

A Study on the Public Opinion on Kalaingar Magalir Urimai Scheme in Tamilnadu

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Abstract: *Kalaingar Magalir Urimai Scheme" in Tamil Nadu varies, with some lauding it as a crucial step toward women's empowerment and gender equality. Supporters appreciate the financial assistance, skill development opportunities, and support services provided to women. However, like any policy, there are differing views, with some expressing concerns about the implementation, reach, and effectiveness of the scheme. This research explores the diverse perspectives within the public domain, shedding light on the scheme's reception and impact on the ground. The type of research followed here is empirical research. The Sampling frame taken here is public areas in and around Chennai, Tamil Nadu and Through online communications the independent variables are age, gender, marital Status ,occupation, Monthly income of the respondent and the dependent variables are contribution of the kalaingar magalir urimai scheme for women in tamil nadu also the pressing issues that the scheme should address women in the state and the awareness rate of respondents about the scheme. The statistical tool used here is graphical representation. The research aims to assess the scheme's effectiveness, identify areas of improvement, and contribute valuable feedback for policymakers. This exploration serves to gauge the scheme's resonance within the community and to inform future decisions and adjustments to enhance its overall impact on women's empowerment in the region.*

Keywords: Kalaingar Magalir Urimai Scheme

I. INTRODUCTION

The "Kalaingar Magalir Urimai Scheme" stands as a pioneering effort in Tamil Nadu, making substantial contributions to the socio-economic fabric of the state. Launched with the vision of promoting women's rights and empowerment, the scheme has played a pivotal role in fostering gender equality and inclusivity. The "Kalaingar Magalir Urimai" scheme in Tamil Nadu represents a significant government initiative aimed at empowering women and improving their socio-economic status. This pioneering scheme, launched by the late Chief Minister M. Karunanidhi, has had a profound impact on the lives of women in the state. It provides various benefits and opportunities, such as financial assistance, skill development, and access to resources, with the overarching goal of enhancing women's rights and autonomy. This study seeks to explore and analyse the public opinion regarding the Kalaingar Magalir Urimai scheme. Understanding how the scheme is perceived by the people of Tamil Nadu is crucial in assessing its effectiveness and identifying areas for improvement. Public opinion can shed light on the scheme's reach, impact, and the extent to which it meets the needs and expectations of the intended beneficiaries. The scheme's success is not solely determined by its objectives and design; it also relies on the perceptions and experiences of the women it aims to empower and the broader public.

This study will delve into the opinions, attitudes, and feedback from various stakeholders, including beneficiaries, policymakers, and the general public. This scheme reflects a commitment to empowering women and fostering their rights, contributing to the broader goal of social development in Tamil Nadu. It will analyse the scheme's strengths, weaknesses, and its role in shaping the socio-economic landscape of Tamil Nadu. Through surveys, interviews, and data analysis, this study will provide valuable insights into the public sentiment towards the Kalaingar Magalir Urimai scheme and contribute to a better understanding of its impact on women's lives and the larger community in Tamil



Nadu. This research aims to inform policy decisions and drive improvements in the scheme to better serve the needs and aspirations of women in the state. The "Kalaighnar Magalir Urimai Scheme" is a women-centric initiative aimed at promoting gender equality and empowering women in the state of Tamil Nadu, India. This research explores the background, implementation, and impact of the scheme, shedding light on its significance in fostering women's rights and socio-economic development. This research aims to delve into the multifaceted contributions of the scheme, examining its impact on women's lives, community development, and the overall progress of Tamil Nadu.

