PLACEMENT PROGRESSIVE GROWTH OF GOVERNMENT ARTS AND SCIENCE COLLEGE STUDENTS AFTER IMPLEMENTING THE NAAN MUDHALVAN SCHEMES IN COIMBATORE DISTRICT- AN ANALYTICAL STUDY

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Abstract:
　　　　The employability of graduates from arts and science programs has long been a concern in the higher education sector. To address this issue, the Directorate of Collegiate Education (DCE) in Tamil Nadu is set to implement the "Naan Mudhalvan" scheme in government arts and science colleges across the state starting from January 2024 (DCE Official, 2024). The goal of this study is to ascertain how well-informed college students are about the Nann Mudhalvan plan in particular Coimbatore district colleges. A programme of the Tamil Nadu government known as the Nann Mudhalvan scheme offers financial aid to college students from less fortunate households. The study will investigate students' opinions of the program's advantages, their level of programme awareness, and the variables that affect that awareness. A mixed-method approach will be used for the research to collect both quantitative and qualitative data. The study's findings will offer perceptions into the efficiency of the Nann Mudhalvan initiative and make recommendations for ways to increase student engagement and understanding about the implementation of this present scheme.

PREAMBLE & DESIGN OF THE STUDY
　　　　The employability of graduates from arts and science programs has long been a concern in the higher education sector. To address this issue, the Directorate of Collegiate Education (DCE) in Tamil Nadu is set to implement the "Naan Mudhalvan" scheme in government arts and science colleges across the state starting from January 2024 (DCE Official, 2024). The primary objective of the Naan Mudhalvan scheme is to make arts and science students more employable by equipping them with the required skills and competencies. To achieve this, the Tamil Nadu Skill Development Corporation (TNSDC) has been tasked with mapping and identifying the courses that will be suitable for students of various undergraduate programs (DCE Official, 2024). These course details will then be provided to the DCE to facilitate the implementation of the scheme in colleges. Prior to the rollout in arts and science colleges, the Naan Mudhalvan scheme was piloted with engineering students. The higher education department found the skills imparted to the engineering students through this scheme to be beneficial, making it easier for industries to recruit them (Higher Education Official, 2024). To ensure the successful implementation of the Naan Mudhalvan scheme in arts and science colleges, the higher education department has directed college principals across the state to upload student details, such as name, mobile number, and course name, on the scheme's portal (Higher Education Official, 2024). The subjects taught under the Naan Mudhalvan scheme will be offered in a blended format, with both online and offline content, and will cover a range of topics, including modern technical programs, Cambridge English, technical skills, and competitive exam preparation (DCE Official, 2024). This present research study aims to investigate the impact of the Naan Mudhalvan scheme on the employability and skills development of arts and science students in Tamil Nadu. The findings of this study will provide valuable insights for policymakers and educators to enhance the effectiveness of the scheme and improve the employment prospects of graduates in the state.

PATTERN OF EDUCATION SYTEM FROM OFFLINE TEACHING TO ONLINE MODE
　　　　2019-2020: Impact of the Pandemic: The COVID-19 pandemic led to the collapse of the offline education system in Tamil Nadu.There was a significant increase in the dropout rate among school

students. 2021: Government Initiatives: The Tamil Nadu government introduced the "Illam Thedi Kalvi" (Education at Doorstep) program. This program aimed to reduce dropout rates by providing access to education through online platforms like Zoom and Google Meet. 2022: Addressing Challenges: The "Kallori Kanuvu" scheme was introduced to support school-level students who had failed their exams. This initiative was designed to help these students get back on track with their education.

2022: Promoting Higher Education: The "Puthumai Pen" scheme was launched, providing a monthly stipend of ₹1,000 to girls who had completed their entire schooling from government schools. This scheme aimed to encourage higher education enrolment and address the employment crisis faced by young graduates. 2022-2023: Aligning with NEP 2020: In line with the National Education Policy (NEP) 2020, which aims to achieve a Gross Enrolment Ratio of 50% in higher education by 2035, the Tamil Nadu government introduced the "Naan Mudhalvan" (I am the First) scheme. The Naan Mudhalvan scheme, implemented by the Directorate of Collegiate Education (DCE), is designed to make arts and science students more employable by equipping them with industry-relevant skills and competencies. The Naan Mudhalvan scheme is designed to equip arts and science students, including those who benefited from the Tamil Pudhalvan scheme, with industry-relevant skills and competencies to improve their employability.

