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UNNAT BHARAT ABHIYAN (UBA) SCHEME AND TRANSFORMATION OF RURA DEVELOPMENT IN CONNOTATION WITH THE POVERTY LINE AND LITERACY RATE

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ABSTRACT

The Government of India (GoI) has taken several measures to achieve r development by leveraging knowledge to build new India. The central government initiated the Unnat Bharat Abhiyan (UBA) to enhance the quality of education rural economic development in India. The research tried to analyze the role of UB transformation of rural development. The study mainly focuses on identifying awareness, beneficiaries and its achievement in Kuppaneickanpalayam vill Somayampalayam panchayat, Coimbatore. In this situation, an effort is made study the role UBA scheme and Rural Development in association with the Pov Line and Literacy Rate.

Key Terms: *Unnat Bharath Abhiyan (UBA), Poverty Line/ Below Poverty Line (B Literacy Rate, Rural Development, Education System*

1. Introduction

Unnat Bharat Abhiyan (UBA) is motivated by the vision of transformatio change in rural development processes by leveraging knowledge institutions to h build the architecture of an Inclusive India. To contribute more works towards t communities using their knowledge base, economic development and so movement of the villages in India, the significant initiative were taken and act participation in development activities of selected villages, particularly in rural are Unnat Bharat Abhiyan will make remarkable change in rural development proces to create a commendable phase between the society and education system. T Operation of UBA is to empower higher educational institutions to work with t people of rural India for recognizing progressive tasks and changing proper solutio for fast-tracking sustainable growth at both the public and private sectors to t developmental needs of rural India.

The foremost area of thrust and focus under UBA are human development a economic development which need to be developed through continuous progress Health, literacy rate - quality education system, improvement in the poverty lin Culture, Values and Perception Development, Skills and Entrepreneurship, Orga Culture and Cow-based Economy, Water Management and Conservation, Renewa Energy Sources, Artisans and Rural Industries, Basic Amenities and E-suppo Development and Harnessing of Local Natural Resources.

2. Review of Literature

The research work carried on growth and poverty in rural India analyzed t effect of policies, impact of growth and anti-poverty Programmes. (Ravallion and Da It is described clearly that poverty is based on the poor dichotomy in relation to t chosen poverty line.(Ghosh). Education plays a key role in the reducing the pove and promotes the rural developments.(Tilak). It is identified that in past 20 years, l of measures has been taken to reduce the consumption poverty. Official poverty lin in 2004-05 are about 28 per cent and 26 per cent from rural and urb respectively.(World Bank). Poverty has significant role in the rural development of t nation, it is clearly stated that increasing budgetary allocation to funding t education sector with reducing the poverty line will be more effective.(Ahmad a Batul). It is explored that the inclusive growth and its components, using a n measures of inclusive growth. Robust growth of the economy has key role in t poverty reduction and inclusiveness in the rural India.(Anand et al.).

In rural areas, the main focus is on the generation of jobs, identifying the youth, youth participation and assessment of role of youth in the role development. It is opined (Kapur) that the role of youth imperative in case of the rural development. Factors affecting chronic poverty are investigated; the association between chronic poverty and agro-climatic conditions, agronomic features, human capabilities, social structure and infrastructure studied and variations in the dynamics of poverty across the two sets of regions are identified. (Mehta et al.)

The research work on improving the education in rural areas – guidance for rural development identified the critical aspects of universal basic education, development of national economy and the alleviation of poverty is a key part of rural development the national schooling model, developed in an urban context, is not so relevant to the rural setting, and rural families cannot afford the direct cost of schooling nor the opportunity cost of having their children away for many hours of the day in low-quality schools. (Moulton).