OBJECTIVE OF THE STUDY

- To evaluate the perceived impact of the Kalaighnar Magalir Urimai Scheme
- To study about the potential areas for improvement in the implementation of the scheme in Tamil Nadu.
- To Analyse the overall satisfaction levels among the beneficiaries of the Kalaighnar Magalir Urimai Scheme
- To study about the role of communication channels in spreading information about the scheme to the people of Tamil Nadu

II. LITERATURE REVIEW

Sangeetha vijayakumar, sangeetha kandavel, (2023) Kalaighnar Magalir Urimai Thogai is a massive, one-of-its-kind, data driven scheme: T.N. Finance Minister Thangam Thennarasu. Our government believes in the Dravidian model of governance, which is founded on the principles of development and social justice for all; the KNMUT will make a significant impact on the lives of every eligible woman household: Tamil Nadu Finance Minister Thangam Thennarasu

The Hindu bureau (2023) T.N. women's basic income scheme | 1.06 crore women selected to benefit, A total of 1.63 crore applications were received; those who have not been selected would be provided with a reason for the non-acceptance of their applications and may apply again; the scheme will cost ₹12,000 crore annually

Utkarsh Classes (2023) The scheme was launched at Kanchipuram, the birthplace of late Chief Minister and DMK founder C.N. Annadurai. The State will spend 12 thousand Crores rupees annually for the scheme which aspires to improve the financial security of women heads of households and aims to reduce poverty.

Mayashree Acharya (2023) The Tamil Nadu Chief Minister launched the 1000 Rupees Scheme to provide monthly financial assistance for women on the birth anniversary of the late C N Annadurai, a Dravidian icon. The Tamil Nadu (TN) Government launched the Kalaighnar Magalir Urimai Thittam (Kalaighnar Scheme for Right of Women), or 1000 Rupees scheme, in Kancheepuram, the hometown of C N Annadurai on 15 September 2023.

ETB sivapriyan (2023) Tamil Nadu expands monthly assistance scheme to women; adds 7 lakh beneficiaries With this, the number of beneficiaries who will receive Rs 1,000 every month has gone up to 1.13 crore – the scheme benefitted 1.06 crore women when it was launched on September 15 on the occasion of the birth anniversary of DMK founder and former Chief Minister C N Annadurai.

Gargj sridharan, kripa ananth pur (2023) The recent cash assistance scheme called the Kalaighnar Magalir Urimai Thogai for eligible female household heads, announced by the Tamil Nadu government, is a significant policy intervention aimed at further strengthening women's agency. Some of the implementation challenges that the scheme is likely to face are discussed while categorising the female beneficiaries within the households. The estimates from the Tamil Nadu Household Panel Survey's Pre-Baseline Survey, 2018–19 are used to bring out the representativeness of the female population within the households. An equal amount of state investment in other aspects of gender inequality is called for.

HT News Desk (2023) Nobody took into account the work of women at their homes. This scheme aims at acknowledging their work. The other goal is that the ₹12,000 per annum aid would help women live with self-respect by eliminating poverty and improving their living standard. These two are the objectives of the scheme under the Dravidian model regime", Stalin said at the event. "We have devised this programme on the basis of lessons we learnt from Periyar, Anna and Kalaighnar." Entire India was closely watching the schemes the DMK has implemented and other states were very eager to follow", PTI quoted the chief minister as saying.



DTNEXT Bureau(2023)Speaking at a special review meeting organised at the Secretariat to discuss the scheme's implementation, Stalin described social justice as the guiding principle of his government and main objective of every scheme implemented by his government.

Ackerly (1995), some of the dominant features of empowerment are investigated and the findings reveal that product field, accounting knowledge, competence to provide information on input cost, and profitability of the loan funded. Their findings also suggest that women gain knowledge and empowerment through market access but the market access is rarely available to Bangladesh women occurs.

Express news service (2023) The scheme, which is seen as a giant leap by the government towards gender equality, was inaugurated by CM Stalin at Pachaiyappan College in Kancheepuram, the birthplace of former Tamil Nadu chief minister and DMK founder C N Annadurai on his 115th birth anniversary. The scheme was simultaneously launched in other district headquarters by the state

T.Ramakrishnan(2023)The periodicity of review will be monthly, quarterly, half-yearly and annual, according to a government order (G.O.) issued by the Department of Special Programme Implementation.The periodicity of review will be monthly, quarterly, half-yearly and annual, according to a government order (G.O.) issued by the Department of Special Programme Implementation.

Kabeer (1999), women empowerment is a process through which women gain the capacity for exercising a strategic form of an agency concerning their own lives as well as concerning the larger structure of constraint that positioned as subordinate to me. The concept of women's empowerment in terms of agency proved prominent in policy circles.