SIGNIFICANCE OF THE STUDY

This study on the Naan Mudhalvan scheme lies in its holistic evaluation of the program's impact on arts and science college students. By assessing the levels of awareness about the scheme among the target beneficiaries, the study will provide insights into the effectiveness of the outreach and communication efforts. Analyzing the specific beneficial initiatives of the Naan Mudhalvan scheme can help prioritize and strengthen the most impactful components. Profiling the socio-economic background of the participating students will shed light on the equity of access and outcomes. Examining the scheme's role in providing academic guidance and developing soft skills can inform efforts to enhance the employability of arts and science college students. Evaluating the placement outcomes facilitated by the Naan Mudhalvan scheme can demonstrate its success in improving job prospects for the beneficiaries. Ultimately, the findings and recommendations from this study can provide valuable inputs to policymakers, enabling them to refine and strengthen the scheme to better serve the evolving needs of arts and science college students.

STATEMENT OF THE PROBLEM

The proposed study aims to examine the "Placement Progressive Growth of Government Arts and Science College Students after Implementing the Naan Mudhalvan Schemes in Coimbatore District - An Analytical Study". The central focus of this research is to analyze the impact of the Naan Mudhalvan scheme on the placement and career progression of students enrolled in government-run arts and science colleges within the Coimbatore district. Specifically, the study seeks to evaluate the changes and improvements in the placement opportunities and employment prospects of the beneficiary students after the implementation of the Naan Mudhalvan scheme. By focusing on this target student population in the Coimbatore region, the research aims to provide valuable insights into the effectiveness of the scheme in enhancing the employability and career outcomes of government arts and science college students. The findings of this study can inform policymakers and implementation strategies to further strengthen the Naan Mudhalvan scheme and improve employment prospects for this segment of the student community.

RESEARCH GAP OF THE STUDY

The researcher found there are few studies conducted based on the Naan Mudhalvan Schemes in India. Further while the Naan Mudhalvan scheme has been implemented to support and empower government arts and Science College students in Coimbatore district, there is a lack of comprehensive, empirical research on the actual outcomes and impact of the scheme on the placement and career progression of these students. Existing literature and evaluations tend to focus on broader aspects of

the scheme, without delving deep into the specific experiences and outcomes of the target student population. This study seeks to fill this critical knowledge gap by conducting an in-depth, analytical examination of the Naan Mudhalvan scheme's effectiveness in enhancing the employability, placement opportunities, and career growth of government arts and science college students in the Coimbatore region. Through a detailed assessment of awareness, academic support, soft skill development, socio-economic profiles, and placement outcomes, the research aims to provide valuable insights that can guide policymakers and implementers in strengthening the scheme to better serve the needs and aspirations of this important segment of the student community.

OBJECTIVES OF THE STUDY

The researcher has framed the following objectives of the study to meet the purpose of the study. They are as follows.
- To examine the placement and career progression outcomes achieved by the beneficiaries of the Naan Mudhalvan scheme in Coimbatore district.
- To observe the real scenario of implementing the Naan Mudhalvan Schemes in Among Government Arts and Science students in Coimbatore area.
- To provide policy recommendations and strategic interventions to strengthen the Naan Mudhalvan scheme and enhance its effectiveness in improving the placement and career prospects of government arts and science college students in Coimbatore district.

By addressing these objectives, the study aims to provide a comprehensive evaluation of the Naan Mudhalvan scheme's impact on the placement progressive growth of government arts and science college students in Coimbatore. The findings can inform evidence-based decision-making and fine-tune the implementation of the scheme to better serve the target beneficiaries.

RESEARCH METHODOLOGY

The present study can be categorized as a 'Descriptive study' in nature. To conduct this research, the researcher has primarily relied on published secondary data sources, specifically the placement ranking information of government colleges made available on the official Naan Mudhalvan scheme website during the academic year 2023-24. Furthermore, the researcher has closely observed and analyzed the placement ranking data of 21 government arts and science colleges under the Bharathiar University jurisdiction to ensure a high level of accuracy in the research findings. By utilizing this secondary data, the study aims to provide a comprehensive and data-driven evaluation of the impact of the Naan Mudhalvan scheme on the placement and career progression of government college students in the Coimbatore district.

SHORT COMINGS OF THE STUDY

The researcher has relied solely on secondary data sources for this study, without collecting any primary data directly from the 21 government arts and science colleges affiliated with the Bharathiar University. Due to the time constraint did not collect the primary data. Consequently, the findings of the study are entirely based on the secondary placement ranking data available on the Naan Mudhalvan scheme official website only. Further it implies that the conclusions drawn may not be fully representative to the implementation of the Naan Mudhalvan scheme in other arts and science colleges across Tamil Nadu.

