
NRLM IMPLEMENTATION IN INDIA (WITH SPECIAL REFERENCE TO WEST U.P.)

* Dr. Sudhir Kumar, **Ms. Meenakshi Saharan
*Research Supervisor, ** Research Scholar
*,**D.N.(P.G.) College, Meerut

ABSTRACT

In spite of rapid growth of Gross Domestic Product (GDP) in India, a large rural population of the country still lives below poverty line (BPL). Different studies estimated the rate of rural poverty at different levels. In spite of the numerous efforts, the rural poverty continues to be a major challenge to the Government at all levels. To address the challenge of rural poverty, the Ministry of Rural Development conceived a mission mode scheme titled as National Rural Livelihood Mission (NRLM) in the year 2010. NRLM was renamed as DAY-NRLM (Deendayal Antyodaya Yojana – National Rural Livelihood Mission) with effect from March 29, 2016. It is a centrally sponsored scheme and the Central and State Governments jointly fund the projects. The Mission is expected to saturate mobilization of all rural poor households by 2023-24. The Department of Rural Development in the Ministry of Rural Development, Government of India (GoI) has the overall responsibility of policy formulation, monitoring and evaluation of the programme and for release of funds.

The present study on rural development in India with special reference NRLM has been undertaken to analyses the facts the scheme, it is implementation, and effectiveness in rural India. The present study will be useful to the Government in knowing the co-relation of the Government support and actual problems in implementing the scheme for the benefits of the rural population. It is hoped that the results of present study will be useful to the planners policy makers and all others concerned with this scheme to decide the future role of NRLM in the rural development of the country.

Key Words-India, Poverty, Rural Development, NRLM.

INTRODUCTION

Unemployment in India is a problem of rural families living below the poverty line. These families suffer from a long spells of work, low wages and low productivity. Government of India has been implementing various schemes for the rural development. Few programmes were introduced covering different aspects of rural economy to create sufficient employment opportunities for unemployed living in the rural areas. Integrated rural development programme [IRDP] was one of the important programmes started by the government in the year – 1980. To remove the draw backs of this programme, the Government of India has launched “Swarnajayanty Gram Swarajgar Yojana [SGSY]” on 1st April 1999 in the country. This programme once again was converted by the Government into National Rural Livelihood Mission [NRLM] in the year 2011. Government of India through notification has added the words “Deendyal Antyaodaya Yojana” in 2016, so presently known as “Deendyal Antyaodaya Yojana- National Rural Livelihoods Mission [DAY-NRLM].

India is the country where 70% population resides in 6, 38,345 villages and wherein over a quarter of populace lives below poverty line. The World Bank reports that India is still home to some 260 to 290 million poor, numbers that upward push to 390 million if poverty is measured by the international standard of those living on less than \$1 a day. It is envisioned that approximately 2.5 billion people around the world live in poverty and India is a home to 1/3 of world’s poor. Families dwelling in poverty battle to come up with the money for good enough meals, clean water or basic education.

They go without proper shelter, transport and even medicine when they are sick. Almost half of India's poor approximately 133 million are concentrated in 3 states namely Uttar Pradesh, Bihar and Madhya Pradesh. Rural areas in India are home to $\frac{3}{4}$ of India's poor that has strengthened by using the increasing urban/rural disparities. Though many central and state Government poverty mitigation programmes are currently active in India with an approach awareness on Infrastructure, Social Development (especially education and health) and Rural Livelihoods but the poor reach to credit markets and formal banking system has been diagnosed as a root cause of poverty amongst the rural poor and the most disadvantaged sections of the society.

NATIONAL RURAL LIVELIHOOD MISSION (NRLM):

In spite of rapid growth of Gross Domestic Product (GDP) in India, a large rural population of the country still lives below poverty line (BPL). Different studies estimated the rate of rural poverty at different levels. In spite of the numerous efforts, the rural poverty continues to be a major challenge to the Government at all levels. To address the challenge of rural poverty, the Ministry of Rural Development conceived a mission mode scheme titled as National Rural Livelihood Mission (NRLM) in the year 2010. NRLM was renamed as DAY-NRLM (Deendayal Antyodaya Yojana – National Rural Livelihood Mission) with effect from March 29, 2016. It is a centrally sponsored scheme and the Central and State Governments jointly fund the projects.

