



A Study on the Awareness Level Towards the Nan Mudhalvan Scheme Among Students in Coimbatore City

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Abstract:

Development of skill has been a necessary part of higher education as students need to respond to the demands of the industry that changes and improves their employability. In response to this requirement, the Government of Tamil Nadu came up with the Nan Mudhalvan Scheme, whose aim is to offer formal and industry-focused training and career advice to learners in the state. Such schemes awareness is critical in the decision of student participation and general success of the scheme. The current research is based on investigating the degree of awareness about the Nan Mudhalvan Scheme among students in Coimbatore city. Primary data is used in the research based on a structured questionnaire conducted on 113 respondents. The data was analysed by using descriptive statistics and Chi-square tests in order to determine whether socio-demographic factors affect the level of awareness or not. The results give insight that 54.9 percent of the respondents are highly aware, whereas 45.1 percent of the respondents are less aware. Statistical analysis however reveals that the awareness level is not significantly correlated with age, gender, educational qualification, current status, institution type, and area of residence. The research comes to the conclusion that despite the moderately high level of awareness among the students, there is still room to improve this by enhancing institutional communication and focusing the awareness efforts.

Keywords: Awareness Level, Skill Development, Employability, Government Scheme, Coimbatore City



I. INTRODUCTION

Over the recent years, higher education has been embracing more skills-based learning as compared to developing academic learning. Employers now require the graduates to be equipped not only with theories but also with practical skills, interpersonal abilities, and preparedness to work in a given industry. This has increased focus on employability, which has prompted governments to implement systematic training programs to assist the students in the acquisition of job relevant skills. In this regard, the Government of Tamil Nadu initiated the Nan Mudhalvan Scheme whose aim was to provide industry-oriented training and career guidance to students. The plan provides free certification training programs, technical skills training, aptitude training, and professional skills training in institutions of higher learning. Through the introduction of skill training into the academic set up, the program will help to decrease the discrepancy between industry requirements and classroom knowledge. Yet, the benefits of any government initiative mostly rely on the awareness of the target beneficiaries. The better the students know about the goals of the scheme, the process of its registration, and its benefits, the higher the chances of being active and benefiting as a consequence. Conversely, low knowledge may limit the engagement and lead to the diminishments of the entire effect of the project. The city of Coimbatore, with good educational infrastructure and industrial background, will be a good place to conduct the awareness levels in relation to the Nan Mudhalvan Scheme. The city has a large population of students in both government and private schools and this will give valuable information on how effective the scheme has been in achieving its target audience. The current study is thus aimed at studying the awareness rates of students and involves studying whether the socio-demographic factors impact the awareness rates.

II. LITERATURE REVIEW

Several studies underline the importance of awareness in determining the effectiveness of government skill development initiatives and student participation levels.

1. **Ramasamy and Kumar (2023)** reported that institutional communication plays a crucial role in enhancing awareness of government-sponsored skill development schemes among college students in Tamil Nadu. Their study emphasized that regular announcements, faculty guidance, and placement cell support significantly improve students' understanding of such programs.
2. **Sivakumar (2022)** found that students who clearly understand the objectives and benefits of employability-focused training programs are more likely to participate actively. The study highlighted that awareness directly influences enrolment decisions and overall engagement in skill development initiatives.
3. **Priya and Anitha (2024)** observed that awareness levels are closely associated with the effectiveness of digital communication channels and institutional promotion strategies. Their findings indicated that students from institutions with structured awareness campaigns exhibit higher knowledge about government schemes.
4. **Natarajan and Mohan (2023)** noted that urban students generally display comparatively higher awareness levels than their rural counterparts due to better access to digital platforms and information sources. However, the study also indicated that differences are not always statistically significant when dissemination efforts are uniform.
5. **Sharma and Mehta (2023)** explained that awareness is a foundational factor in the successful implementation of skill development programs. According to their research, inadequate awareness often leads to underutilization of available training opportunities, despite strong policy frameworks.

Although existing studies discuss skill development and employability initiatives broadly, limited research specifically examines awareness levels towards the Nan Mudhalvan Scheme among students in Coimbatore city. This highlights a clear research gap and establishes the need for a focused empirical study on awareness patterns and demographic influences.