RELEVANCE OF LITERATURE

Education is a human right, a powerful driver of development, and one of the strongest instruments for reducing poverty and improving health, gender equality, peace, and stability. It delivers large, consistent returns in terms of income, and is the most important factor to ensure equity and inclusion. For individuals, education promotes employment, earnings, health, and poverty reduction. Globally, there is a 9% increase in hourly earnings for every extra year of schooling. For societies, it drives long-term economic growth, spurs innovation, strengthens institutions, and fosters social cohesion. However, COVID-19 has wreaked havoc on the lives of young children, students, and youth.

The disruption of societies and economies caused by the pandemic has aggravated the already existing global education crisis and impacted education in unprecedented ways for creating more employment opportunities. The higher education is playing very important role in all over the world and it helps to young generation securing a Higher Income, Developing Problem-solving Skills, Improving the Economy, Providing a Prosperous and Happy Life, Giving Back to the Community, Creating Modern Society and Bridging gap between industry needs as well as higher education Borders. For achieving these are the above, Government schemes are programmes launched by the government to improve the standard of living of all citizens. Government schemes are typically categorized into two main types, i.e. central sector and centrally sponsored schemes. Government schemes are programmes launched by the government to improve the standard of living of all citizens. Government schemes are typically categorized into two main types, i.e. central sector and centrally sponsored schemes. The majority of these government schemes are designed to help the economically deprived, rural, or vulnerable people in society. The beneficiaries of these government schemes mostly comprise of economically backward or weaker sections of the society and low-income families.

In addition to laws, the Government has also set up several schemes to improve the lives of communities and individuals who have been treated unequally for several centuries. These schemes are to ensure greater opportunity for people who have not had this in the past. Welfare programs are usually funded by the taxpayers and enable people to overcome financial stress during the rough periods of their lives. Mostly, people using welfare will get a biweekly or monthly payment. The goals of welfare can be promoting work, education, or providing a better standard of living. Sustainable development is an organizing principle that aims to meet human development goals while also enabling natural systems to provide necessary natural resources and ecosystem services to humans. National relevance

Skill Development Cell has been entrusted the responsibility to train youth by providing them skills through AICTE approved Colleges/Registered facilitators with objective for enhancing their Employment/ Self-Employment opportunities. The cell is running various schemes to meet its objectives.

Major schemes are- Pradhan Mantri Kaushal Vikas Yojana for Technical Institutes (PMKVY-TI), Employability Enhancement Training Programme (EETP), National Employability Enhancement Mission (NEEM), AICTE-Startup Policy, Skill Assessment Matrix for Vocational Advancement of Youth (SAMVAY), Leadership Development Programs etc. Start-Up Policy for Technical Institutions: AICTE has prepared a Start-up Policy for students of Technical Institutions to create tech-based student owned start-ups and employment opportunities. Pradhan Mantri Kaushal Vikas Yojana by Technical Institutions (PMKVY-TI): This scheme is implementing through AICTE approved Colleges to impart Engineering skills to drop-out students and find placement in suitable private sector jobs. AICTE-UKIERI: AICTE signed an implementation agreement with Department for Business, Energy and Industrial Strategy (DBEIS), UK, on the joint operation of the activities under UK India Education and Research Initiative (UKIERI). Following four stands of education collaboration will be taken under UKIERI Phase-III are Leadership and Faculty Development, Integration of Skills in Education System, e-Partnership and Research Incubation and Enhancing Mobility.

In addition to above 54 SKP are also approved by the Council SDC has successfully conducted two workshop for 100 participants in this phase.

DATA ANALYSIS

S. N O.	UNIVE RISTY NAME	COLLEGE NAME	Tot al No. Of Stu dent s	Total Aspir ation Fille d	No. Of Stu dent s Plac ed	Place ment %	Place ment Scor e(45)	Colle ge Weig htage (20)	Sala ry Pack age Scor e(35)	To tal Sc or e (1 00)	Ra nk