Tornqvist and Schmitz (2009), women's economic empowerment is defined as a "process that results in enhancing the real power of women so that she can take economic decisions which in turn results in affecting their own lives". It means that they have the power to make their own economic decisions.

Hashemi Schuler and Riley,(1996) Empowerment is viewed as a means of making a social environment in which one can make his or her decisions and make choices either individually or collectively for social transformation. It strengthens the innate ability by way of acquiring knowledge, power and experience

Schuler & Hashemi (1996), throws light on the empowerment criterion in household and community spheres. The researchers select women contribution towards the household and microcredit participation as the independent variables of the study. The findings reflect that microcredit facility empowers women by giving them greater economic value and making them self-dependent.

Mathura and Mather (1997), in their study on women empowerment in Sri Lanka, choose women's role in household decision making and their control over money matters as the determinants of empowerment. Women and husband's education, family structure and participation in work are considered as the independent variables in the study.

Frankenberg and Thomas, (2001), studied women empowerment in Indonesia and the role of women in decision making of the household, cash control and time use are considered as the main determinants of women empowerment. Moreover, the relative status of husband and wife's at the time of marriage, e.g., education, age, social status of the family of origin are selected as the independent variables of the study. The findings highlight that status influences the financial arrangements and decision-making power of women.

Mayoux (2001), women empowerment in Cameroon is investigated and the study reflects income control and development of collective social and economic activities as the variables. The independent variables used in the study are microcredit participation and social capital, i.e. neighbourhood and market networks. It is suggested in the study that poor women benefit by using the current forms of social capital to channel microcredit limits.

Narayan (2007) is an attempt to measure women empowerment for different countries and regions by using self-assessed points on a ten steps ladder of power and rights, was at the bottom of the ladder stood completely powerless people and without rights and on the top stood those who had a lot of power and rights.

Blumberg (2005) viewed that the economic empowerment of women is the key to gender equality and the well-being of a nation. According to the results of the study, economic empowerment not only enhances women's capacity of decision making but also leads to a reduction in corruption, armed conflict and violence against females in the long run

Jejeebhoy (2000) analysed three dimensions, the role of economic decision making, the role of child- related decision making and the freedom from threat. It is highlighted that some dimensions of empowerment like participation in



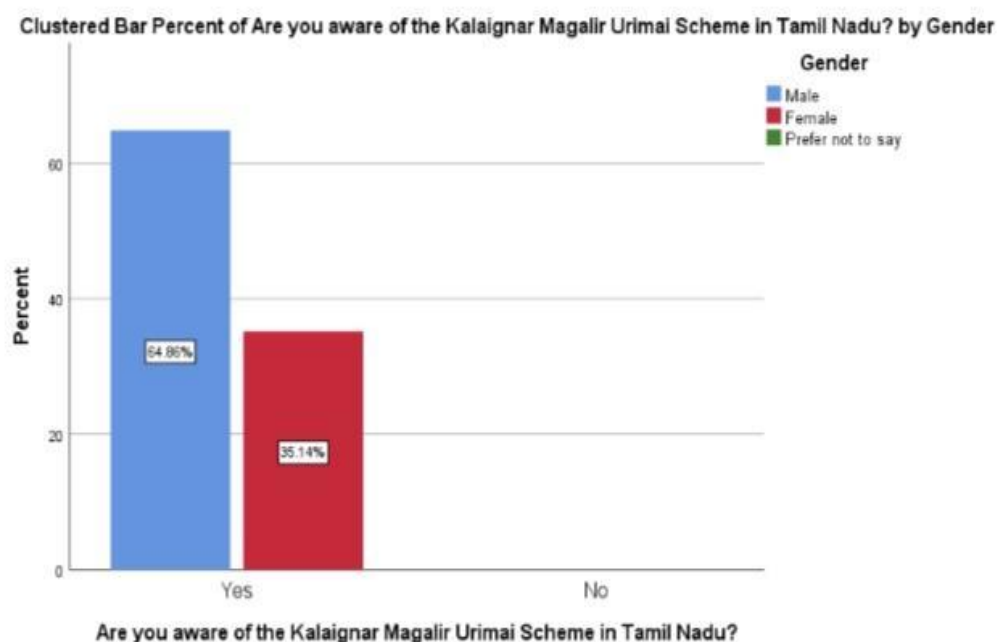
waged works and household economic status are more closely related to the economic empowerment of women than others

