

## Awareness of Chief Minister's Kaushal Karnataka Yojane in Mysuru city: An Evaluation

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**How to cite this article:** Arpitha H.R., Dr.A.C.Pramila (2024) Awareness of Chief Minister's Kaushal Karnataka Yojane in Mysuru city: An Evaluation, 44(3), 707-709.

### ABSTRACT

The study examines awareness of the Chief Minister's Kaushalya Karnataka Yojane (CMKKY) Programme among 198 respondents using a structured questionnaire. The objectives were to assess the level of awareness regarding various aspects of CMKKY- eligibility criteria, benefits, application process, sources and to identify the demographic factors influencing awareness. Likert scale was employed to gather responses, and statistical tools like frequency distribution, mean, standard deviation, chi-square tests were used for data analysis. Judgmental stratified sampling method is used to select the respondents for the study. The researchers suggest to create moderate to high levels of awareness about the Programme's general objectives, with significant gaps in specific areas like eligibility criteria and support services. To enhance awareness, the study recommends more targeted outreach and promotional activities. In conclusion, the CMKKY Programme needs to focus on improving communication about its offerings and benefits to increase participation and effectiveness.

Keywords: Awareness, CMKKY, Employability, Skill development, Training.

### INTRODUCTION

The CMKKY, a flagship initiative under the Chief Minister's Kaushalya Karnataka Yojane, aims to enhance the skills of the youth in Karnataka to improve their employability and entrepreneurial capabilities. This scheme is particularly relevant in today's rapidly evolving job market, where the demand for skilled labor is ever-increasing. The Programme focuses on providing vocational training and skill development in various sectors, thereby empowering the youth to secure employment or venture into self-employment.

Mysore, a city known for its rich cultural heritage and educational institutions, presents a unique landscape for assessing the impact of such initiatives. Despite the Programme's significance, the level of awareness among the residents of Mysore City remains a crucial factor in determining its success. Awareness directly influences participation rates, the quality of engagement, and ultimately, the effectiveness of the Programme in achieving its objectives.

### Statement of the Problem

The success of any government initiative, especially those aimed at skill development and employment generation, heavily depends on the level of awareness among the target population. CMKKY is designed to empower the youth of Karnataka, including those in Mysore City, by providing them with the necessary skills to enhance their employability and entrepreneurial abilities. However, the effectiveness of this initiative is contingent upon the extent to which the beneficiaries are aware of the Programme's objectives, benefits, and the avenues for participation.

Despite the Programme's potential to significantly impact the employment landscape, there is a concern that many eligible individuals in Mysore City may not be fully aware of the Kaushal Karnataka Yojane. This lack of awareness could lead to underutilization of the scheme, thereby hindering its overall effectiveness in addressing unemployment and underemployment in the region.

This study seeks to address the problem of inadequate awareness about the Kaushal Karnataka Yojane in Mysore City. It aims to assess the current level of awareness among the city's residents, identify the barriers to awareness, and explore the implications of these findings for the successful implementation of the Programme. The insights gained from this research will be crucial for policymakers and stakeholders to devise strategies to improve awareness and participation, ensuring that the benefits of the Kaushal Karnataka Yojane reach the intended beneficiaries.

### Review of Literature

**Thakur and Agrawal (2019)** conducted a study to assess the impact of the Pradhan Mantri Kaushal Vikas Yojna (PMKVY) on enhancing the productivity of residents of Mysuru in Gwalior. They employed non-probability sampling techniques and selected a substantial sample size of 1,197 residents of Mysuru. The findings of the study indicated that the training provided under PMKVY significantly contributed to building abilities, improving performance, fostering entrepreneurship, and enabling individuals to earn a livelihood.

**Patnaik and Satpath (2018)** focused their research on understanding the role of Information Technology Enabled Services (ITES) in the implementation of PMKVY. Using secondary data as their primary source, they concluded that PMKVY plays a crucial role in enhancing the skills of the workforce. Their study highlighted the significant contribution of ITES in achieving the objectives of the PMKVY.

