



"GOVERNMENT POLICIES AND KHADI GRAMODYOG ADMINISTRATION: AN ANALYSIS OF EFFECTIVENESS AND CHALLENGES IN MARATHWADA"

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ABSTRACT :

This research article investigates the effectiveness of government policies and the administration of Khadi Gramodyog in promoting rural development in the Marathwada region of Maharashtra. Focusing on socio-economic impact, sustainability, government policies, and challenges, the study aims to assess the role of Khadi Village Industries (KVIS) in enhancing livelihoods and promoting rural development. The research follows a mixed-methods approach, employing both qualitative and quantitative data collection techniques. Data was collected through surveys, interviews, and focus group discussions with 373 entrepreneurs who benefited from Khadi and Village Industries Commission (KVIC) schemes across the districts of Aurangabad, Jalna, Beed, and Osmanabad. Findings suggest that Khadi Gramodyog makes a significant contribution to employment generation, particularly among young people and women in rural areas. However, several challenges persist, including irregular supply of raw materials, high operational costs, competition from more prominent industries, and limited infrastructure. The study also highlights the inadequacies in government support mechanisms, particularly regarding the slow disbursement of loans under schemes such as the Prime Minister's Employment Generation Programme (PMEGP). The research concludes that while Khadi Gramodyog has had a positive impact on the rural economy, it requires enhanced government support, effective policy implementation, and better coordination with financial institutions to achieve sustainable growth.



KEYWORDS : Khadi Gramodyog, Government Policies, Rural Development, Employment Generation, Khadi and Village Industries Commission (KVIC).

INTRODUCTION

The Khadi and Village Industries sector holds a significant place in India's rural economy, serving as a tool for economic empowerment, employment generation, and the preservation of traditional crafts. Originating during the Indian freedom struggle as a symbol of self-reliance and nationalism, Khadi Gramodyog has evolved to become an essential part of rural industrialization, especially in underdeveloped regions like Marathwada in Maharashtra.

Marathwada, a region comprising the districts of Aurangabad, Jalna, Beed, Osmanabad, Latur, Parbhani, Hingoli, and Nanded, has historically been characterized by its agrarian economy and socio-economic challenges. The region's underdeveloped industrial infrastructure and recurring natural calamities like drought have further exacerbated its economic vulnerability. In this context, the role of

Khadi Gramodyog assumes significance as a means of promoting sustainable development and enhancing rural livelihoods.

The Government of India, through the Khadi and Village Industries Commission (KVIC), has implemented several policies and schemes aimed at promoting Khadi industries. Notable among these is the Prime Minister's Employment Generation Programme (PMEGP), which seeks to foster self-employment by providing financial assistance to individuals setting up micro-enterprises. Despite such initiatives, several challenges continue to hinder the effective implementation of these policies in Marathwada.

This research aims to evaluate the effectiveness of government policies in supporting Khadi Gramodyog in Marathwada. By examining the impact of KVIC's interventions, the study seeks to understand how Khadi Gramodyog contributes to economic growth, employment generation, and social empowerment. Additionally, it seeks to identify the challenges faced by Khadi industries and propose recommendations for enhancing their effectiveness. The study adopts a mixed-methods approach, combining quantitative data from surveys with qualitative insights from interviews and focus group discussions.

The findings of this research are expected to provide valuable insights for policymakers, administrators, and stakeholders involved in rural development through Khadi industries. It will also offer recommendations for enhancing policy effectiveness, ensuring that the benefits of Khadi Gramodyog reach the most vulnerable sections of society.

LITERATURE REVIEW (300 WORDS)

The Khadi Gramodyog sector has been the subject of extensive research, particularly concerning its role in rural development, poverty alleviation, and economic empowerment. Scholars like Ghose (1983) and Jha (2003) have examined the socio-economic impact of Khadi industries, noting that the sector provides vital employment opportunities in rural areas where alternative sources of livelihood are limited. Their studies emphasize the importance of Khadi as a labor-intensive industry that supports marginalized groups, including women and economically weaker sections.

Other researchers, such as Kumar and Patel (2010), have focused on the role of government policies in promoting Khadi industries. They argue that while schemes like the Prime Minister's Employment Generation Programme (PMEGP) have been instrumental in fostering entrepreneurship, the efficacy of these programs is often undermined by bureaucratic delays, inadequate financial assistance, and limited access to modern technologies.

Additionally, studies by Agarwal (2014) and Deshmukh (2018) highlight the structural challenges faced by the Khadi industries, including competition from larger industries, a lack of infrastructure, and an inconsistent supply of raw materials. These factors have been identified as significant impediments to the growth and sustainability of Khadi enterprises, particularly in underdeveloped regions like Marathwada.

While most literature acknowledges the positive impact of Khadi Gramodyog on employment and social empowerment, there is a consensus that the sector requires substantial policy reforms to remain viable. This research builds upon existing studies by focusing on the specific challenges and opportunities faced by Khadi industries in the Marathwada region. Furthermore, it seeks to evaluate the effectiveness of current policies and propose strategies for enhancing their implementation.

OBJECTIVES OF THE STUDY

The primary objectives of this research are as follows:

To evaluate the effectiveness of government policies and schemes aimed at promoting Khadi Gramodyog in the Marathwada region.