III. METHODOLOGY

The type of research followed here is empirical research. A total of 201 samples I have collected through convenient sampling methods. The Sampling frame taken here is public areas in and around Chennai, Tamil Nadu and Through online communications the independent variables are age, gender, marital Status ,occupation,Monthly income of the respondent and the dependent variables are contribution of the kalaingar magalir urimai scheme for women in tamil nadu also the pressing issues that the scheme should address women in the state and the awareness rate of respondents about the scheme. The statistical tool used here is graphical representation.

IV. ANALYSIS

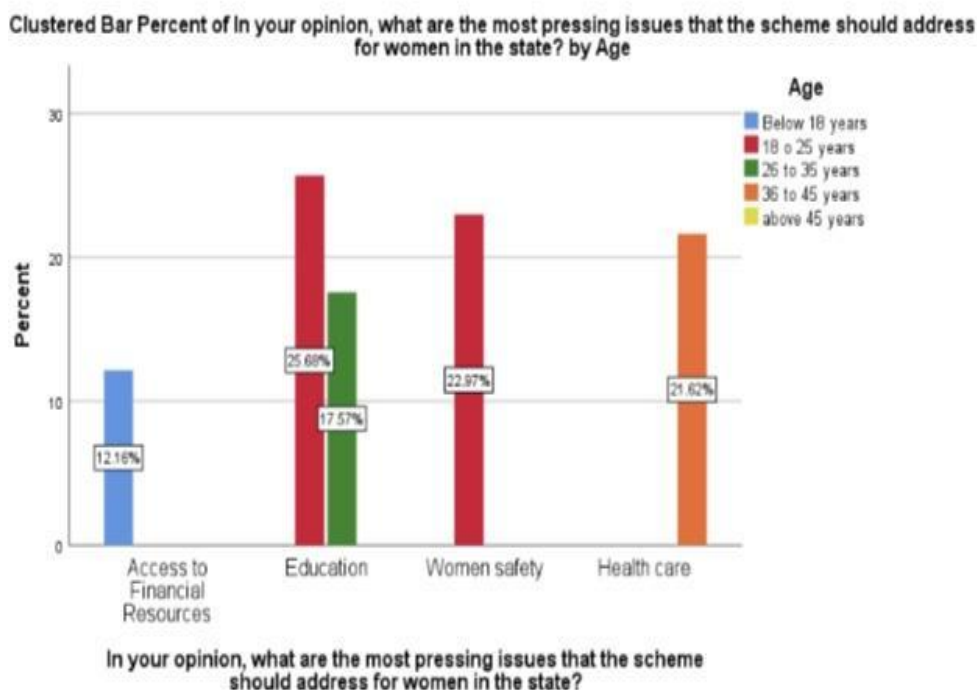
FIGURE:1



LEGEND: The figure 1 represents the gender of the respondent and their response to whether the respondents are aware of the kalaingar magalir urimai scheme in tamilnadu.