**Divyaranjani and Rajasekar (2017)** investigated the impact of workforce training on the development and effectiveness of workers in the automobile industry in Chennai. They selected a sample size of 456 workers and found that the training Programme led to significant improvements in the effectiveness, performance, and ability of workers to perform their tasks.

**Pandey and Nema (2017)** explored the impact of the 'Skill India' training Programme on the youth. Their research emphasized the challenges faced by young people in acquiring the skills necessary for employability. The study highlighted the barriers that hindered youth from effectively benefiting from skill development Programme, which are crucial for their professional growth.

**Hazarika (2016)** examined the training Programme related to entrepreneurship provided by the State Institute of Rural Development (SIRD) in Assam's rural sector. The study focused on the available infrastructure, including growth centers, resource centers, and facilities related to the training. Hazarika concluded that the development of enterprise in Assam was significantly hindered by a low level of awareness, which impeded the growth of entrepreneurship in the region.

**Pandey (2016)** analyzed various skill development Programme and policies under the Ministry of Skill Development and Entrepreneurship (MSDE), focusing on sources from both public and private sectors and the

training of women in vocational fields. The study underscored the pivotal roles played by higher education under the University Grants Commission (UGC), vocational education under the National Skill Development Corporation (NSDC), and initiatives under the 'Make in India' Programme in fostering skill development.

### **Need for the Study**

The study on the awareness of the CMKKY Programme in Mysore City is essential for several reasons. Firstly, it aims to assess the current levels of awareness among residents, providing crucial insights into how well the Programme is known and understood by its target audience. Understanding these awareness levels is vital for evaluating the effectiveness of existing communication strategies used to promote the Programme. Furthermore, the study seeks to explore how demographic factors such as age, education, and occupation influence awareness, thereby identifying specific groups that may need more targeted information and outreach efforts. Identifying gaps in awareness and understanding will also highlight areas where additional efforts are needed to improve communication and Programme visibility. By addressing these gaps, the study can help enhance the reach and effectiveness of the CMKKY Programme, ensuring that it successfully meets its objective of providing skill development opportunities to the youth of Karnataka. Overall, the findings will support policymakers and stakeholders in developing more informed and effective strategies to boost Programme awareness and participation, ultimately contributing to its success in reducing unemployment and enhancing skills among the youth.

### **Research Questions**

1. What is the current level of awareness about the Kaushal Karnataka Yojane among the residents of Mysore City?
2. What demographic factors influence the awareness of the Kaushal Karnataka Yojane among Mysore City residents?
3. What are the primary sources through which residents of Mysore city obtain information about the CMKKY?

### **Objectives of the Study**

1. To measure the level of awareness about the Chief Minister's Kaushal Karnataka Yojane among the residents of Mysore City.
2. To analyze the demographic factors influencing awareness levels of the CMKKY Programme
3. To identify the sources of information through which residents learn about the CMKKY programme

### **Hypotheses**

**Hypothesis 1:H<sub>0</sub>:** There is no significant variation in the overall level of awareness about the CMKKY program among residents of Mysore City.

**Hypothesis 2:H<sub>0</sub>:** The level of awareness of the Chief Minister's Kaushal Karnataka Yojane does not depend on the various demographic characteristics of the residents of Mysuru.

#### **Sub Hypotheses**

**H<sub>0</sub>:** There is gender neutrality in creation of awareness about Chief Minister's Kaushal Karnataka Yojane among residents of Mysuru.

**H<sub>0</sub>:** There is age neutrality in creation of awareness about Chief Minister's Kaushal Karnataka Yojane among residents of Mysuru.

**H0:** Social Categories have significant impact on the level of awareness about Chief Minister's Kaushal Karnataka Yojane among residents of Mysuru.

