

The Role of Project Management & Leadership in Rural Development: A Case study of PMAY-G Project in Tapi District of Gujarat.

¹Pritesh Patil, ²Sheetal Mali,

¹Manager-Consultant Vertical, DBIM- VNSGU, ¹Hikvision India, Ahmadabad, India

²Student-M.A, Department of Economics- VNSGU, Surat, India

Email – ¹pritesh899@gmail.com, ²Malisheetal8667@gmail.com,

Abstract: India is largely a rural country with two third populations and 70% workforce residing in rural areas. Rural economy constitutes 46 per cent of national income. Despite the rise of urbanization more than half of India's population is projected to be rural by 2050. Thus growth and development of rural economy and population are a key to overall growth and inclusive development of the country. Housing is a key input in economic, social, and civic development. Housing investment is a major driver of economic growth. Public housing projects in the India started with the rehabilitation of refugee's immediately after independence and since then, it has been a major focus area of the Government as an instrument of poverty alleviation.

To find out best possible remedies to providing "Housing for All" by the scheme 2022, IAY has been re-structured into Pradhan Mantri Awaas Yojana –Garmin (PMAY-G) w.e.f. 1st April 2016. This work is carried out to study the socio-economic factors playing a role in the PMAY-G of rural and semi-hilly areas of Gujarat (Tapi District). With aim to study PMAY-G, its socio-economic aspect & role of Project Management & Leadership in it.

There is a need to study issues and challenges in PMAY-G in these sub-urban areas of Gujarat. To identify and analyze the level of awareness, government schemes are distributed among 51 respondents. The observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data.

Key Words: Project Management, Rural Development, Housing, PMAY-G, Leadership.

1. INTRODUCTION:

The world is facing a global housing crisis. In cities around the world, almost 1 billion people live in substandard housing without clean water or adequate sanitation. More than 14 million refugees and internally displaced people live in tents or other temporary shelters. Millions of homeless men, women, and children live in the streets of Washington, DC; Sao Paolo, Brazil; Johannesburg, South Africa; Mumbai, India; and other cities. And the problem is getting worse: Every week more than a million people are born in or move to cities in the developing world, driving up the need for new and better housing.

Housing is also an effective way to promote good governance. The need to improve housing conditions stimulates civic organizations (housing associations, community-based organizations) that act as incubators for elected representation. Investing in housing expands the local tax base, thereby facilitating the emergence of autonomous and responsive local governments. Safe homes and neighbourhoods, in which residents are satisfied with housing conditions and public services, help build social stability and security.

Despite the clear evidence of the linkages between housing and socioeconomic goals, many policy makers and practitioners are not taking advantage of them. In many countries around the world, opportunities to achieve economic, social, and civic development goals through housing-related initiatives are being missed. One of such Good models include PMAY-G.

This paper present assessment of PMAY-G & study the role of Project management & Leadership for better implementation of such socio-economic initiatives.

Growing globalization, improved communications and reduced transport costs determine new challenges in rural development. Rural areas face the problems of population ageing, high migration, and bad infrastructure resulting in the reduction of possibilities of efficient state management and business development. Thus, it is needed to re-analyse the role of rural areas in the frames of modern economy and to find ways for their efficient development.

2. Research question and methodology:

My intention to choose this topic for study was that how many people have benefitted from this scheme in the rural areas under the scheme. Also, this topic has been selected to know how successful the scheme has been in terms of the project management.

Purpose of the study: -

- Assessment of PMAY-G and analysis of socio-economic status of beneficiaries [in reference to Vyarataluka of Tapi district]
- Various schemes covered under this scheme (MNREGA, Clean India Mission, drinking water facility under NRDP, Pradhan mantra Ujjwalla Yojna, Dindayal Upadhyay Gram Jyoti Yojna) have been received.
- To study different skill enhancement certification for successful project delivery

Selection of the area and the norm for the study: -

An abnormal model of abnormal modeling has been used to evaluate the study of PMAY-G and the study of the socio-economic conditions of its beneficiaries. The area of Vyara Taluka of Tapi district has been selected as the basis for this study. Four villages of Vyara Taluka has been selected for the study of the research, 51 beneficiaries have been selected as qualified.