The implementation responsibility of the Mission is vested with State Rural Livelihood Missions (Special Purpose Vehicles). At the district level, a District Mission Management Unit (DMMU) is responsible for planning and implementation, but under the overall control of the district administration. At the block level, a Block Mission Management Unit implements the Mission activities. The Mission is implemented in a phased but intensive manner, taking up certain number of blocks in each year. The Mission is expected to saturate mobilization of all rural poor households by 2023-24. The Department of Rural Development in the Ministry of Rural Development, Government of India (GoI) has the overall responsibility of policy formulation, monitoring and evaluation of the programme and for release of funds.

FEATURES OF DAY-NRLM

- **UNIVERSAL SOCIAL MOBILIZATION**

To begin with, DAY-NRLM would ensure that at least one member from each identified rural poor household, preferably a woman, is brought under the Self Help Group (SHG) network in a time bound manner. DAY-NRLM would ensure adequate coverage of vulnerable sections of the society such that 50% of the beneficiaries are SC/STs, 15% are minorities and 3% are persons with disability, while keeping in view the ultimate target of 100% coverage of BPL families.

- **PARTICIPATORY IDENTIFICATION OF POOR (PIP)**

To widen the target groups beyond the BPL list and to include all the needy poor, DAY-NRLM will undertake community based process i.e. participation of the poor in the process of identifying the target group. Till the PIP process is undertaken by the State in a particular district/Block, the rural households already included in the official BPL list will be targeted under DAY-NRLM.

- **PROMOTION OF INSTITUTIONS OF THE POOR**

DAY-NRLM, therefore, would focus on setting up these institutions at various levels. In addition, DAY-NRLM would promote specialized institutions like Livelihoods collectives, producers' cooperative/companies for livelihoods promotion through deriving economies of scale, backward and forward linkages, and access to information, credit, technology, markets etc. The Livelihoods collectives would enable the poor to optimize their limited resource.

- **STRENGTHENING ALL EXISTING SHGS AND FEDERATIONS OF THE POOR**
The self-help promoting institutions both in the Government and in the NGO sector would promote social accountability practices to introduce greater transparency. This would be in addition to the mechanisms that would be evolved by SRLMs and state governments. The learning from one another underpins the key processes of learning in DAY NRLM.
- **EMPHASIS ON TRAINING, CAPACITY BUILDING AND SKILL BUILDING**
DAY-NRLM would ensure that the poor are provided with the requisite skills for managing their institutions, linking up with markets, managing their existing livelihoods, enhancing their credit absorption capacity and credit worthiness, etc. DAY-NRLM would make extensive use of ICT to make knowledge dissemination and capacity building more effective.
- **REVOLVING FUND AND COMMUNITY INVESTMENT SUPPORT FUND (C.I.F)**
A Revolving Fund would be provided to eligible SHGs as an incentive to inculcate the habit of thrift and accumulate their own funds towards meeting their credit needs in the long-run and immediate consumption needs in the short-run.
- **UNIVERSAL FINANCIAL INCLUSION**
DAY-NRLM would work on both demand and supply side of Financial Inclusion. On the demand side, it would promote financial literacy among the poor and provides catalytic capital to the SHGs and their federations. On the supply side, it would coordinate with the financial sector and encourage use of Information, Communication & Technology (ICT) based financial technologies, business correspondents and community facilitators like 'Bank Mitras'.
- **PROVISION OF INTEREST SUBVENTION**
The rural poor need credit at low rate of interest and in multiple doses to make their ventures economically viable. In order to ensure affordable credit, DAY-NRLM has a provision for subvention on interest rate above 7% per annum for all eligible SHGs, who have availed loans 16 from mainstream financial institutions.
- **FUNDING PATTERN**
DAY-NRLM is a Centrally Sponsored Scheme and the financing of the programme would be shared between the Centre and the States in the ratio of 75:25 (90:10 in case of North Eastern States including Sikkim; completely from the Centre in case of UTs). The Central allocation earmarked for the States would broadly be distributed in relation to the incidence of poverty in the States.
- **PHASED IMPLEMENTATION**
N.R.L.M is a highly process oriented programme and requires intensive application of resources, both financial and human, in order to mobilize the poor into functionally effective institutions, promote their financial inclusion and diversify and strengthen their livelihoods. it has been decided to phase the implementation of the programme over period of 10 years.
- **INTENSIVE BLOCKS**
The blocks that are taken up for implementation of DAY-NRLM, 'intensive blocks', would have access to a full complement of trained professional staff and cover a whole range of activities of universal and intense social and financial inclusion, livelihoods, partnerships etc. However, in the remaining blocks or non-intensive blocks, the activities may be limited in scope and intensity.