			Fille d							
1.	Bharathi ar	Government Arts College, Coimbatore.	148 9	1327	484	3251.0 0%	14.00 %	18	0.73	33. 36	6
2.	Bharathi ar	Emerald Heights College For Women, Udhagamanda lam, Coimbatore.	118	118	46	38.98 %	17.54	4	2.37	23. 92	26
3.	Bharathi ar	Government Arts College, Thondamuthur , Coimbatore.	291	291	108	37.11 %	16.7	6	0.34	23. 04	29
4.	Bharathi ar	Chikkaiah Naicker College, Erode.	285	291	99	34.74 %	15.63	6	1.26	22. 89	30
5.	Bharathi ar	Government Arts College, Tiruppur.	804	803	168	20.90 %	9.4	12	0.06	21. 46	33
6.	Bharathi ar	Government Arts And Science College, Coimbatore.	400	364	114	28.50 %	12.83	8	0.48	21. 3	36
7.	Bharathi ar	Sri Vasavi College, Erode.	761	761	136	17.87 %	8.04	10	0.55	18. 59	56
8.	Bharathi ar	Government Arts And Science College, Sathyamangal am, Erode.	298	295	71	23.83 %	10.72	6	0.77	17. 49	62
9.	Bharathi ar	Government Arts College, Nilgiris.	112 6	1117	57	5.06%	2.28	14	0.28	16. 55	69
10.	Bharathi ar	Government Arts And Science College For Women, Puliakulam.	245	167	49	20.00 %	9	6	0.22	15. 22	80
11.	Bharathi ar	LRG Government College For	108 1	1061	8	74.00 %	0.33	14	0.06	14. 4	88

		Women, Tiruppur.								
12.	Bharathiar	Government Arts And Science College, Gudalur.	928	850	23	2.48%	1.12	12	0.19	13.3	98
13.	Bharathiar	Chikkanna Government Arts College For Men, Tiruppur.	728	728	2	0.27%	0.12	10	0.07	10.19	136
14.	Bharathiar	Puratchi Thalaivi Amma Government Arts And Science College, Palladam.	499	499	4	0.80%	0.36	8	0.06	8.42	165
15.	Bharathiar	Government Arts And Science College, Avinashi.	408	406	1	0.25%	0.11	8	0.06	8.17	172
16.	Bharathiar	CBM College, Coimbatore.	135	118	8	5.93%	2.67	4	0	6.67	191
17.	Bharathiar	Government Arts And Science College Erode.	348	185	4	1.15%	0.52	6	0.06	6.57	195
18.	Bharathiar	Government Arts And Science, Modakkurichi.	259	256	1	0.39%	17.00%	6	0.06	6.23	202
19.	Bharathiar	Government Arts And Science College, Pollachi, Coimbatore.	276	81	1	0.36%	0.16	6	0	6.16	206
20.	Bharathiar	Government Arts And Science College, Valparai,Coimbatore.	217	217	0	0.00%	0	6	0	6	209

| 21. | BHAR ATHIA R | GOVERNME NT ARTS AND SCIENCE COLLEGE, KANGEYAM ,TIRUPPUR. | 220 | 220 | 0 | 0.00% | 0 | 6 | 0 | 6 | 21 0 |

Source: www.naanmduhalvan.com

GOVERNMENTS ARTS AND SCIENCE COLLEGE PLACEMENT RANKING (2023-2024) UNDER THE AFFILIATION OF BHARATHIAR UNIVERSITY AT COIMBATORE DISTRICT
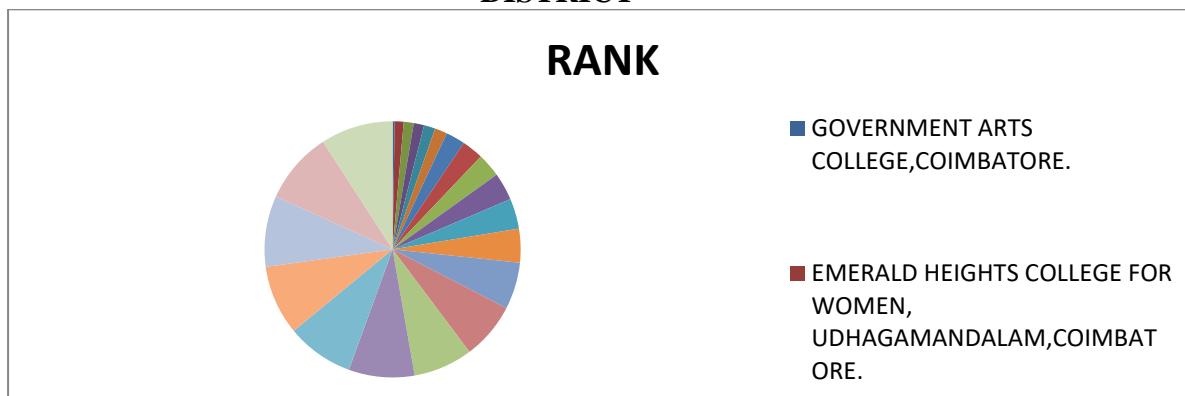

