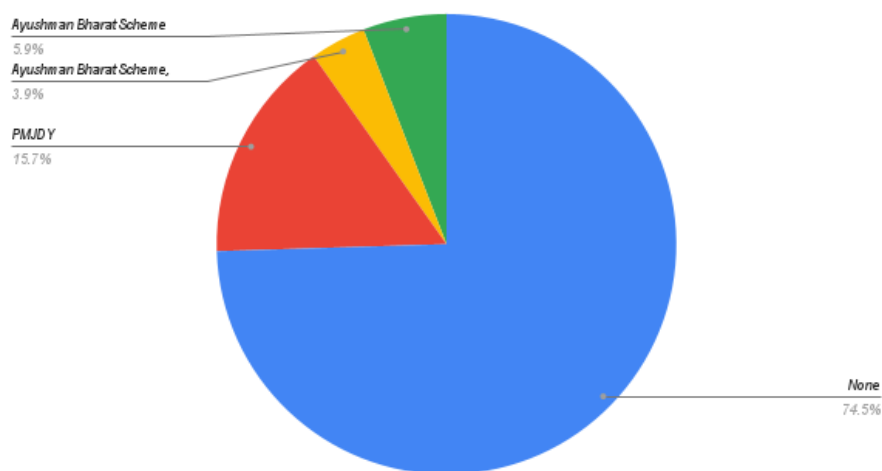
As a part of our interview with the gram panchayats we got to know that there is no healthcare facility available in the gram panchayat and there is no hospital in and around the radius of 4kms. The nearest town which is Gopiganj which is around 7kms away from the gram panchayat is where one can find government as well as decent private hospitals. Lack of a local health center is one of the major concerns of the gram panchayat given that we are in between of a pandemic local-level healthcare facility is very important in case of emergencies. After discussing the matter with the Pradhan of the gram panchayat, he assured that he is working on the matter and trying his best to setup a hospital within the gram panchayat so that people can get treatment within the gram panchayat itself. Having a local healthcare center should also be the priority because of the population distribution the of the gram panchayat as majority of the people are elderly and children.

Most of the people are simply unaware about the various government schemes related to health and life insurance and they are simply not aware about the procedure they need to follow to get the benefits of the schemes for which they are eligible. Even though almost all of them are interested in enrolling themselves for these schemes they still lack the procedural know-how. After discussing the benefits of the various government schemes such as Ayushman Bharat Yojana which provides a medical cover of 5lacs per family and Pradhan Mantri Jan Dhan Yojana for life insurance cover of 1lac at a minimal premium almost everyone showed their interest to get themselves enrolled for the schemes to improve their overall social security. In order to facilitate the process and to make it easier for the gram panchayat, the details and the study findings were shared with district administration. The Government ensures to hold a camp within the gram panchayat to streamline the process for the gram panchayat so that they don't have to go anywhere to get themselves enrolled.

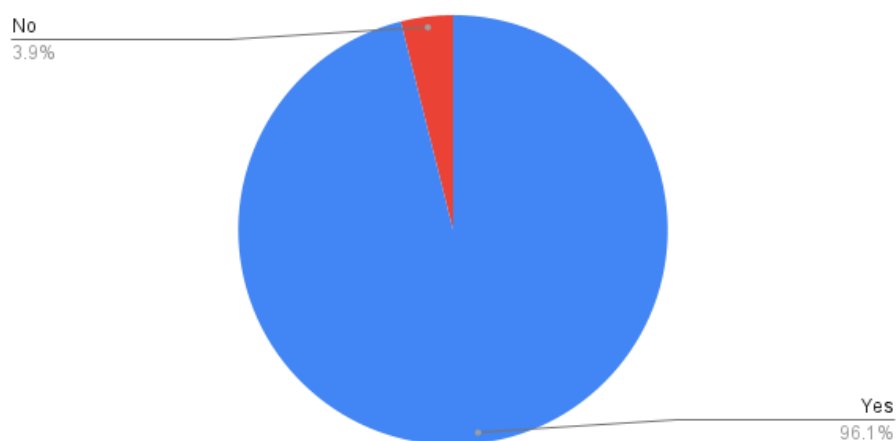
The following data has been recorded from 51 responses which we collected during one-on-one interviews with the gram panchayat.



Count of Are you Enrolled in any of these schemes ?



Count of Would you be interested to get Enrolled if you haven't yet ?



After conducting 51 one-on-one interviews with the villagers, we got to know that close to 63% of them were aware about the Pradhan Mantri Jan Dhan Yojana and around 43.1% of them were aware about the Ayushman Bharat Scheme. Further we got to know that around 15.7% of them had a Jan Dhan account, 5.9% of them had Ayushman Bharat Health card and around 3.9% had both but close to 75% of them were not availing the benefits of any of these schemes even though they were eligible. When asked about whether they would like to get



themselves enrolled for the above two schemes around 96.1% of them said “yes” and showed the willingness to get themselves enrolled.

## Conclusions

From the above data it is clearly visible that the people of the village are highly interested to get themselves enrolled for the mentioned schemes but this low enrolment can be inferred from the fact that they lack proper procedural knowledge and technicalities which one needs to fulfil to avail the benefits of the said schemes. Government can help bridge this gap for the villagers so that anyone who is eligible and wishes to avail the benefits of these schemes can get themselves enrolled without any burden and save themselves from the difficulties that they might encounter while getting themselves enrolled on their own.

Government and policy makers can play a major role in paving way for smooth enrolment of villagers in these schemes. They can appoint nodal officers for every village present in a Gram Sabha who has a thorough knowledge of the knowhow of the scheme. Regular training and workshops sessions can be organized in the village to increase the awareness of people towards the schemes. Policy makers should work more on making the documentation process a smooth task so that it doesn't have to be a burden for the people registering under any of the schemes. They can also have tie up with the local organization, SHG's and other groups so as to spread the word to a large number of people in less time.

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