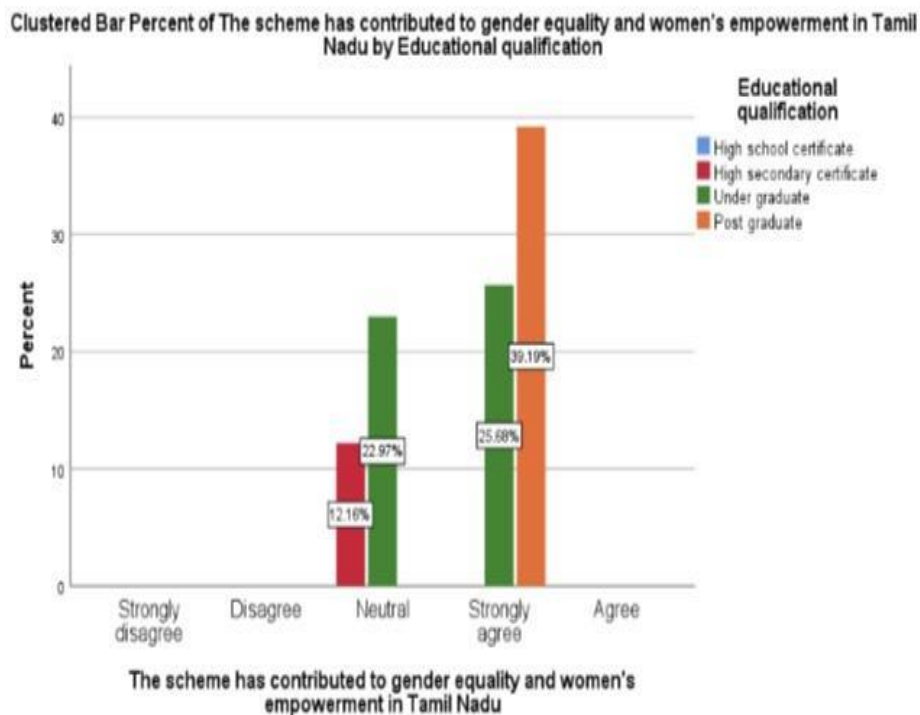
FIGURE:2



LEGEND: The figure 2 represents the age of the respondent and their response to the most pressing issues that the scheme should address for women in the state.



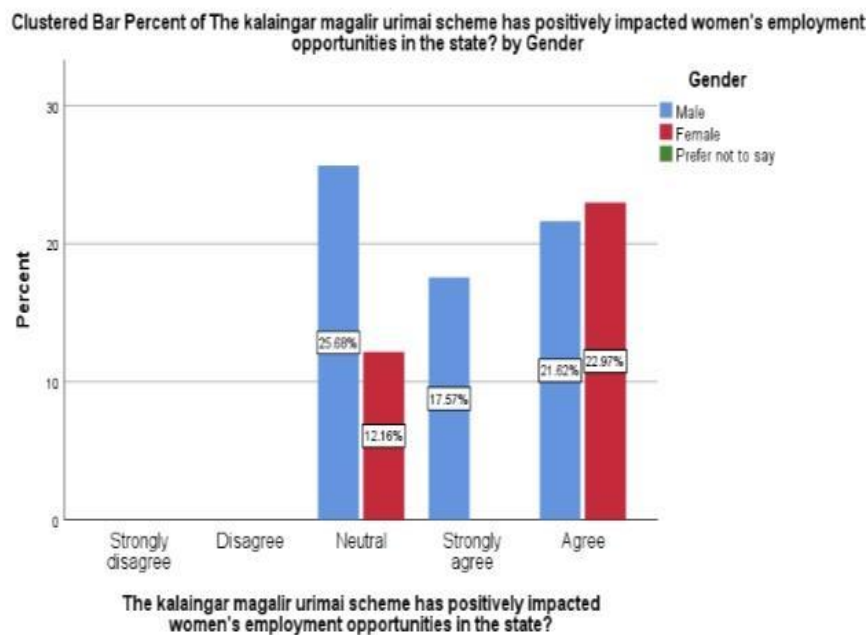
FIGURE:3



LEGEND: The figure 3 represents the educational qualification of the respondent and their response to whether the scheme has contributed to gender equality and women's empowerment in india.