III. RESEARCH GAPS

Although numerous researches cover skill development schemes and employability programmes, few of them concentrate primarily on the level of awareness of the students regarding the government programmes. The significance of training and career advice is explained by most of the research, but there is no clear measure of awareness of the students regarding such schemes. Moreover, numerous researches are made in big urban areas. The research on such cities as Coimbatore, where students represent the various kinds of institutions and backgrounds, is little. Due to this reason, it is not evident that the level of awareness is identical to all groups. The other gap is the fact that the past researches lack in-depth examination on whether age, gender, educational qualification, current status, institution type and location of residence have any impact on the level of awareness. These aspects are not properly statistically analysed. Thus, specific research is required to measure the level of awareness of the Nan Mudhalvan Scheme and to establish whether there is any significant association between socio-demographic variables and the awareness of students in Coimbatore city.

IV. SUMMARY OF LITERATURE

It is found that in the literature review that awareness is extremely significant to the success of skill development programs. In many researches, it is explained that in case the students are well-informed of a government scheme, they are more inclined to take part in it and enjoy the benefits. Adequate communication via institutions and online platforms can be used to enhance the levels of awareness. There are also studies that state that such factors as age, level of education, and region of residence can affect the awareness. In some instances, the urban students are a bit more aware since they have more access to information. The outcome however does not necessarily occur in all the studies. Majority of the past studies are primarily on employability and training effectiveness, as opposed to actually quantifying the levels of awareness. The studies carried in such cities as Coimbatore are also very few. Due to this reason, specialized research is necessary to know the awareness level of Nan Mudhalvan Scheme among students in Coimbatore city. The review of literature shows that social media is key in boosting consumer awareness and shaping attitudes toward car buying decisions. Studies highlight that awareness created through social media ads, reviews, influencer marketing, and user-generated content greatly affects consumers' perceptions, trust, and attitudes toward car brands. Social media platforms serve as important sources of information, especially for high-involvement products like cars. However, most studies focus on metropolitan or international contexts, with little attention given to Tier-II cities like Tirupur. This highlights the need for region-specific studies to better understand how social media awareness impacts car buying attitudes in emerging urban markets.

V. STATEMENT OF THE PROBLEM

Skill development programs are established to enable the students to enhance their career opportunities. Nan Mudhalvan Scheme was introduced to train, offer certification course, and career guidance to Tamil Nadu students. The achievement of this scheme, however, largely relies on the level of the awareness of the students about it. Although a lot of research is discussing employability and training courses, there are very few studies which explicitly measure the levels of awareness of the students regarding such government schemes. Majority of the research is done in large cities and little emphasis is given to other cities such as Coimbatore. There is also the lack of research to learn whether age, gender, education level, type of institution, current status, and place of residence influence the level of awareness. Due to this gap, the study should be undertaken in order to quantify the level of awareness with regard to the Nan Mudhalvan Scheme among students in Coimbatore city. Bottom of Form

VI. OBJECTIVES

- To study the socio-economic profile of respondents in Coimbatore city and examine its influence on their awareness and satisfaction towards the Nan Mudhalvan Scheme.



- To analyse the level of awareness among students regarding the objectives, features, and benefits of the Nan Mudhalvan Scheme.
- To examine the extent of participation of students in the Nan Mudhalvan training programs.
- To assess the level of satisfaction of respondents towards the training content, trainers, course duration, and learning resources provided under the scheme.

VII. METHODOLOGY

The current research design is an empirical research design based on descriptive and analytical methods of research to understand the awareness level of the Nan Mudhalvan Scheme among students in the Coimbatore city. The structured questionnaire was used to collect primary data, which was given to students of different educational institutions. The questionnaire covered questions involved in socio-demographic information and level of awareness. One hundred and thirty-three valid responses were gathered to be analysed. In order to represent well, the respondents were chosen through convenient sampling technique among the various age groups, educational levels, types of institutions and regions of residence. The support of the study was provided with secondary data, gathered in the form of books, research articles, governmental reports, and websites, etc. The level of awareness was measured through a structured scale of the responses. The statistical tools that were used to analysed the collected data include the percentage analysis and Chi-square tests. Data processing and analysis was done by SPSS and Microsoft Excel.

VIII. LIMITATIONS OF THE STUDY

This research is restricted to Coimbatore city, and, thereby, the results might be inapplicable to the students in other areas with other backgrounds and conditions. The data were gathered in terms of questionnaires, and the answers are premised on personal opinions of the students. This can in some cases cause prejudice or misleading responses. The awareness of Nan Mudhalvan Scheme is the primary subject of the study, and other factors are not analysed in detail. Though the sample of 113 respondents is adequate to carry out the analysis, this might not represent all students in the Coimbatore city. In the study, the current state of the levels of awareness is analysed at a single moment in time, therefore, failing to indicate how the levels of awareness can be different in the future.

