

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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**A STUDY ON PUBLIC ATTITUDE AND CONTRIBUTION TOWARDS POVERTY ALLEVIATION****L. VIJAY****RESEARCH SCHOLAR****DEPARTMENT OF MANAGEMENT STUDIES****KARPAGAM UNIVERSITY****COIMBATORE****M. GANDHI****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****SAPTHAGIRI COLLEGE OF ENGINEERING****DHARMPURI****ABSTRACT**

The article of the study conducted on the title 'A study on public attitude and contribution towards poverty alleviation in Trichy city. The primary objective of the study is to find out the public awareness of the poverty, to know the public attitude towards poverty, and to identify the public contribution toward poverty alleviation. The authors have collected primary data by survey method and secondary data have been collected from books, journals and internet sources. The study was conducted for a period of three months. The study related towards common public from different strata. Simple percentage analysis, chi-square analysis were used for this study. In trichy city public have moderate level of awareness and moderate level of attitude towards poverty.

**KEYWORDS**

Attitude, Awareness, Poverty and Public contribution.

**INTRODUCTION**

Poverty may be defined as an individual's inability to satisfy basic needs in food, clothing, shelter and health. Here India is the second most populous country in the world. Though large population gives rise to large supply of labour force, it gives to a number of economic problems like poverty. The major causes of Indian poverty were due to weak growth strategy, growing unemployment, deforestation and inequalities in income distribution. Therefore Indian government has taken a number of measures to control population growth. There are many programmes namely Integrated rural development programme (IRDP), Training of rural youth for self-employment (TRYSEM), Food for work programme, Employment assurance scheme (EAS), etc and all these programmes not fully alleviated the poverty but helped to tackle and manage the poverty problems. According to 2011 census now Indian population rises nearly to 120 crores and the people living below poverty line is in significant level. Hence the public positive attitude toward poverty and contribution for it help the nation for reducing such problems and also it enables the government to alleviate poverty to large extent.

**STATEMENT OF THE PROBLEM**

Though India is a largest country, still lacks in holistic growth. Poverty spread out everywhere in the country. Government announced sacred schemes such as free meal scheme, old age pension, child development scheme, widow re-marriage scheme, etc, but the eradication programme not wholly fruitful and poverty prevailing and staying in india. There is a need for alternative ways and also additional sources other than national five year plans for eradicating poverty. A human being in the society whether the public interested to contribute money for poverty alleviation. This study attempts to know the public attitude towards poverty and also effort has taken in different view to know the public contribution towards poverty alleviation.

**OBJECTIVES**

1. To know the public awareness toward poverty
2. To find out the public attitude toward poverty
3. To identify the public contribution towards poverty alleviation.

**REVIEW OF LITERATURE**

The past and previous studies shows that poverty alleviation programmes in india was not yielded the required result. But this study is a new approach to identify the public attitude and contribution toward poverty alleviation and none of the studies has made any attempt in this area of the study.

Some reviews have been collected which are related to this topic is as follows;

According to the planning commission of india in the report titled 'Poverty alleviation in rural india; Programme and strategy pointed that ' inadequacy of social infrastructure affecting the quality of life of the people and their employability. Economic growth is important. Economic growth creates more resources and has the potential of creating more space for the involvement of the poor. But the involvement of the poor depends on the sources of growth and the nature of growth. If the growth is sourced upon those sectors of the economy or those activities that have a natural tendency to involve the poor in their expansion, such growth helps poverty eradication.

The planning commission report in the title 'Policies for poverty alleviation shows that 'poverty alleviation must be treated as an explicit objective and development strategies must be consciously structured to achieve this objective. Many national plans now have explicit quantitative targets for reduction in poverty and related issues such as creation of employment and provision of basic needs. There is also much greater interest in establishing an explicit linkage between policy formulation and the achievement of poverty related objectives.

The article titled 'government poverty alleviation programme; are they effective published in the time groups magazine as follows ' the percentage of india's population living below the poverty line in 2004-05 was estimated at 27.8 percent. The government has been able to reduce this rate by only an average of 0.74 percent since 1993. Statistics clearly indicate that the poverty alleviation programs have had a minimal effect on poverty levels in India.

**RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem by applying various research techniques along with the logic behind the problem. The effectively used methodology will prove the validity of the findings and the success of the research depends mostly on methodology accordingly the researcher has used scientific method to arrive at certain conclusions.