In the table form exhibition taken for research study, it can be displayed as follows.

District - Tapi (total number of beneficiaries in Tapi district in year 2017-18 = 1683)

Taluka - Vyara (Total beneficiary of Vyarataluka in 2017-18 = 257)

Sr.	Name of village	Total number (beneficiary)	Selection of the sample
1.	Uchamada	86	15
2.	Balpur	16	16
3.	Jasingpura	17	10
4.	Mayapur	11	10
5.	Total	130	51

Source of information:

Two sources of information are (1) Primary information (2) Secondary information

(1) Primary Information: - To get the primary information related to this study, the questionnaire was filled up to the respondent directly and the visit and inspection method were also used.

(2) Secondary information: - The library has been used for secondary information related to study, as well as information from district service center in Vyara. An Internet source is an important source of information in today's time. Information has been obtained from various websites.

Analysis of data: -

After the collection of information in the research process, the data is analyzed. Analysis of the primary and secondary data received in the research study presented in the analysis of computer software such as Microsoft Excel, SPSS, etc.

3. About the Prime Minister's Housing Scheme:

PMAY-G aims at providing a pucca house, with basic amenities, to all houseless householder and those households living in kutcha and dilapidated house, by 2022. The immediate the objective is to cover 1.00 crore household living in kutcha house/dilapidated house in three years from 2016-17 to 2018- 19. The minimum size of the house has been increased to 25 sq.mt (from 20sq.mt) with a hygienic cooking space. The unit assistance has been increased from Rs. 70,000 to Rs. 1.20 lakh in plain and from Rs 75,000 to Rs 1.30 lakh in hilly states, difficult areas and IAP district. The beneficiary is entitled to 90/95 person day of unskilled labour from MGNREGS. The assistance for construction of toilet shall be leveraged through convergence with SBM-G, MGNREGS or any other dedicated the source of funding. Convergence for piped drinking water, electricity connection, LPG gas connection etc. different Government programmers are also to be attempted.

Goal: -The goal of this scheme is to provide all basic facilities to all families living in raw and dilapidated houses in rural areas by 2022.

The payment of premium in this scheme is done in three stages. Which are as follows.

First installment	30,000
Second installment	50,000
Third installment	40,000
Total	1,20,000

A plan taken in this scheme

- Clean India Mission is included in this plan. In the rural areas, toilet facilities are provided. For which 12000 beneficiaries are benefited.
- Benefits of MNREGA scheme under PMAY-G are also given to the beneficiary. Under which 90 days of employment is provided. The beneficiary is given 194 rupees for one day's work, so the beneficiary is given 16,920 assistance under this scheme.
- NRDP program is also involved in PMAY-G. Under which the beneficiary is given the facility of drinking cleanliness.
- Under this scheme, Pradhan Mantri UjjwalaYojna and Din Dayal Upadhyay Gram JyotiYojana have also been attached.
- For better Project Management & quality of construction, setting up of a Nation Technical Support Agency (NTSA) at the national level is envisaged. One of the major constraints in quality house construction is the lack of the sufficient number of skilled masons. To address this, a pan-India training and certification programme of Masons has been launched in the States/UTs. This will, in addition, and career progression for rural masons.
- For better Project Management & Leadership involvement by that timely construction/completion to ensure good quality of house construction, it has also been envisaged to tag a PMAY-G the beneficiary with a field level Government functionary and a Rural Mason.
- For consideration of execution & monitoring phase of Project Management, In PMAY-G, programme implementation and monitoring is to be carried out through an end to end e-Governance model- Using Awaas Soft and Awaas App. While Awaas Soft is a work –flow enabled, web-based electronic service delivery platform through which all critical function of PMAY-G, right from identification of beneficiary to providing construction linked assistance (through PFMS), will be carried out; Awaas App-a the mobile application is to be used to monitor real time, evidence based progress of house construction through date and time stamped and georeferenced photographs of the house. The tow IT application help identify the slip ups in the achievement of targets during the course of implementation of the programme. All payments to beneficiary is to be through DBT to beneficiary's Bank/post office accounts registered in Awaas SoftMIS.
- For better Project Management & Leadership involvement by that The programme implementation is to be monitored not only electronically, but also through community participation (Social Audit), Member of Parliament (DISHA Committee), Central and State Government officials, National Level Monitors etc.