- **RURAL SELF EMPLOYMENT TRAINING INSTITUTES (RSETIs)**

RSETI concept is built on the model pioneered by Rural Development Self Employment Institute (RUDSETI) – a collaborative partnership between SDME Trust, Syndicate Bank and Canara Bank. The model envisages transforming unemployed youth into confident self-employed entrepreneurs through a short duration experiential learning programme followed by systematic long duration hand holding support. DAY-NRLM would encourage public sector banks to set up RSETIs in all districts of the country.

OBJECTIVES OF NRLM

The basic idea behind this programme is to organize the poor into SHG (Self Help Groups) groups and make them capable for self-employment. In 1999 after restructuring Integrated Rural Development Programme (IRDP), Ministry of Rural Development (MoRD) launched Swarnajayanti Grameen Swarojgar Yojana (SGSY) to focus on promoting self-employment among rural poor. SGSY is now remodeled to form NRLM thereby plugging the shortfalls of SGSY programme.

NRLM is based on three pillars-

- Enhancing and expanding the existing livelihood options of the poor.
- Building skills for the job market.
- Nurturing self employed and entrepreneurs.

PURPOSE OF STUDY

In this research study, an attempt will be made to identify various factors causing for better co-ordinations and monitoring the programmes under the rural development. It will highlight the present scenario of implementation of rural development programme - “**National Rural Livelihoods Mission [NRLM]**” for the self-employment. The present study on rural development in India with special reference to NRLM has been undertaken to analyse the facts of the scheme, its implementation, and effectiveness in rural India. The present study will be useful to the Government in knowing the correlation of the Government support and actual problems in implementing the scheme for the benefits of the rural population. It is hoped that the results of present study will be useful to the planners, policy makers and all others concerned with this scheme to decide the future role of NRLM in the rural development of the country.

OBJECTIVES OF THE STUDY

- To study the role of NRLM in the development of rural India.
- To see the implementation of NRLM in study area and other parts of the state.
- To analyse the impact of this scheme in improving the unemployment situation of the rural masses.

IMPLEMENTATION OF NRLM

Ministry of Rural Development, Government of India launched the National Rural Livelihoods Mission in 2010 which aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services. To implement the NRLM in the state of Uttar Pradesh, the Government of Uttar Pradesh has set up an autonomous society i.e. State Rural Livelihood Society (UPSRLM), under the aegis of Rural Development Department, registered under the Societies Registration Act, 1860. Since its inception, UPSRLM has promoted 3,61,601 SHGs, covering 42,113 Gram Panchayats in 64,925 villages reaching 38,41,781 rural households. The program has statewide outreach spanning across 75 districts and 821 blocks, making it the largest community outreach

program in the state. As of today, 2582 staff at state, district and block offices are engaged in achieving this Mission across the state.