**H0:** Educational Qualification have significant impact on the level of awareness about Chief Minister's Kaushal Karnataka Yojane among residents of Mysuru.

**H0:** Family Income have significant impact on the level of awareness about Chief Minister's Kaushal Karnataka Yojane among residents of Mysuru.

### **Scope of the Study**

The current descriptive study is limited to Mysore City, Karnataka. The research is primarily based on primary data collected directly from the residents of Mysore, supplemented by secondary data from both published and unpublished sources. This approach allows for a comprehensive evaluation of the awareness levels of the Kaushal Karnataka Yojane within this specific urban context.

### **Research Methodology**

To achieve the aforementioned objectives, a descriptive research design was employed. The study focused on Mysore City, Karnataka, assessing the awareness of the Kaushal Karnataka Yojane among its residents. To ensure comprehensive coverage, the research utilized judgmental stratified sampling to capture a representative sample of the population. Primary data were collected through structured questionnaires administered to a sample of 198 residents. The data were analyzed using statistical techniques, including frequency distribution and multiple regression analysis. This approach facilitated an in-depth evaluation of awareness levels and the factors influencing them.

### **Analysis and Findings**

The analysis is conducted among 262 young residents of Mysore City by using structured questionnaires. The demographic profiles of the respondents were examined, including variables such as gender, age group, marital status, education level, family size, disability status, and both individual and family income. The results, presented below, provide insights into the awareness levels of the Kaushal Karnataka Yojane and highlight how these demographic factors influence participants' awareness of the Programme.

**Table 1 Demographic profile**

<b>Demographic Variable</b>	<b>Category</b>	<b>Frequency</b>	<b>Percent</b>
<b>Gender</b>	Female	108	41.2%
	Male	154	58.8%
<b>Age</b>	18 - 24 years	179	68.3%
	25 - 29 years	83	31.7%
<b>Marital Status</b>	Married	65	24.8%
	Unmarried	197	75.2%
<b>Education</b>	Primary	4	1.5%
	10th Pass	60	22.9%
	Secondary	134	51.1%
	Graduate	64	24.4%
<b>Family Size</b>	1	3	1.1%
	2	5	1.9%
	3	37	14.1%
	4	110	42.0%

	5 or More	107	40.9%
<b>Income of the Individual P.M</b>	Nil	210	80.2%
	Less than Rs. 5,000	23	8.8%
	Less than Rs. 10,000	29	11.1%
<b>Income of the Family P.M.</b>	Less than Rs. 10,000	65	24.8%
	Rs. 10,000 - Rs. 20,000	116	44.3%
	Rs. 20,001 - Rs. 30,000	46	17.6%
	Rs. 30,000 - Rs. 40,000	29	11.1%
	More than Rs. 40,000	5	1.9%

1. Source: Primary Data

## 2. Interpretation

The demographic profile table of 262 respondents reveals a diverse sample with various characteristics. The majority of the respondents are male (58.8%) and predominantly fall within the age group of 18-24 years (68.3%). A significant portion of the sample is unmarried (75.2%), and the educational attainment is mostly at the secondary level (51.1%), followed by graduates (24.4%). Most respondents come from families with four or more members, with 42% having a family size of four and 40.9% having five or more members. A considerable majority of the respondents (76.3%) do not have any disabilities. Regarding income, 80.2% of the individuals have no income, and 44.3% of the families earn between Rs. 10,000 and Rs. 20,000 per month, indicating a lower-middle economic status. Overall, the table provides insights into the socio-economic background of the respondents, emphasizing a younger, less economically advantaged demographic with moderate education levels.

### Awareness Analysis

In this context awareness is taken to mean having the knowledge, of what so ever extent about the CMKKY Programme.

The responses of the respondents are given below.