The research study, (Vasudeva Rao and Gupta) identifies that the literacy is a process which dispels and promotes the rational thinking and moulds the human beings into becoming responsible citizens. It also noted the major factors responsible for resulting in the literacy rare in the state and country. The evidence on Indian household expenditure (income) groups confirms significant, strong and inverse correlation between levels of educational attainment and levels of poverty. The study clearly indicated that the participation in education will consistently increase the operation of household economic levels and the traditionalism of such methodical form of population in both rural and urban, male and female, rather with no exception at all is strikingly clear. (Tilak) Jharkhand state has high incidence of poverty, where majority of the households are belongings to the below poverty line (BPL), the research report indicated the issues relating many economic factors and agro-climatic effects on the households which has strongly affected their livelihood.(Singh et al.)

The case study on patterns of poverty in remote rural areas highlighted the geographical area, ecological-cultural diversity, and deep-rooted social stratification, spatial inequality has key role with poverty in India. (Shah) The research made an effort to understand the association with the gender and rural poverty to study the collaborative research and analysis on daily basis and experiences the knowledge's of women and men at their work place and many steps to reduce the rural poverty in the 21st century. (Ryan Nehring) Financial Literacy benefits the people to achieve money more effectively to succeed financial wellbeing by opening appropriate financial products and services. In the study, it is indicated that financial literacy is the key to make the Prime Minister Jan Dhan Yojana (PMJDY) a success. (Phani Kumar)

3. Research Gap

The are enormous study relating to Literacy Rate (LR), Poverty Line (PL) and Rural development in many countries.But such a study on Unnat Bharath Abhiyan (UBA) in association with transformation of rural development with the relationship between the LR and PL has not be undertaken in India so far. The present study aims to understand the role UBA in rural transformation and find out strong association with poverty and literacy influence on the rural development in India.

4. Objectives of the Study

The purposes of the study are –

a. To know the awareness and beneficiaries of UBA scheme among the households of the selected village
b. To understand the role of the UBA in rural development and economic progress
c. To analyze the impact of literacy rate and Poverty line on the economic development of rural India and
d. To know the effect of quality of education system on girl childrens and rural development.

5. Hypothesis

* **H_{01}:** Unnat Bharat Abhiyan (UBA) scheme towards the rural developme positively related to the girl children's education and learning styles.
* **H_{02}:** The relationship between the UBA scheme towards the girl childr education and learning styles is mediated by literacy rate.
* **H_{03}:** Rural development mediates the relationship between the literacy ra towards the economic development.
* **H_{04}:** The relationship between UBA scheme towards rural development and liter rate of girl children's, poverty line are sequentially mediated by the econo development and standard of living.

6. Methodology

Sample Design and Procedure

The tested hypotheses with a cross-sectional field of study of UBA scheme covering the literacy rate, poverty line and quality education system adopted in selected village of Coimbatore. (Kuppaneickanpalayam village, Somayampalay panchayat) For the current research work, a specific village was selected to study UBA developmental activities benefits among the households. First, concentrated the households of the adopted village to know the awareness of UBA and created insight about the programmes and implemented the scheme. Second, perso interactions were made to know the position of literacy rate, and poverty line. effort made to reduce the below poverty line (BPL) and to increase the literacy r among the households of selected village for rural development in India. T exploratory study used the multi stage sampling techniques in the selected ar Several days (2018-2019) before the survey administration and with the assistant the each household and volunteers of rural development, it is circulated to household members and personal interview were made. The purpose of the resear is to find out the Role of Unnat Bharat Abhiyan (UBA) Scheme and Transformation Rural Development in association with the Poverty Line and Literacy Rate. The to representative (n=286) in the village were personally interviewed and circulated t designed instruments to the households and beneficiaries of the UBA. The pil research covered a period from November 2018 to December 2019 and the seconda collected since 2001 to till date for the analysis of the research to find the awarene level, role in rural development, to find out the literacy rate and to understand t poverty line, to know the exact beneficiaries, to identify the performance an efficiency of the Unnat Bharath Abhiyan (UBA) scheme in addition the first ha information by the selected respondent in the study. Primary data for the study a collected from the selected group of household members of Kuppaneickan palaya village and others who are actively involved in the Unnat Bharath Abhiyan (UB scheme of Somayam palayam Panchayat, Coimbatore. Secondary data are collect from books, journals, research papers, newspapers, on-line sources, Reports Economic Indicators, University web portal, India studies, and University Libra resources (Both offline and Online sources) etc.,

The current research work applied the percentages methods and simp statistical computational workouts. In addition to this, the Structural Equation Mod (SEM) and Amos (Analysis of Moment Structures) (IBM version 20.0) are used t identify quickly the specify confirmative factors which affect the outcome of the stu and to modify the model graphically if necessary by using simple drawing tools t bring out the result perfectly support the target statement of the study to prove.