Table-1 Demographic Details of Study Area

Place	Population	Change	Area(Km)	Density	Sex Ratio	Literacy
India	1,210,854,977	17.64 %	3,287,240	382	940	74.04
U.P.	199,812,341	20.23 %	240,928	829	912	67.68
Bareilly	4,448,359	22.93 %	4120	1080	887	58.49
Agra	4,418,797	22.05	4041	1093	868	71.58
Aligarh	3,673,889	22.78	3650	1007	882	67.52
Meerut	3,443,689	14.89	2559	1346	886	72.84
Saharanpur	3,466,382	19.66	3689	940	890	70.49

Source-Census 2011

Table-2 Revolving Fund Disbursement to SHG (NRLM Fund) in India

S.No.	Years	Amount Rs. in Lakh
1	2010-11	585.64
2	2011-12	475.58
3	2012-13	2080.32
4	2013-14	3933.22
5	2014-15	8972.48
6	2015-16	10481.78
7	2016-17	13935.58
8	2017-18	30395.86
9	2018-19	42052.42
10	2019-2020	51880.75
Total Amount in Lakhs		164793.6

Source-Ministry of Rural Development

Table-3 Revolving Fund Disbursement to SHG (NRLM Fund) in Uttar Pradesh

S. No.	Years	Amount in Lakh
1	2010-11	11.46
2	2011-12	18.69
3	2012-13	49.21
4	2013-14	236.68
5	2014-15	2286.56
6	2015-16	2250.96
7	2016-17	3008.04
8	2017-18	4957.25
9	2018-19	6072.60
10	2019-2020	10084.75
Total Amount in Lakhs		28976.2

Source-Ministry of Rural Development

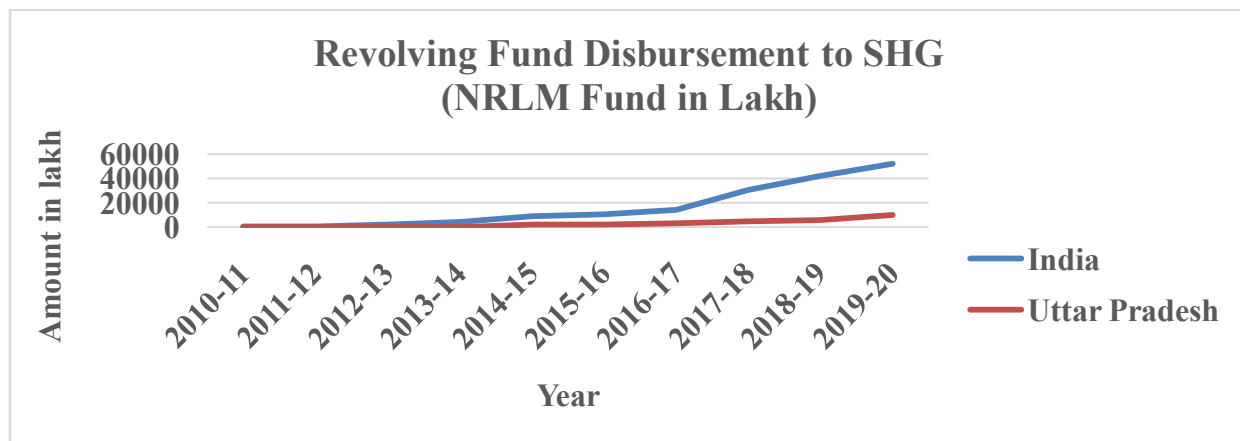


Figure 1: Trend of the revolving Fund Disbursement to SHG in India and Uttar Pradesh.

Table-4 Revolving Fund Disbursement to SHG in selected Districts of Uttar Pradesh

S.No.	Year	Amount in Lakh				
		Agra	Aligarh	Bareilly	Meerut	Saharanpur
1	2010-11	0.10	0.05	0.20	0.15	0.40
2	2011-12	0.20	0.41	0.00	1.05	0.00
3	2012-13	0.35	1.02	1.01	3.85	1.20
4	2013-14	3.80	7.98	3.95	4.40	3.35
5	2014-15	40.55	84.80	36.65	47.40	36.65
6	2015-16	21.45	54.67	21.05	30.30	19.57
7	2016-17	53.70	63.90	34.22	35.85	36.75
8	2017-18	140.70	96.15	36.30	26.55	34.50
9	2018-19	147.60	190.65	45.45	27.90	30.90
10	2019-20	304.65	339.60	64.35	71.25	111.00
Total		713.1	839.23	243.18	248.7	274.32