Source: www.naanmduhalvan.com

TOTAL NUMBER OF GOVERNMENT ARTS AND SCIENCE COLLEGE STUDENTS APPLIED FOR THE PLACEMENT AND PLACED DETAILS 2023-2024
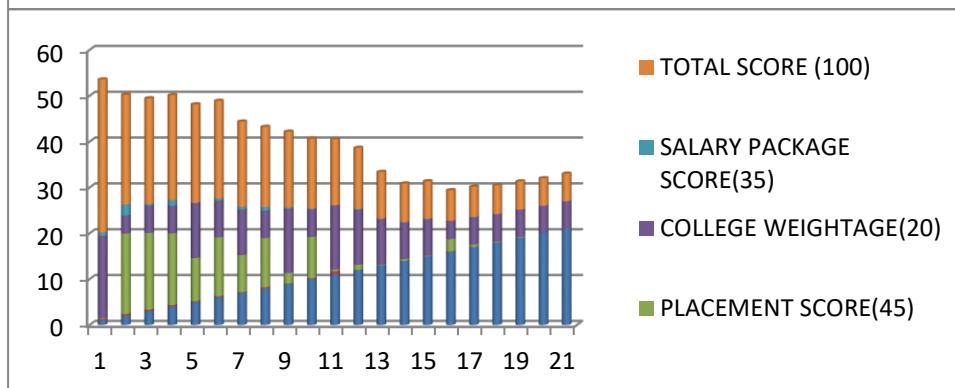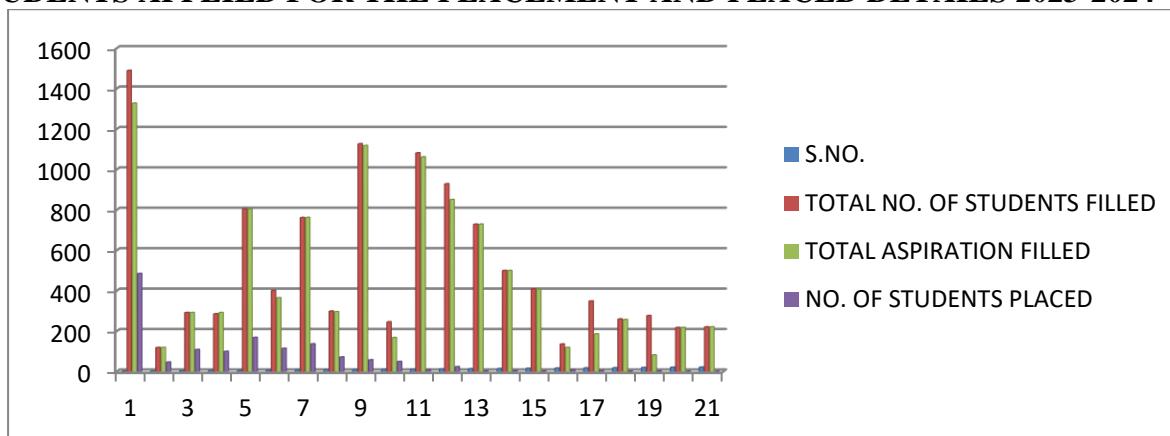
TOP FIVE ARTS AND SCIENCE COLLEGE STUDENT'S PLACEMETN RANK IN TAMILNADU
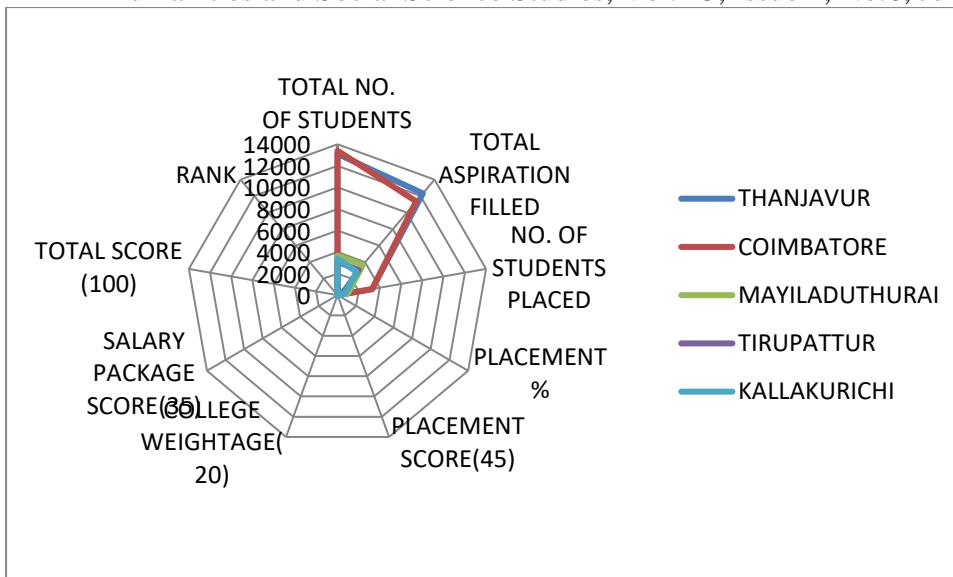
Source: www.naanmduhalvan.com