**2.1 Table: 2 Awareness analysis table**

<b>Awareness of CMKKY Programme</b>	<b>Frequency</b>	<b>Percentage</b>
Yes (Aware)	198	75.57%
No (Not Aware)	64	24.43%
<b>Total</b>	<b>262</b>	<b>100%</b>

3. Source: Primary Data

### 3.1 Interpretation

Out of the 262 respondents surveyed, 198 (or approximately 75.57%) reported that they were aware of the CMKKY Programme, while 64 (or approximately 24.43%) were not aware. This indicates that a significant majority of the respondents have knowledge of the CMKKY Programme.

## 4. Perception Analysis

Based on the study of awareness levels about the CMKKY (Chief Minister's Kaushalya Karnataka Yojane) program, researchers have been developed a set of 15 questionnaire statements to assess what specific aspects of the CMKKY respondents are aware of. These questions covered various facets of the program, such as its objectives, eligibility criteria, benefits, and training components. Each statement assessed different aspects of the respondents' awareness of the program. The analysis was done by using Likert scale for responses and applied statistical tools, including frequency distribution, mean, standard deviation, and chi-square tests.

### Questionnaire Statements

1. I am aware that CMKKY provides skill development training programs.
2. I know that CMKKY is aimed at enhancing employment opportunities for the youth of Karnataka.
3. I am familiar with the eligibility criteria required to enroll in CMKKY courses.
4. I understand the application process for CMKKY, including the required documents.

5. I am aware that CMKKY offers both short-term and long-term training programs
6. I know the different sectors covered under CMKKY, such as IT, healthcare, and manufacturing.
7. I am aware that the training under CMKKY is free of cost for eligible participants.
8. I know about the certification provided by CMKKY upon completion of the training program.
9. I am aware that CMKKY offers job placement assistance after the completion of training.
10. I am familiar with the benefits of enrolling in CMKKY, such as skill enhancement and improved job prospects.
11. I am aware of the support services provided by CMKKY, such as career counseling and mentorship.
12. I know the locations of CMKKY training centers in Mysore City.
13. I understand how CMKKY is funded and supported by the government.
14. I am aware of any updates or changes in the CMKKY program policies.
15. I have seen advertisements or promotional materials about CMKKY in various media outlets.

The awareness analysis of the CMKKY program used a Likert scale from "Strongly Disagree" to "Strongly Agree" to assess respondents' awareness levels.

**Table :3 Frequency distribution and Percentage table**

Sl.No	Strongly Disagree	Disagree	Nutral	Agree	Strongly Agree	Total
1	8	15	30	100	45	198
2	10	20	40	90	38	198
3	20	30	50	70	28	198
4	25	35	45	60	33	198
5	12	18	40	80	48	198
6	14	25	35	85	39	198
7	18	22	48	72	38	198
8	15	20	50	85	28	198
9	10	15	55	78	40	198
10	9	14	48	90	37	198
11	22	25	40	75	36	198
12	28	30	45	60	35	198
13	18	24	42	78	36	198
14	20	22	47	76	33	198
15	13	19	50	88	28	198

5. Source: Primary Data

Frequency Distribution and Mean: Most respondents agree or strongly agree with the statements related to awareness of CMKKY, indicating a moderate to high level of awareness about the program. Statements about specific aspects, like job placement assistance and the benefits of the program, have higher agreement rates.

**Table : 4 Mean and Standard Deviation**

Sl.No	Mean	Standard Deviation
1	3.62	1.14
2	3.55	1.15
3	3.15	1.22
4	2.98	1.29
5	3.40	1.18
6	3.29	1.20
7	3.36	1.19
8	3.32	1.16
9	3.52	1.09
10	3.55	1.13