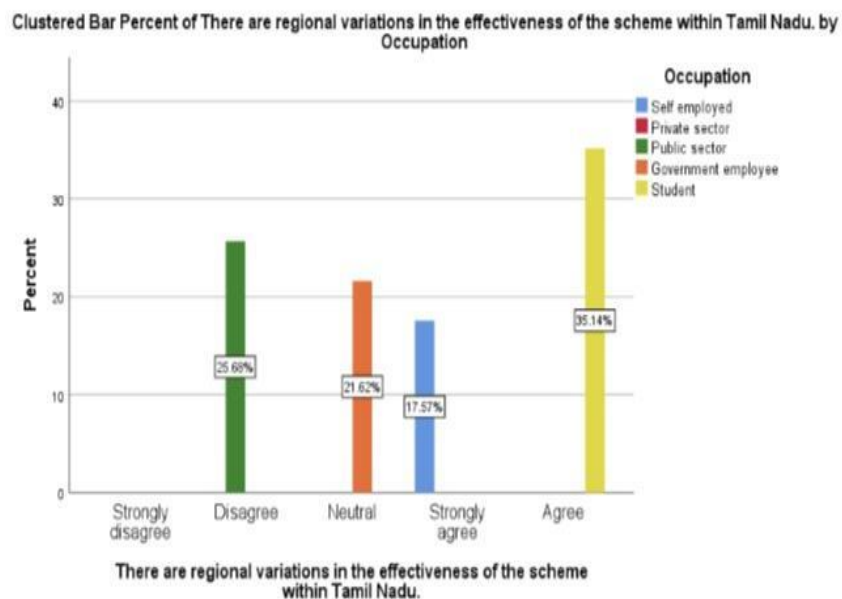
FIGURE:4



LEGEND: The figure 4 represents the gender of the respondent and their response to whether the kalaingar magalir urimai scheme has positively impacted women's employment opportunities in the state.



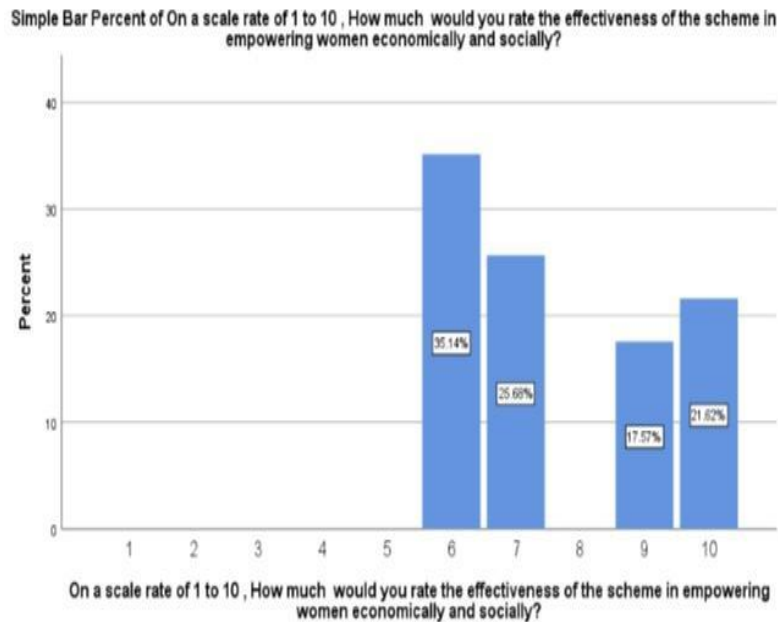
FIGURE:5



LEGEND: The figure 5 represents the occupation of the respondent and their response to whether the regional variations in the effectiveness of the scheme within tamilnadu