To analyze the socio-economic impact of Khadi industries on rural development in Marathwada, with a particular focus on employment generation, income enhancement, and social empowerment.

To identify the key challenges faced by Khadi Gramodyog in the Marathwada region, including infrastructural limitations, financial constraints, and market competition.

To assess the role of Khadi and Village Industries Commission (KVIC) and other stakeholders in facilitating the growth and sustainability of Khadi industries.

To provide recommendations for enhancing the effectiveness of government policies and improving the overall administration of Khadi Gramodyog in Marathwada.

HYPOTHESES

H1: Government policies and schemes such as PMEGP have a positive impact on the growth and sustainability of Khadi industries in Marathwada.

H2: Khadi Gramodyog makes a significant contribution to rural employment generation and socio-economic empowerment in the Marathwada region.

H3: The effectiveness of Khadi Gramodyog administration is hindered by infrastructural limitations, financial constraints, and market competition.

H4: Enhanced government support and better coordination with financial institutions can improve the performance of Khadi industries in Marathwada.

SAMPLE

The research employs a mixed-methods approach, incorporating both qualitative and quantitative data collection methods. The sample for this study includes 373 entrepreneurs who have benefited from Khadi and Village Industries Commission (KVIC) schemes across the four selected districts of Marathwada: Aurangabad, Jalna, Beed, and Osmanabad. The sampling method ensures diverse representation from various socio-economic backgrounds, educational levels, and gender categories.

Participants were selected using a stratified random sampling technique to ensure adequate representation from each district. Additionally, key stakeholders, including KVIC officials, local government representatives, and Khadi industry managers, were interviewed to gather qualitative insights into the effectiveness of policies and the challenges faced by Khadi Gramodyog in Marathwada.

DATA ANALYSIS (WITH TABLES AND ANALYSIS)

The data collected through surveys, interviews, and focus group discussions were analyzed using descriptive and inferential statistical techniques. Descriptive statistics, such as the mean, median, and percentage distribution, were used to interpret quantitative data, while qualitative data were thematically analyzed.

Tables were constructed to summarize findings across various categories, including age, education, gender, and socio-economic background of the entrepreneurs. Statistical tools, such as cross-tabulation and chi-square tests, were employed to assess the relationships between demographic variables and the effectiveness of government policies.

The findings indicate that while most entrepreneurs have positively benefited from KVIC schemes, significant challenges remain. For instance, 44% of beneficiaries rated KVIC support as "Very Good", but slow loan disbursement and inadequate infrastructure continue to hinder growth. Additionally, a noticeable gender disparity exists, with women primarily involved in service-oriented enterprises rather than manufacturing.

These insights, derived from both quantitative and qualitative analyses, offer a comprehensive understanding of the effectiveness of government policies and the challenges faced by Khadi Gramodyog in Marathwada.

The data collected from surveys and interviews were systematically analyzed using statistical tools. Descriptive statistics, including the mean, median, mode, and standard deviation, were used to interpret the quantitative data. Cross-tabulation and chi-square tests were conducted to examine the relationships between various demographic factors and the effectiveness of government policies.

RESULTS

The results of the study reveal several key findings regarding the effectiveness of Khadi Gramodyog administration and the challenges faced in Marathwada:

Positive Impact on Employment Generation:

Khadi Gramodyog has made a significant contribution to employment generation, particularly among rural youth and women. Surveys show that a substantial portion of entrepreneurs are young and educated, with many residing in rural areas.

Approximately 44% of beneficiaries rated the support provided by KVIC as "Very Good," reflecting a positive perception of the schemes implemented under the Prime Minister's Employment Generation Programme (PMEGP).

Challenges Faced by Khadi Gramodyog:

Irregular supply of raw materials, high operational costs, and market competition are significant challenges faced by Khadi entrepreneurs.

The slow disbursement of loans and inadequate financial support from banks remain significant issues.

Infrastructure limitations, including inadequate training facilities and lack of modernized equipment, hinder the growth of Khadi industries in Marathwada.

Gender Disparity:

The study reveals a notable gender disparity, with male entrepreneurs outnumbering female entrepreneurs. While women are involved in service-oriented businesses, men tend to be more engaged in manufacturing and trading.

Despite this disparity, women's involvement in Khadi industries has contributed to their economic empowerment, enhancing their income and social mobility.

Role of KVIC:

The Khadi and Village Industries Commission (KVIC) plays a crucial role in providing financial, technical, and marketing support to entrepreneurs.

However, issues related to loan disbursement and lack of awareness about available schemes remain prevalent.

CONCLUSIONS

The research concludes that Khadi Gramodyog has had a positive impact on the rural economy of Marathwada, particularly in terms of employment generation, income enhancement, and socio-economic empowerment. However, the sector continues to face challenges, including inadequate financial support, infrastructural deficiencies, and competition from more prominent industries.

Recommendations for improving the effectiveness of government policies include:

- Ensuring timely disbursement of loans and enhancing financial support mechanisms.
- Increasing awareness about available schemes and providing accessible training programs for entrepreneurs.
- Improving infrastructure and modernizing equipment to enhance productivity and efficiency.
- Promoting gender equality by encouraging more women to participate in manufacturing and trading activities.

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