OBSERVATIONS OF THE STUDY

In the 2023-2024 academic years, the placement ranking of arts and science college students in Tamil Nadu was calculated based on the Naan Mudhalvan scheme. This scheme was implemented across government universities in the state, including: Madras University, Bharathiar University, Bharathidasan University, Periyar University, Alagappa University, Thiruvalluvar University, Mother Teresa University, Manonmaniam University and Annamalai University. Out of the 218 affiliated colleges across these universities: 21 arts and science colleges affiliated with Bharathiar University were able to secure the top 1st to 210th positions in the college placement ranking. This represents a significant improvement, as these 21 Bharathiar University colleges moved up from the 6th position to as high as the 1st position in the overall college placement ranking. The strong performance of the Bharathiar University colleges highlights the positive impact of the Naan Mudhalvan scheme in enhancing the employability and placement outcomes for arts and science students in Tamil Nadu. This demonstrates the effectiveness of the government's initiative in bridging the gap between academia and industry.

RECOMMENDATIONS OF THE STUDY

Scaling up the Naan Mudhalvan Scheme: Given the significant improvement in the placement ranking of the 21 Bharathiar University colleges, the government should consider scaling up the Naan Mudhalvan scheme to cover more arts and science colleges affiliated with other universities in Tamil Nadu. This will help to replicate the positive outcomes and enhance the employability of students across the state. Industry-Academia Collaboration: The success of the Naan Mudhalvan scheme highlights the importance of strengthening industry-academia collaboration. The government should explore ways to deepen these partnerships, such as facilitating internships, guest lectures, and joint curriculum development, to ensure that the skills imparted to students are aligned with industry needs. Soft Skills Development: The notable rise in placement rankings suggests that the Naan Mudhalvan scheme has effectively bolstered the soft skills of participating students. The government should continue to prioritize and expand the soft skills training components of the scheme to equip students with the necessary communication, problem-solving, and critical thinking abilities demanded by employers. Fostering Entrepreneurial Mindset: Building on the placement outcomes, the government could consider integrating entrepreneurship development programs within the Naan Mudhalvan scheme. This will help to nurture a culture of innovation and self-employment among arts and science college students, further diversifying their career prospects. Continuous Monitoring and Evaluation: The government should establish robust monitoring and evaluation mechanisms to regularly assess the performance and impact of the Naan Mudhalvan scheme across different universities and colleges. This will enable data-driven decision-making and timely course corrections to enhance the scheme's

effectiveness. By implementing these recommendations, the government can maximize the benefits of the Naan Mudhalvan scheme and empower arts and science college students in Tamil Nadu to achieve their full potential in the job market in near future.

CONCLUSION OF THE STUDY

The analysis of the Naan Mudhalvan scheme's implementation in the 2023-2024 academic years across government universities in Tamil Nadu reveals a transformative impact on the placement outcomes of arts and science college students. The remarkable improvement in the ranking of 21 Bharathiar University colleges, with some securing the top 1st to 210th positions, is a testament to the scheme's effectiveness in enhancing employability. This significant shift, with the colleges moving up from the 6th position to as high as 1st, underscores the success of the government's initiative in bridging the gap between academia and industry, and equipping students with the necessary skills to thrive in the evolving job market. These findings demonstrate the immense potential of the Naan Mudhalvan scheme to uplift the placement prospects of arts and science students in state-wide and highlight the need to further scale up and refine the program to maximize its benefits across Tamil Nadu.

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