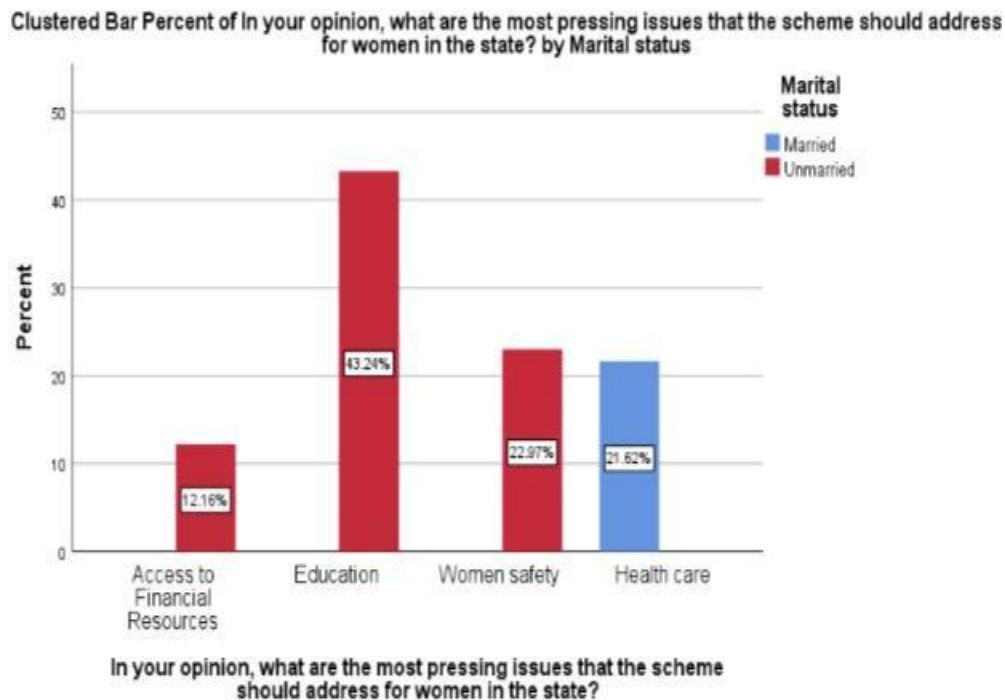
FIGURE:6



LEGEND:The figure 6 represents the percentage rate of the effectiveness of the scheme in empowering women economically and socially



FIGURE:7



LEGEND: The figure 7 represents the marital status of the respondent and their response to the most pressing issues that the scheme should address for women in the state



TABLE:1

ANOVA

In your opinion, what are the most pressing issues that the scheme should address for women in the state?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.173	1	2.173	2.363	.129
Within Groups	66.205	72	.920		
Total	68.378	73			

NONPAR. CORR.

/VARIABLES=Thekalaingarmagalirurimai scheme has positively impacted women's employment opportunities in the state?
Marital status
/PRINT=SPEARMAN TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

		The kalaingar magalir urimai scheme has positively impacted women's employment opportunities in the state?		Marital status	
Spearman's rho	The kalaingar magalir urimai scheme has positively impacted women's employment opportunities in the state?	Correlation Coefficient	1.000	-.546**	
		Sig. (2-tailed)	.	.000	
		N	74	74	
	Marital status	Correlation Coefficient	-.546**	1.000	
		Sig. (2-tailed)	.000	.	
		N	74	74	

**. Correlation is significant at the 0.01 level (2-tailed).



V. RESULT:

FIGURE:1

The highest percentage of the sample population belonging to male (64.86 %) have stated that they are aware of the Kalaingar Magalir Urimai Scheme in Tamil Nadu .

FIGURE:2

The highest percentage of the sample population of (12.16%) belonging to the age group of below 18 years have responded that education is the most pressing issues that the scheme should address for women in the state.

In figure 3 the most of the sample population respondents with post graduate to a highest percentage rate of (39.19%) has responded that they strongly agree that the scheme has contributed to gender equality and women's empowerment in tamilnadu.

In figure 4 the highest percentage of sample population belonging to male (25.68%) have stated that they neutrally agree to the statement that the Kalaingar magalir urimai scheme has positively impacted women's employment opportunities in the state.

In figure 5 the most of the students at a highest percentage rate of (35.14%) have stated that they agree that there are regional variations in the effectiveness of the scheme within tamilnadu.

In figure 6, the graph represents the scaling rate and percentage ,in which (35.14%) of the sample population have stated that at a scale rate of 1 to 10 , they agree with the effectiveness of the scheme in empowering women economically and socially at a rate of 6.

In figure 7, the highest percentage of the sample population of unmarried respondents (43.24%) have stated that education is the most pressing issue that the scheme should address for women in the state.

In Table 1 the anova and correlation of whether the kalaingar magalir urimai scheme has positively impacted women's employment opportunities in the state and in this unmarried population have responded the highest and in what are the most pressing issues that the scheme should address for women in the state in which the total of 68,378 between and within groups have responded the most

VI. DISCUSSION:

FIGURE:1 The higher percentage of the male respondents have responded that they are aware of the kalaingar magalir scheme in Tamil nadu because as compared to female respondents more number of male respondents have responded to the survey also my analysis states that male respondents are more aware about the scheme than the female respondents.