4. Evaluation of Prime Minister's Housing Scheme: PMAY-G status in India

Year wise house completed report: India

Year	Completed house
2013-14	406411
2014-15	134078
2015-16	242960
2016-17	2967712
2017-18	1853441
Total house completed 2017-19	6158818

Here in the table above it can be seen that 140546 habitations have been made in Gujarat state by 2017-19.

Year wise house completed report: Gujarat

Year	Completed house
2013-14	2957
2014-15	1095
2015-16	1461
2016-17	80748
2017-18	54285
2018-19	NA
Total house completed 2012-19	140546

It is evident from the above table that during the period 2017-19, 1683 houses have been prepared in India.

Year wise house completed report: Tapi

Year	Completed house
2013-14	19

2014-15	7
2015-16	16
2016-17	336
2017-18	645
2018-19	NA
2017-19	1683

The above table shows the number of Houses built under PMAY-G in India. By 2017-19 India has prepared 6, 15,888 housing in the country.

Primary Information Analysis

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Income	51	25000.0	.00	25000.00	4485.2941	4495.22295	2.712	.333
Expenses	51	10000.00	.00	10000.00	3166.6667	2169.48535	1.464	.333
Debit	51	200000.00	.00	200000.00	7372.5490	30641.12321	5.466	.333
Valid N (listwise)	51							

The actual numbers in the table above have been analyzed. Know which of the above moves more table is

Formula: - (standard deviation) / (Medium (x)) × 100

- 1) Monthly Income
 = (4495.22295) / (4485.2941) × 100
 = 100.22
- 2) Monthly cost
 = (2169.48535) / (3166.6667) × 100
 = 65.51
- 3) Debt
 = (30641.12321) / (7372.5490) × 100
 = 415.61

Correlation between monthly spending and different types of expenses in selected respondents

Rank	
1	Clothing (.790 **) Correlation is significant at the 0.01 level (2-tailed).
2	Entertainment (.742 **) Correlation is significant at the 0.01 level (2-tailed).
3	Food (.741 **) Correlation is significant at the 0.01 level (2-tailed).
4	Health (.570 **) Correlation is significant at the 0.01 level (2-tailed).
5	Education (.412 **) Correlation is significant at the 0.01 level (2-tailed).

The above analysis clearly shows that the selected respondents spend most of their clothes and food behind and spend less on education.

Table showing that the beneficiaries of this scheme have received the benefits of the various scheme taken under the PMAY-G in the four villages selected.

Name of the scheme	Village Name				Total
	Uchamada	Balpur	Jesingpura	Maypur	
Clean India Mission	6	16	10	7	42
Benefits of water supply under NRDP	2	13	1	4	26
Prime Minister Ujjwalla Yojna	2	0	0	2	9
MNREGA	0	16	2	0	18
Din Dayal Upadhyay Gram Jyoti Yojana	0	0	0	0	0

The above table shows how many beneficiaries have benefited from the scheme in various villages.

What kind of accommodation was available in selected respondents? It can be seen in the following table.

PMAY-G type of House accommodation provided				
The name of the village	A kitchen	Two rooms & kitchen	Three-rooms & kitchen	Total
Uchamada	11	3	1	15
Balpur	4	7	5	16
Jasingpura	3	5	2	10
Mayapur	1	7	2	10
Total	19	22	10	51

The above table shows how many habitations have been made in different villages under PMAY-G. The above table can be derived, most of the respondents selected were 1 living in one kitchen. 19 One of the rooms of the residence of the responder was a kitchen. As well as 10 respondents, three rooms were of 1 kitchen.

5. The analysis of Training & skillset in rural local government

The problem of training staff to manage sustainable rural development is rather multifaceted. First of all, rural areas need engineers and workers. The construction industry and the infrastructure complex are extremely sensitive to their shortage. Besides, the demand for qualified personnel is growing in the agriculture, housing-utility sphere.