Source-Ministry of Rural Development

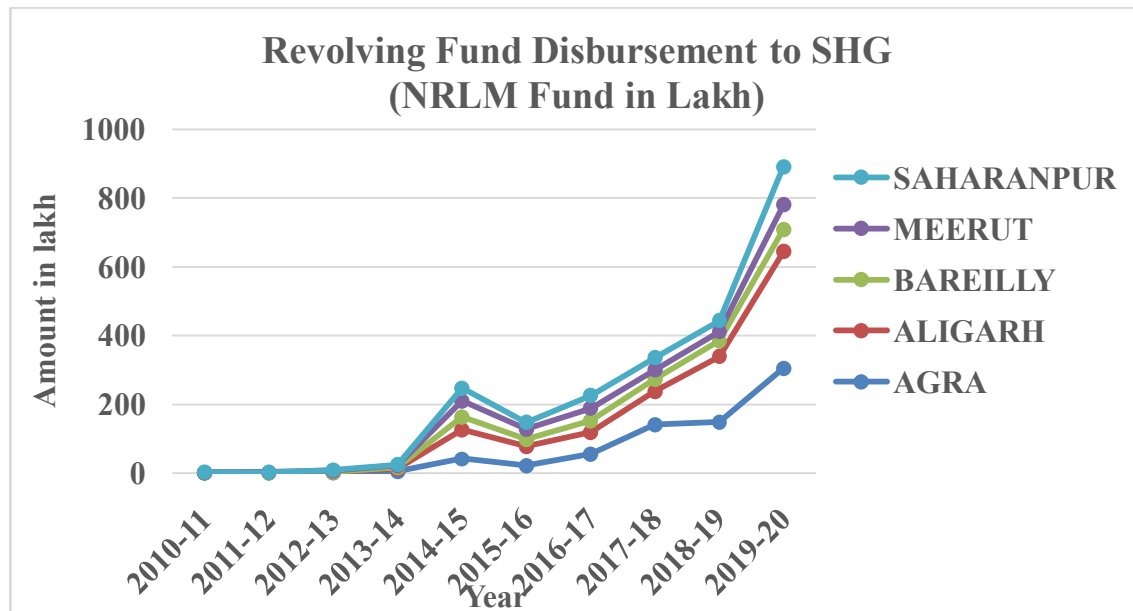


Figure 2: Trend of the revolving Fund Disbursement to SHG district wise.

PROCEDURE FOR IMPLEMENTATION OF NRLM AT DIFFERENT LEVELS

NRLM has set up dedicated sensitive support units at the National, State, district and sub-district levels, to catalyze social mobilization, build institutions, capacities and skills, facilitate financial inclusion and access to financial services, support livelihoods and to promote convergence and partnerships with various programmes and stakeholders. These units would be staffed with professionally competent and dedicated human resources

NATIONAL LEVEL

At the national level, Ministry of Rural Development (MoRD) is required to provide technical and professional support to the states to establish the Mission societies, implementation architecture and systems and guide them in the implementation and monitor their progress. For this, **NRLM Empowered Committee (EC)** has been set up which reviews and approves the Implementation Plans and Annual Action Plans and release the funds to SRLMs. BV The Joint Secretary/Additional Secretary, Rural Livelihoods (RL), MoRD leads NRLM as Mission Director and Chief Executive officer (CEO) of **National Rural Livelihoods Promotion Society (NRLPS)** with the Union Minister In-charge of the Ministry/Department dealing with the Society shall be the ex-officio President of the Society. NRLPS comprises of multidisciplinary team of professionals from open market on contract, and requisite support staff to provide wide ranging professional and technical support to the National Rural Livelihoods Mission and the State Rural Livelihoods Missions in the implementation of their Mission Objectives.

STATE LEVEL

At the state level, the **State Rural Livelihoods Mission (SRLM)** constituted by State Government, would oversee the implementation of all NRLM related activities in the state. An autonomous body under the State Government, SRLM would be incorporated as a society, trust or company. **State Mission Management Unit (SMMU)** would implement the NRLM activities in the state through an SMMU, at the state level, headed by a full-time State Mission Director (SMD). A multidisciplinary SMMU team would comprising of experts in Social Inclusion, Financial Inclusion, Livelihoods,

Programme Management, Programme Support etc., would support the SMD in implementing NRLM in the state.