7. Results and Discussion

The current research focused mainly on the UBA scheme benefits for the rur development. Out of the 286 samples collected, 150 households each represents fro the four different categories namely Community, Education, Poverty and Gende Detailed demographic profile of the respondents is illustrated in the table-1 to 7 give below:

Testing of Hypothesis (H)

Results –

The table – 1 presents the means, standard deviations, correlations and reliability estimates (cronbach alphas) for all the research variables. All the analyses were conducted with structural equation modeling (SEM) (Linde K. Muthen) Before scales for hypothesis testing, It is assessed the construct validity of our measures using confirmatory factor analysis by comparing the measurement model with four competing models, described in the table – 9.(Gerbing and Anderson) The correlated errors for two pairs of items from UBA schemes scales because these items tapped into ideas of UBA requirements at a greater demand and implementation in the rural areas. To understand the protagonist of UBA on rural development with two major factors poverty line and literacy rate, the two items are were highly correlated. As indicated in the table – 9, the four-factor measurement model was the best fitting model and provided a reasonable fit to the data by supporting the unidimensionality of the measures, comparative fit index = .94; root mean square error of approximation 90% confidence interval = .06,.09. Because of the measures self-reported, it is investigated the role of UBA and its impact on the rural development in India, which has highly plays a prominent part, if the single latent factors accounts for the majority of the evident variables variance. In order to test, it is used the effective method bias by loading each set of indicators on the latent variables and by loading onto the fifth, the common latent variables used. In the five-factor model is not converging with the relatively small variables and large number of items. In the study, it is conducted the process of rural development is a coherent system where one factor affects another one. It was also found that it is not appropriate to use weights to distinguish importance of factors affecting rural development. (Straka and Tuzová)

Table –1: Means, Standard Deviations, correlations and reliability Estimates for Study Variables

Variables	M	SD	1	2	3	4	5	6	7	8	9
Gender*	0.69	0.61	--								
Age	39.43	13.21	.16*	--							
Education	3.12	0.91	.01	.15*	--						
Caste Section	1.88	1.53	-.05	.36	.13*	--					
Positive influential factor	3.76	1.81	-.08	-.19	.08	.05	**.94**				
UBA Scheme	3.11	0.89	.23***	-.13	.04	-.03	.48***	**.91**			
Rural Development (RD)	2.66	0.72	.07	-.29***	-.00	.00	.41***	.29***	**.89**		
Literacy Rate (LR)	2.42	0.74	-.08	-.29***	-.00	-.03	.42***	.29***	.48***	**.79**	
Poverty Line (PL)	3.56	0.86	.01	.08	.14	.18**	.51***	.26***	.29***	.14*	**.86**

Note: N = 286; reliability coefficients appear in bold.

Gender* is coded as 0 (Males) and 1 (Females).

*p<0.05, **p<0.01, p<0.001***

Table – 2: Fit Indices for Alternative Measures Models

Measurement Model	*df*	X^2	X^2/df	CFI	SRMR	RMSEA
Single Factor [a]	287	1.912	6.50	.66	.14	.13, .16
Two Factor [b]	284	1,182	3.79	.82	.11	.09, .14
Three Factor – 1[c]	282	926	3.16	.89	.09	.08, .09
Three Factor – 2[d]	284	925	3.12	.87	.09	.08, .09
Four Factor [e]	286	666	2.26	.94	.08	.06, .09

Note: N=286, CFI = Comparative Fit Index, SRMR =standardized root mean square residual; RMSEA = Root mean Square error of approximation, 90% confidence interval.