The present study is descriptive in nature and the data source is primary data was collected through questionnaire and also secondary data was collected from books and websites. The primary data collected in the time period from the month of may to july 2011.

**SAMPLING DESIGN**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure, the researchers would adopt in selecting items for the sample. The area of the study is trichy city and sample size consist of 75 respondents were selected on the basis of convenience sampling method.

**FRAMEWORK OF ANALYSIS**

Based on the objectives of the study certain variables are taken in to consideration such as gender of the respondents, age of the respondents, educational qualification of the respondents and occupation of the respondents. Simple percentage analysis and chi-square test are used for data analysis purpose

**DATA ANALYSIS AND INTERPRETATION**

**SIMPLE PERCENTAGE METHOD**

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

Formula: 
$$\frac{\text{Number of respondent's response to a question}}{\text{Total number of samples selected for the study}}$$

**CHI-SQUARE ANALYSIS**

Chi-square test is an important test among the several test of significance. Chi-square symbolically written as  $\chi^2$  (pronounced as ki square) is a statistical measure used in the context of sampling analysis for comparing a variance to theoretical variance. Chi-square test enables to explain whether or not two attributes are associated. Chi-square is calculated as follows

$$\chi^2 = \sum \frac{E(O_{ij} - E_{ij})^2}{E_{ij}}$$

$O_{ij}$  = Observed frequency of the cell in the  $i$ th row and  $j$ th column

$E_{ij}$  = Expected frequency of the all in the  $i$ th row and  $j$ th column

As a non-parametric test it can be used to determine a categorical data. It is used to make comparison between theoretical population and actual data. Degree of freedom plays an important part in using the chi-square distribution and tests are based on it. The degree of freedom is worked out as follows

$d.f = (c-1)(r-1)$

where 'c' means number of columns and 'r' means number of rows.

**1) PUBLIC AWARENESS TOWARDS POVERTY**

To know the public awareness several questions were asked about poverty population, meaning of poverty and reasons of poverty.

**TABLE 1: KNOWING THE REASONS OF POVERTY**

Knowing the reasons of poverty	Number of respondents	Percentage
Weak growth strategy	13	17.3
Unemployment/underemployment	18	24
Inequalities in income distribution	4	5.3
Ecological degradation and deforestation	9	12
All	31	41.3
<b>Total</b>	<b>75</b>	<b>100</b>

It was observed that 41.3% of the respondents know about the reasons of poverty.

**2) PUBLIC ATTITUDE TOWARDS POVERTY**

**a) PUBLIC SATISFACTION TOWARDS GOVERNMENT MEASURES REGARDING POVERTY ALLEVIATION**

Respondents are asked to give their opinion about government measures regarding poverty alleviation. The level of satisfaction was classified as namely highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied.

The following table highlights the cross tabulation between the personal factors and level of satisfaction of the respondents towards government measures regarding poverty alleviation.

**TABLE 2: SATISFACTION TOWARDS GOVERNMENT MEASURES REGARDING POVERTY ALLEVIATION**

Personal Factors		Level of Satisfaction					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	High Dissatisfy	
Gender	Male	8	9	9	10	6	42
	Female	5	6	11	7	4	33
	<b>Total</b>	<b>13</b>	<b>15</b>	<b>20</b>	<b>17</b>	<b>10</b>	<b>75</b>
Age	15 to 25	4	5	5	6	3	23
	26 to 35	4	3	4	5	3	19
	36 to 45	3	4	6	2	3	18
	Above 45	2	3	5	4	1	15
	<b>Total</b>	<b>13</b>	<b>15</b>	<b>20</b>	<b>17</b>	<b>10</b>	<b>75</b>
Educational Qualification	Below SSLC	2	3	2	3	2	12
	X to XII	3	2	3	1	4	13
	UG	4	5	8	9	1	27
	PG	4	5	6	4	3	22
	Professional	0	0	1	0	0	1
	<b>Total</b>	<b>13</b>	<b>15</b>	<b>20</b>	<b>17</b>	<b>10</b>	<b>75</b>

It was observed that 13 respondents are highly satisfied among that only 4 ug and pg respondents are highly satisfied respectively. In the age group above 45 only 2 respondents and in the age group above 45 only 1 respondent highly dissatisfied.