DISTRICT MISSION MANAGEMENT UNIT (DMMU):

The DMMU of the SRLM would be responsible for meeting NRLM objectives and implementing NRLM activities in the district. DMMU, linked suitably with DRDA, would be a facilitating and support unit for field structures. A multidisciplinary DMMU, led by District Mission Manager (DMM), hired from open market on contract or on deputation from Government, includes functional specialists in Social Inclusion, Financial Inclusion, Livelihoods, Capacity Building, Programme Management, Programme Support etc., and support staff, as required. These specialists and staff would be hired in a phased manner, as required, on contract or on deputation.

SUPPORT STRUCTURES AT SUB-DISTRICT LEVEL:

The Sub-district level Support Structure is either –

- A Block Mission Management Unit (BMMU) led by a Block Mission Manager (BMM) and consisting of 3-5 spearhead teams; or
- A Project Facilitation Team at cluster (sub-block) level.

CONCLUSION

The analysis of implementation of NRLM scheme reveals that In India, The Government of India increased the disbursement of funds every year In Uttar Pradesh also the Fund Disbursement to SHG (NRLM Fund) increased from 11.46 lakhs to 10084.75 lakhs in the last 10 years. But still a lot has to be done regarding creating the awareness about the scheme as well as involvement of people in SHG's. Through the analysis it was revealed that in the study area more than 90% of respondents were aware of the NRLM scheme as well as know that subsidy can be taken under this scheme but only 50% have taken subsidy under this scheme. Most of the people know about the rules & regulations of the self-help groups to be created under this scheme. Most of the people were of the opinion that their self-confidence, social status and participation in social activities has increased after joining SHG's. People are also of opinion that NRLM as a poverty alleviation programme for rural people in India is leading to increase the employment status/income and led to the poverty alleviation programme in India for rural people.

The study also concludes that NRLM scheme is one of the important significant tools and techniques of poverty alleviation programme in rural India for rural people and more than 50% people with more than 35% are strongly agreeing that SHG has increased the employment and poverty alleviation programme in India for rural people. It was further concluded that that NRLM scheme has significant impact on rural development for the self-employment for rural people.

REFERENCES

1. APMAS (2005), A Study On Self Help Groups – Bank Linkage in Andhra Pradesh, Hyderabad, Andhra Pradesh Mahila Abhvrudhi Society.
2. Banerjee, Tanmoyee. (2009). Economic Impact of Self-Help Groups -A Case Study Journal of Rural Development, 28 (4), 451 – 467.
3. C R Kothari (2009), “Research Methodology- Methods and Techniques” Second Edition, New Age International Publication.
4. Dr. Sushil Kumar Mehta, Dr. Hari Govind Mishra and Mr. Amrinder Singh (2011) role of self help groups in socioeconomic change of vulnerable poor of jammu region. International Conference on Economics and Finance Research , Singapore.
5. Dr. Meenu Maheshwari, Shobhna Goyal (Aug 2014) Role of Self Help Groups in Socio Economic Empowerment of Women: A Review of Studies. Pacific Business Review International 2.7, 85-93.

6. Painoli, Girish Kumar, Losarwar, Sunil G (Nov 2011) Paper Presentation on Self Help Groups and Women Empowerment. International Journal of Business Economics and Business Research 2.11, 125-130
7. Rajendran.K.& Raya.(2011) Does Microfinance Empower Rural Women? A study in Vellore District, Tamil Nadu. Indian Journal of Finance, 5(11), 47-55.
8. Satish, P., (July-Sept., 2001) Some Issues In the Formation of SHG's. *Indian Journal Of Agricultural Economics*, Vol. 56 (3).
9. Thakral, Shefali Verma, Uppal Nitima, Chawla Esha (Dec 2010) Empowerment of Women through Micro Finance: A Boon for Development of Economy. International Journal of Research in Commerce and Management 1.8: 146-150.