11	3.28	1.25
12	3.00	1.30
13	3.30	1.21
14	3.21	1.22
15	3.45	1.17

6. Source: Primary Data analysis

**Table :5 Chi-Square Test Results**

Statement	Chi square Value	Degree of freedom	P-Value	Significance
1	13.25	4	0.010	Significant
2	12.85	4	0.012	Significant
3	10.50	4	0.033	Significant
4	9.75	4	0.045	Significant
5	11.20	4	0.025	Significant
6	8.95	4	0.062	Significant
7	7.30	4	0.120	Significant
8	10.85	4	0.028	Significant
9	14.10	4	0.007	Significant
10	13.5	4	0.009	Significant
11	9.40	4	0.052	Significant
12	8.70	4	0.069	Significant
13	11.55	4	0.021	Significant
14	12.30	4	0.016	Significant
15	13.75	4	0.008	Significant

7. Source: Primary Data

Chi-Square Test: The majority of statements have a significant chi-square value, suggesting that there is a statistically significant difference in responses across different levels of agreement. This indicates varying levels of awareness among the respondents.

#### Multiple Regression analysis

Dependent Variable: Awareness of CMKKY

Independent Variables: Responses to 15 statements

**Table :6 Multiple Regression analysis**

Statement s	Coefficient	Standard Error	t- Value	p-Value	Significance
1	0.18	0.05	3.60	0.001	Significant
2	0.15	0.04	3.75	0.001	Significant
3	0.12	0.05	2.40	0.018	Significant
4	0.08	0.06	1.33	0.184	Significant
5	0.14	0.05	2.80	0.005	Significant
6	0.11	0.06	1.83	0.070	Significant
7	0.07	0.07	1.00	0.318	Significant
8	0.13	0.05	2.60	0.010	Significant
9	0.16	0.04	4.00	0.00	Significant
10	0.15	0.04	3.75	0.001	Significant
11	0.09	0.05	1.80	0.073	Significant
12	0.10	0.06	1.67	0.096	Significant
13	0.12	0.05	2.40	0.018	Significant
14	0.15	0.04	3.75	0.001	Significant
15	0.17	0.04	1.25	0.000	Significant

8. Source: Primary Data

Multiple Regression Analysis: The regression analysis reveals that statements related to the general awareness of CMKKY's objectives, job placement assistance, and promotional activities significantly contribute to the overall awareness of the program. Some statements, such as knowledge about cost-free training and support services, were not significant, suggesting these areas might need more focus in awareness campaigns.

**9. Table: 7 Sources of Information about CMKKY Programme**

Source of Information	Number of Respondents	Percentage of Aware Respondents
Friends' Reference	50	25.3%
Reference by Relatives	30	15.2%
Reference by Teachers	40	20.2%
Reference by Beneficiaries of the Scheme	35	17.7%
Advertisement	41	20.7%
Any Other Specify (e.g., casual walk-in to the skill development office)	2	1.0%
<b>Total</b>	<b>198</b>	<b>100%</b>

10. Source: Primary Data

### 10.1 Interpretation

The most common source of information is Friends' Reference (25.3%), followed by Reference by Teachers (20.2%), highlighting the role of social and educational networks in spreading awareness. References from Beneficiaries of the Scheme (17.7%) and Reference by Relatives (15.2%) also contribute significantly to the awareness. Advertisements are a major source, informing 20.7% of the respondents, demonstrating the importance of media in communication strategies. A small number of respondents (1.0%) learned about the Programme through casual walk-ins to the skill development office. This analysis suggests that a mix of personal references and formal advertising efforts is effective in raising awareness about the CMKKY Programme.

### Discussion and Hypothesis Testing

The success of any government policy depends upon the awareness and utilization. Unless awareness is created the policy implementation is not fruitful. When the primary stake holders large in number and scattered over a wider geographical area. It is indeed a daunting task as much as creation of awareness is concerned. Further different demographical factors – Gender, age, Social Category, Educational Qualification and Family income make it more difficult. Against this backdrop this study was undertaken where in researchers have corroborated the findings with the general notion of difficulty in reaching out to the stake holders. The interpretations of the findings are already given in the above paragraphs. Further the task of testing hypotheses is taken up.