FIGURE:2 The analysis represents and states that most of the respondents belonging to the age group of 18 to 25 years have responded at a highest percentage rate that the education is the most pressing issues that the scheme should address for women in the state because Girls who receive an education are less likely to marry young and more likely to lead healthy, productive lives. They earn higher incomes, participate in the decisions that most affect them, and build better futures for themselves and their families.

FIGURE:3 The highest percentage of the sample population have strongly agreed to the statement that the scheme has contributed to gender inequality and women's empowerment in Tamilnadu as most of the post graduate students have responded the most where their educational qualification is more to be concerned here so that they could give a clarity response to the given statement

FIGURE:4 The highest sample population of male respondents have responded that they agree neutrally that the kalaingar magalir urimai scheme has positively impacted women's employment opportunities in the state which clearly states that the scheme has reached most of the male respondents in the state more than female so it should be noted that the scheme should reach women in more numbers than men as it was launched for the empowerment for women respectively.

FIGURE:5 The Clustered Bar Percentage rate states that most of the students have responded in higher percentage that they agree that there are regional variations in the effectiveness of the scheme within Tamilnadu because It's possible that perceptions of the Kalaingar Magalir Urimai Scheme vary among students based on regional factors or individual experiences. Local context and implementation can influence how people perceive such initiatives.



FIGURE:6 The graphical representation states that the most of the sample population at a rate of 6 has responded the highest rate to the scaling factor that the effectiveness of the kалаaignar magalir urimai scheme in empowering women economically and socially so It seems that a significant portion of the sample population, at a rate of 6, has indicated a high level of effectiveness for the Kалаaignar Magalir Urimai Scheme in empowering women economically and socially. This suggests a positive response to the scheme's impact on women's empowerment.

FIGURE:7 The highest percentage of unmarried respondents have stated that education is the most pressing issues that the kалаaignar magalir urimai scheme should address for women in the state as The data indicates that the highest percentage of unmarried respondents believe that education is the most pressing issue that the Kалаaignar Magalir Urimai Scheme should address for women in the state. This highlights the perceived importance of education in the context of women's needs.

TABLE:1

The nova and correlation of whether the kалаaignar magalir urimai scheme has positively impacted women's employment opportunities in the state and in this unmarried population have responded the highest and in what are the most pressing issues that the scheme should address for women in the state in which the total of 68.378 between and within groups have responded the most as the sum of squares and mean square are taken into consideration respectively.

VII. LIMITATION:

One of the major limitations is the sample size .Which is very small in the research (201) as we know that higher sample groups will try to eliminate the sample error because smaller sample size might fail to explain the characteristics of the whole population of the state/country , which might lead to sample error (inaccurate results)and access the relevant information was a task to difficult.

VIII. CONCLUSION:

In conclusion, the study of public opinion on the "Kалаaignar Magalir Urimai Scheme" in Tamil Nadu reveals a nuanced landscape of perspectives. While many applaud the initiative for its efforts in promoting women's empowerment and addressing gender disparities, there are varied opinions on its implementation and efficacy. The constructive feedback and criticisms voiced by the public present valuable insights for policymakers, indicating areas that may require refinement or amplification. As Tamil Nadu continues its commitment to advancing women's rights, this study underscores the importance of ongoing dialogue between the government and its citizens to ensure the sustained success and positive impact of such schemes on the lives of women in the state. One suggestion to enhance the effectiveness of the "Kалаaignar Magalir Urimai Scheme" in Tamil Nadu could involve an intensified awareness campaign. Increasing public awareness about the scheme's benefits, eligibility criteria, and application process can potentially broaden its reach and ensure that deserving women across diverse communities can avail themselves of its offerings. Additionally, incorporating feedback mechanisms for continuous evaluation and improvement would foster transparency and responsiveness, allowing the scheme to evolve in alignment with the evolving needs of the women it aims to empower. The Magalir Urimai Scheme, which translates to "Women's Rights Scheme," is aimed at empowering women in various ways. Some potential benefits include promoting gender equality, enhancing women's economic independence through skill development and employment opportunities, and fostering a supportive environment for women's overall well-being. The scheme likely focuses on creating a more inclusive and equitable society by addressing challenges faced by women and promoting their rights.

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