Achievement of Training Programs in Gujarat in 2017-18 (01/04/2017 TO 31/03/2018)

Sr. No.	Subject	Programs	Participants	Man Days
1	PMAYG	15	442	884
2	MGNREGA	10	550	1081
3	SBM	14	845	1761
4	DBT MoRD	1	29	29

6. Findings:

- Selected respondents spend more on clothing, food, while paying less attention to education and health.
- One of the respondents of Uchamada and Maypur village did not get the benefit of the MNREGA scheme.
- Beneficiaries of the facility provided under Clean India Mission, most respondents have not received the benefit of drinking water facility under NRDP. Or the person who got the answer is insufficient.
- Most of the respondents have not received the benefit of Din Dayal Upadhyay Gram Jyoti Yojana.
- In the Uchamada village there was a rift with the contractor. The contractors were made inappropriate accommodation
- After receiving the benefits of the scheme, the change in the lives of all the respondents has been made and all the selected people are satisfied with this plan.
- The existing training and career development system for Govt officers is rather formalized & very often officers come to education establishments not so much to get knowledge as to get a certificate.
- Lack of advanced training on Project Management like PMP, PRINCE2, etc. which is globally accepted Project Management framework, Also re-training and career development methods for Govt. officers are distributed inefficiently. The education system has no firm legislative grounds. Govt. officers have no sufficient teaching staff and finances to train, re-train and improve skills of specialists
- So far the regions have no efficient staffing system for sustainable rural development. The results are as follows: the natural-resources and economic potential of rural territories is rather uncommitted due to many reasons, including the lack of professional personnel in local government and the drift of qualified workers from the land.
- Regional governance is the subject of sound management under very complex conditions. Political opportunity structures can have a high impact on the establishment of regional governance. In rural development Leadership approach is a prominent. Leadership combines public funding for both management structures and projects with governance criteria.

7. Conclusions and suggestions:

- Appoint a committee to check whether beneficiaries benefit from all the schemes involved under PMAY-G.
- Systematic scrutiny of whether the beneficiary has the right to receive assistance.
- To construct roads in rural areas where housing has been made under this scheme.

- Development of local government is extremely important for any society as local authorities are the closest to the population. If the population understands practicability and efficiency of local authorities, it becomes more active. Otherwise, economic and territorial development is almost impossible
- In the existing state personnel policy, in terms of sustainable rural development there is much concern about provision of local government with qualified staff.
- In order to provide rural local government with qualified personnel, it is needed to form a system of target contract training of qualified specialists for Govt. administrations by establishing specialized departments at the state bodies of subjects of the Govt.
- Effect the target practice-oriented training on the basis of specialized programs by generalizing the best project management practices of improving investment attractiveness of rural areas in County.
- Govt. needs to implement international project management framework.
- The knowledge of and expertise in the industry and organization that enhanced performance and better delivers business outcomes. While technical project management skills are core to program and project management, PMI research indicates that they are not enough in today's increasingly complicated and competitive global marketplace. Organizations are seeking added skills in leadership and business intelligence. Members of various organizations state their belief that these competencies can support longer-range strategic objectives that contribute to the bottom line.
- To be the most effective, project managers need to have a balance of these three skill sets.
 1. Technical Project Management Skills
 2. Strategic Business Management
 3. Leadership.

REFERENCES:

Books:

1. Ramesh Singh, 'Indian Economy' Published By McGraw Hill Education (India) Privet Limited, Chennai, 10th Edition.
2. Housing for All: Essential to Economic, Social, and Civic Development, June 2006.
3. Alexander S. : Staffing of sustainable rural development project management, June 2017.
4. Manual of PRINCE2 revised edition 2017.
5. PMBOK-6 edition.
6. Manual of MSP published by TSO.
7. Management of Portfolio published by TSO.
8. PMAY-G_English_Book Final.
9. Ramesh Chand, S. K Srivastava and Jaspal Singh : Discussion Paper Changing Structure of Rural Economy of India Implications for Employment and Growth.