[a]All indicators load as a single factor

[b]UBA scheme and rural development load on one factor, and poverty line load on second factor

[c]UBA, rural development load on their respective factors and literacy and poverty line to load on one factor

[d]UBA, rural development load on poverty line BPL to load on their respective factors

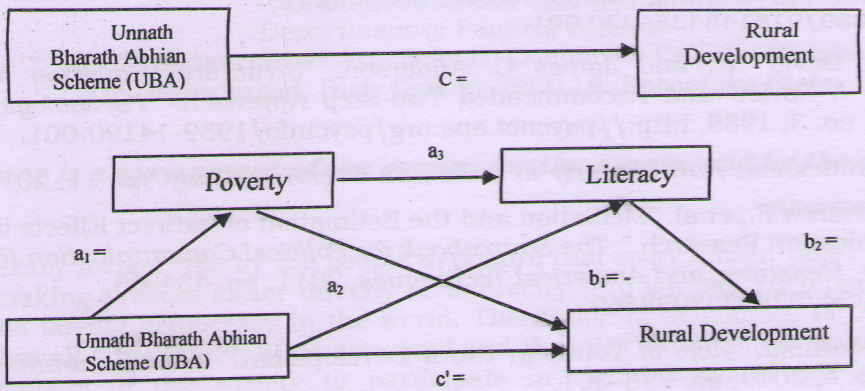
[e]UBA, RD, PL, and load on their respective factors.

Table – 3: Path Coefficients and Indirect Effects for Mediation Models

Factors	Path coefficient			Indirect Effects		
	to Rural Development (RD)	to Poverty Line (PL)	to Literacy Rate (LR)	Estimate	Symmetric 95% Confidence Level	Bias-Corrected Bootstrap 95% Confidence Level
UBA Scheme	0.50 (.13)	0.16 (.05)	0.57 (.17)			
Poverty Line	-.04 (.23)		1.66 (.40)			
Literacy Rate	0.23 (.05)					
Total				.14 (.05)	.03 , .23	.04, .25
UBA→PL→LR				-.06 (.04)	-.13, .01	-.14, .00
UBA→LR→RD				.13 (.05)	.05, .22	.05, .24
UBA→PL→LR→RD				.06 (.03)	.02. .11	.02, .12

Note: N=286, Bootstrap confidence intervals were constructed using 200 resamples. Total effect UBA scheme→Rural Development = 0.071(.14)

Figure – 1: Three –Path Mediation Model



H_{01} = UBA Scheme →→ Rural Development

H_{02} = UBA Scheme →→ Poverty Line →→ Rural Development

H_{03} = UBA Scheme →→ Literacy Rate →→ Rural Development

H_{04} = UBA Scheme →→ Poverty Line →→ Literacy Rate →→ Rural Development

In structural model analysis, it is estimated all the coefficients, simultaneously controlling for gender, age, education, caste section, positive influential factor, rural development, literacy rate and poverty line. Table – 10 showed the results. In the analytical model, the suitable test for three – path mediated effects was applied. This research paper was able to isolate the indirect effect of both the mediators such as literacy rate (Educational system) and poverty line as state in the hypothesis 1, 2 and 3 respectively. The method is proficient to examine the indirect effect which was passing through both the mediators in a series. Figure – 1 explained these models. The structural model fit in the three-path mediation model reasonable fit: Chi-Square (X^2) value of 328.84 with the 223 degree of freedom is at the 0.05 (5%) significant level: its p – value is 0.000. This finding suggests that model fits the data acceptably from selected village. The authenticate evidence is provided by the RMSEA fit statistics 0.028 the obtained value of 0.008 is less than the cutoff 0.08.

8. Conclusion

To summarize, the study highlighted the important role of UBA scheme on the rural development to build the strong basis to improve the education system and reduce the poverty line in order to progress economic condition of the nation. The research has put effort to identify the role of literacy rate and poverty line to increase the rural development. In the study, the performance of UBA is noticed that highly effective in developing the standard and quality of education system for the new India.

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