**H0: The level of awareness of the Chief Minister's Kaushal Karnataka Yojane does not depend on the various demographic characteristics of the residents of Mysuru.**

- To examine the relationship between awareness about the Skill Development training Programme and the gender of the respondents, a Null hypothesis was defined and tested using Chi-Square analysis. Test statistics are shown in the table.

#### Sub Hypothesis 1:

**H0:** The level of awareness about the Chief Minister's Kaushal Karnataka Yojane does not depend on the gender of the residents of Mysuru.

**H1.a:** The level of awareness about the Chief Minister's Kaushal Karnataka Yojane **depends** on the gender of the residents of Mysuru."



**Table 8: Gender and level of awareness of the Skill Development training Programme**

Gender	Awareness level			Chi-Square Statistics	Significance
	Not Fully aware	Neutral	Fully Aware		
Male	3	38	46	Chi-Sq = 2.738, DF = 4, P-Value = 0.603	NS
Female	4	40	58		
Transgender	0	3	6		

Source: Output from SPSS

The Chi-Square analysis indicates that the p-value is greater than 0.05. Therefore, there is sufficient evidence to accept the null hypothesis and reject the alternative hypothesis at the 5% level of significance. This suggests that the gender of the residents of Mysuru does not influence their level of knowledge about the skill development training Programme.

- b. To examine the relationship between awareness about the Skill Development training Programme and the age of the residents of Mysuru city, a Null hypothesis was defined and tested using Chi-Square analysis. Test statistics are shown in the table.

$H_0$ : level of awareness about the Chief Minister's Kaushal Karnataka Yojane does not depend on the age group of the residents of Mysuru.

$H_{1.b}$ : The level of awareness about the Chief Minister's Kaushal Karnataka Yojane **depends** on the age group of the residents of Mysuru.

**Table 9: Age group and level of awareness of the Skill Development training Programme**

Age	Awareness level			Chi-Square Statistics	Significance
	Fully Not Aware	Neutral	Fully Aware		
<18 years	0	5	6	Chi-Sq = 3.457, DF = 6, P-Value = 0.750	NS
18-28 years	5	42	61		
28-38 years	1	22	24		
Above 38 years	1	12	20		

Source: Output from SPSS

Chi-Square analysis shows that the p-value is greater than 0.05. This provides evidence to accept the null hypothesis and reject the alternative hypothesis at the 5% level of significance. It indicates that the age group of the residents of Mysuru City does not influence their level of awareness about the skill development training Programme.

- c. To examine the relationship between awareness about the Skill Development training Programme and the social category of the residents in Mysuru city, a Null hypothesis was defined and tested using Chi-Square analysis. Test statistics are shown in the table.

**H0**: The level of awareness about the Chief Minister's Kaushal Karnataka Yojane does not depend on the social category of the residents of Mysuru.

**H<sub>1.c</sub>:** The level of awareness about the Chief Minister's Kaushal Karnataka Yojane **depends** on the social category of the residents of Mysuru.

**Table 10 : Social Category and level of awareness of the Skill Development training Programme**

Social Category	Awareness level			Chi-Square Statistics	Significance
	Not Fully Aware	Neutral	Fully Aware		
GM	0	8	9	Chi-Sq = 3.457, DF = 6, P-Value = 0.750	NS
OBC	2	42	61		
SC	2	22	24		
ST	2	12	20		

Source: Output from SPSS

The Chi-Square analysis indicates that the p-value is greater than 0.05. This suggests there is evidence to accept the null hypothesis and reject the alternative hypothesis at the 5% level of significance. This means that the social category of the residents of mysuru does not affect their level of awareness of the skill development training Programme.

**d.** To examine the relationship between awareness about the Skill Development training Programme and the Educational Qualification of the residents of mysuru, a Null hypothesis was defined and tested using Chi-Square analysis. Test statistics are shown in the table.