Web Sites :

- WIKIPEDIAS.ORG (1-SEP 2018 8:15AM)
- VIKASPEDIA.IN (27-AUG 2018 10:25 PM)
- RURALDEV.GUJARAT.GOV.IN(27-AUG 2018
- SECC GUIDLINE (26-AUG 2018)
- DISTRICT RURAL DEVLOPMENT AGENCIES.GOOGLEWEBLIGHT.COM(27-JUL 2018 9:30AM)
- [HTTPS://TAPIDP.GUJARAT.GOV.IN.IN/TAPI/TALUKA/VYARA/INDEX.HTM](https://TAPIDP.GUJARAT.GOV.IN.IN/TAPI/TALUKA/VYARA/INDEX.HTM)
- [HTTPS://RHREPORTING.NIC.IN/NETINY/PHYSICALPROGRESSREPORT/YEAR WISE HOUSE COMPLETETIONREPORT.ASPX](https://RHREPORTING.NIC.IN/NETINY/PHYSICALPROGRESSREPORT/YEAR WISE HOUSE COMPLETETIONREPORT.ASPX) (8-SEP 2018 9:32PM)
- [HTTPS://RHREPORTING.NIC.IN/NETINY/FINANCIALPROGRESSREPORT/FINPROGRESS-NEWRPRT.ASPX](https://RHREPORTING.NIC.IN/NETINY/FINANCIALPROGRESSREPORT/FINPROGRESS-NEWRPRT.ASPX) (8-SEP 2018 9:46 PM)
- <https://rhreporting.nic.in/netiay/PhysicalProgressReport/physicalprogressreport.aspx>
- physical progres report india
- <https://rhreporting.nic.in/netiay/PhysicalProgressReport/physicalprogressreport.aspx>
- <https://rhreporting.nic.in/netiay/PhysicalProgressReport/YearWiseHouseCompletionReport.aspx>
- <https://rhreporting.nic.in/netiay/PhysicalProgressReport/YearWiseHouseCompletionReport.aspx>
- https://rhreporting.nic.in/netiay/FinancialProgressReport/Finprogressdetails.aspx?page1=d&sh=GJ&state_cod e=11&state_name=GUJARAT&district_name=TAPI&scheme_code=PMA YG&district_code=1126&fin_yea r=2016-2017%20&Digest=/TbRSct9n5HqP2NN/b5yw

- https://rhreporting.nic.in/netiay/FinancialProgressReport/Finprogressdetails.aspx?page1=d&sh=GJ&state_code=11&state_name=GUJARAT&district_name=TAPI&scheme_code=PMAYG&district_code=1126&fin_year=2017-2018%20&Digest=aPVOY1VWCm9yoH+ZFW5Zhg
- https://rhreporting.nic.in/netiay/FinancialProgressReport/Finprogressdetails.aspx?page1=d&sh=GJ&state_code=11&state_name=GUJARAT&district_name=TAPI&scheme_code=PMAYG&district_code=1126&fin_year=2018-2019%20&Digest=bTbxxfnVzP/Nn2CZ5pyezg
- https://rhreporting.nic.in/netiay/FinancialProgressReport/Finprogressdetails.aspx?page1=d&sh=GJ&state_code=11&state_name=GUJARAT&district_name=TAPI&scheme_code=PMAYG&district_code=1126&fin_year=2017-2018%20&Digest=aPVOY1VWCm9yoH+ZFW5Zhg
- https://rhreporting.nic.in/netiay/FinancialProgressReport/Finprogressdetails.aspx?page1=d&sh=GJ&state_code=11&state_name=GUJARAT&district_name=TAPI&scheme_code=PMAYG&district_code=1126&fin_year=2018-2019%20&Digest=bTbxxfnVzP/Nn2CZ5pyezg
- <https://tapidp.gujarat.gov.in/tapi/taluka/vyara/index.htm>
- <https://rhreporting.nic.in/netiay/financialprogressreport/finprogress-newrpt.aspx>
- https://rhreporting.nic.in/netiay/FinancialProgressReport/Finprogressdetails.aspx?page1=d&sh=GJ&state_code=11&state_name=GUJARAT&district_name=TAPI&scheme_code=PMAYG&district_code=1126&fin_year=2016-2017%20&Digest=//TbRSct9n5HqP2NN/b5yw
- Pradhan Mantri Awas Yojana - Gramin (PMAY-G) [Internet]. Rhreporting.nic.in. 2019 [cited 27 January 2019]. Available from: <https://rhreporting.nic.in/netiay/PhysicalProgressReport/physicalprogressreport.aspx>
- [Internet]. 2019 [cited 27 January 2019]. Available from: <http://www.ruraldev.gujarat.gov.in/>