**b) PUBLIC ATTITUDE ABOUT WHETHER POVERTY RESTRAIN'S INDIA'S GROWTH**

The respondents are asked to give their opinion on the basis of five level of attitude namely strongly agree, agree, neutral, disagree and strongly disagree.

The following table highlights the cross tabulation between the personal factors and level of attitude of the respondents regarding whether poverty restrain India's growth.



TABLE 3: ATTITUDE ON WHETHER POVERTY RESTRAINS INDIA'S GROWTH

Personal Factors		Level of Attitude					Total
		Strongly Agree	Agree	Neutral	Dissagree	Strongly Dissagree	
Gender	Male	6	13	6	7	10	42
	Female	14	6	4	5	4	33
	Total	20	19	10	12	14	75
Age	15 to 25	6	8	2	2	5	23
	26 to 35	2	6	4	5	2	19
	36 to 45	8	2	1	3	4	18
	Above 45	4	3	3	2	3	15
	Total	20	19	10	12	14	75
Educational Qualification	Below SSLC	7	1	2	1	1	12
	X to XII	2	4	0	3	4	13
	UG	9	6	5	3	4	27
	PG	2	8	3	4	5	22
	Professional	0	0	0	1	0	1
	Total	20	19	10	12	14	75

It was observed that 20 respondents are strongly agree. In 20 respondents 14 respondents are female and also 14 respondents were strongly disagree. In the 14 respondents, only 2 respondents are in the age group 26 to 35.

### HYPOTHESIS

To Know the level of attitude Null hypothesis is framed as: H<sub>01</sub>: There is no significant relationship between gender, age, educational qualification and respondent attitude on whether poverty restrains India's growth and the chi-square results are as follows

The table value of  $\chi^2$  for degree of freedom 4 at 5% level of significance is 8.121. The calculated value of  $\chi^2$  is less than the table value therefore the null hypothesis is rejected that there is significant relationship exist between the Gender and level of attitude on whether poverty restrains India growth

The table value of  $\chi^2$  for degree of freedom 12 at 5% level of significance is 12.267. The calculated value of  $\chi^2$  is greater than the table value therefore the null hypothesis is accepted that there is no significant relationship exist between the Age and level of attitude on whether poverty restrains India growth

The table value of  $\chi^2$  for degree of freedom 16- at 5% level of significance is 21.873. The calculated value of  $\chi^2$  is greater than the table value therefore the null hypothesis is accepted that there is no significant relationship exist between the Educational qualification and level of attitude on whether poverty restrains India growth

### 3) PUBLIC CONTRIBUTION TOWARDS POVERTY ALLEVIATION

A dichotomous question is asked towards respondents about contribution of one rupee per one day till their life time for poverty alleviation

TABLE 4: CONTRIBUTION TOWARDS POVERTY ALLEVIATION

Willing to contribute one rupee per one day	Number of respondents	Percentage
Yes	63	84
No	12	16
Total	75	100

It was observed that 84% of the respondents are like to contribute one rupee per one day till their life time for alleviating poverty. Both male and female respondents there are no discrimination in contribution.

### FINDINGS

- 41.3% of the respondents know the reasons and causes of poverty.
- Most of the respondents in percentage of 64 were satisfied with government measures regarding poverty alleviation
- The majority of respondents of 65.3% answered that poverty restraining India's growth.
- 84% of the respondents are willing to contribute money for poverty alleviation if it is collected by a sincere government body.

### SUGGESTIONS

In this study the results show that the public are almost aware of poverty. Most of the public were satisfied with government measures which had taken for poverty alleviation. The majority of respondent were answered that poverty restrains India's versatile growth and also the public are willing to contribute money for poverty alleviation. Therefore academicians and also government should take further research with large number of samples to identify the public attitude and contribution regarding poverty alleviation.

### CONCLUSION

Poverty eradication programmes were effectively taken by our government even hurdles such as economic and political problems faced while implementing programmes. If poverty fully alleviated then it helps the nation for its economic growth. Apart from government measures public contribution will help the government to reduce the poverty to large extent. To achieve this dream in to reality the government should create more awareness about poverty in different views to the public in order to get their participation. Government should also strive to create an environment for bringing voluntary association of public towards poverty alleviation.

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