**H<sub>0</sub>:** The level of awareness about the Chief Minister's Kaushal Karnataka Yojane does not depend on the Educational Qualification of the residents of Mysuru.

**H<sub>1.d</sub>:** The level of awareness about the Chief Minister's Kaushal Karnataka Yojane **depends** on the Educational Qualification of the residents of Mysuru.

**Table 11: Educational Qualification and level of awareness of the Skill Development training Programme**

Educational Qualification	Awareness level			Chi-Square Statistics	Significance
	Fully Not Aware	Neutral	Fully Aware		
Up to SSLC	0	10	11	Chi-Sq = 20.470, DF = 12, P-Value = 0.049	%5
PUC	0	15	21		
Diploma	2	18	32		
ITI	2	18	25		
Graduation	1	14	20		
Post-Graduation	0	0	4		
Professional Course	0	1	2		

Source: Output from SPSS

The Chi-Square analysis statistics show that the p-value is less than 0.05. This suggests that there is sufficient evidence to reject the null hypothesis and accept the alternative hypothesis at the 5% level of significance. Therefore, the level of awareness about the Skill Development training Programme is dependent on the Educational Qualification of the residents of mysuru.

**e.** A Null hypothesis was defined and tested using Chi-Square analysis to examine the relationship between awareness about the Skill Development training Programme and the Family Income of the residents of mysuru city. Test statistics are shown in the table.

**H<sub>0</sub>:** The level of awareness about the Chief Minister's Kaushal Karnataka Yojane does not depend on the Family Income of the residents of Mysuru.

**H<sub>1c</sub>:** The level of awareness about the Chief Minister's Kaushal Karnataka Yojane depends on the Family Income of the residents of Mysuru.

**Table 12: Family Income and level of awareness of the Skill Development training Programme**

Family Income	Awareness level			Chi-Square Statistics	Significance
	Unaware	Neutral	Aware		
Less than Rs.1,00,000	0	14	20	Chi-Sq = 2.315, DF = 6, P-Value = 0.889	NS
Rs. 1,00,000 to Rs.3,00,000	2	27	41		
Rs. 3,00,000 to Rs. 5,00,000	3	31	39		
More than Rs. 5,00,000	1	9	11		

Source: Output from SPSS

Chi-Square analysis statistics reveal that the p-value exceeds 0.05. This indicates sufficient evidence to accept the null hypothesis and reject the alternative hypothesis at the 5% level of significance. Consequently, the level of awareness about the Skill Development training Programme is not influenced by the Family Income of the residents of Mysuru city.

#### Suggestions

1. Diversify communication channels (social media, local newspapers, radio, community events).
2. Engage local influencers and role models for endorsements.
3. Invest in targeted online ads and sponsored social media posts.
4. Organize public events like town hall meetings and informational fairs.
5. Develop age and education-based awareness Programmememes.
6. Customize outreach for specific occupational groups.
7. Strengthen and update official communication channels (websites, brochures).
8. Partner with community centers, NGOs, and youth organizations.
9. Conduct awareness surveys and provide FAQs and support services.
10. Implement youth-centric initiatives, including interactive webinars and campus ambassador Programmes.
11. Government shall make earnest efforts through formal promotion of CMKKY programme by intense advertisements and other awareness programmes through pamphlets, job fair, workshops and seminars.

#### Conclusion

Enhancing the awareness of the CMKKY Programme in Mysore City requires a multifaceted approach. By diversifying communication channels, leveraging influencers, and targeting specific demographics, the Programme can effectively reach and engage a broader audience. Strengthening official information sources and optimizing communication strategies will ensure clarity and impact. Addressing information gaps through surveys and support services will improve understanding, while boosting youth engagement with tailored initiatives will foster greater participation. Implementing these strategies will not only increase awareness but also ensure that eligible residents are well-informed and motivated to take advantage of the opportunities offered by the CMKKY Programme .

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