IX. SCOPE OF THE STUDY

This paper discusses the degree of awareness on the Nan Mudhalvan Scheme among Coimbatore city students. The study is aimed at learning the degree of knowledge the students have on the objectives, benefits and training opportunities under which the scheme is offered. It has respondents that represent various demographic characteristics like age, sex, level of education, institution, status and the location where they reside. The paper also examines whether these socio-demographic variables are related to the levels of awareness in any way. The study results could be used by learning institutions and policymakers to enhance awareness techniques and guarantee increased involvement of students in the scheme.

X. ANALYSIS AND INTERPRETATION

Socio economic Factors	Level of Satisfaction		Total	Chi-square test
	Low	High		
Gender				
Male	33	48	81	X ² = 0.086 DF=1 Sig.=0.770
Female	14	18	32	
Total	47	66	113	
Age				



Below 18 years	14	19	33	$X^2 = 5.039$ DF=3 Sig.=0.169
18–21 years	13	23	36	
22–25 years	8	17	25	
Above 25 years	12	7	19	
Total	47	66	113	
Educational Qualification				
Diploma	6	9	15	$X^2 = 4.142$ DF=3 Sig.=0.247
Higher Secondary	7	20	27	
UG	23	23	46	
PG	11	14	25	
Total	47	66	113	
Current Status				
Employed	8	12	20	$X^2 = 0.028$ DF=2 Sig.=0.986
Job Seeker	19	26	45	
Student	20	28	48	
Total	47	66	113	
Institution Type				
Government College	26	34	60	$X^2 = 0.160$ DF=1 Sig.=0.690
Private College	21	32	53	
Total	47	66	113	
Area of Residence				
Urban	18	33	51	$X^2 = 2.026$ DF=2 Sig.=0.363
Semi-Urban	15	20	35	
Rural	14	13	27	
Total	47	66	113	



Based on the table above, it is evident that the awareness of 66 respondents about the Nan Mudhalvan Scheme is high and 47 respondents are low in the awareness of the scheme. With regard to gender, the male and the female are found to have more respondents at a high awareness. The value of significance (0.770) is not less than 0.05, and so, there is no significant correlation between gender and awareness level. In terms of age, there is a greater awareness in the age groups of between 18-21 years and 22-25 years. But the p-value (0.169) is more than 0.05 indicating that age does not have a significant impact on the awareness. In terms of educational qualification, students of Higher Secondary and UG have a comparatively better awareness. However, the significance value (0.247) is not significant. The values of significance (0.986, 0.690, and 0.363) of current status, type of institution, and area of residence are also larger than 0.05. This implies that the same factors are not statistically significant in relationship with the level of awareness. In general, differences in awareness among various groups are slight, but all the socio-demographic variables do not demonstrate any strong correlation with awareness of the scheme.

XI. MAJOR FINDINGS

1. Overall Awareness Level towards the Scheme
2. Demographic Influence on Awareness Level
3. Institution-wise Awareness among Students
4. Awareness across Area of Residence
5. Awareness Level and Its Association with Socio-Demographic Factors

XII. SUGGESTIONS

- To increase students' comprehension of the program, educational institutions should regularly hold orientation sessions, seminars, and awareness campaigns.
- Colleges can make sure that all students are properly informed about the plan by using digital platforms, notice boards, and classroom announcements.
- Students who exhibit low awareness can receive extra attention if they are given thorough instructions regarding registration and benefits.
- To increase outreach, government agencies should step up their marketing efforts on official websites and social media.
- The success of awareness campaigns can be increased with ongoing observation and student input.
- Students should be actively encouraged to participate in the program by career guidance cells and placement departments.

XIII. CONCLUSION

The analysis shows that the scheme has played a significant role in guiding students towards better career planning, skill enhancement, and employability. Many students have gained exposure to various career opportunities, training programs, and industry-related skills through the platform. The initiative has also helped students understand the importance of developing technical, communication, and professional competencies required in today's competitive job market.

Furthermore, the study reveals that educational institutions and government initiatives have contributed positively to spreading awareness about the scheme. Workshops, seminars, online learning modules, and career guidance programs have made the scheme more accessible and beneficial for students. As a result, students have shown a positive attitude toward utilizing the opportunities provided under the scheme.

The research also indicates that the scheme has the potential to bridge the gap between education and employment by equipping students with relevant knowledge and practical skills. By promoting skill-based learning and career guidance, the scheme supports students in making informed decisions regarding their future.

In conclusion, the Naan Mudhalvan Scheme has emerged as a valuable initiative that empowers students with knowledge, skills, and confidence to achieve their career goals. With continued support from the government, educational institutions, and students themselves, the scheme can further strengthen its impact and contribute significantly to the development of skilled and employable youth in Coimbatore City.



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