



**NSCB Memorial Govt. Degree College
Hamirpur
District Hamirpur (H.P.)**



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School of Business Administration

Report

On

Awareness Programme on Himachal Pradesh Government Policies

The students of BBA 3rd & 5th Semester organized an Awareness Programme on HP Government Policies as a part of the active learning activity. The students in their free time, visited their local areas, schools and create awareness among the people regarding different state government policies. They also conducted short survey to understand the level of awareness among the public.



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Certificate

This is to certify that the report titled “Awareness Programme on Himachal Pradesh Government Policies” has been prepared by the students of BBA 3rd Semester and 5th Semester under the mentorship of Dr. Sandesh Kumari NSCBM Government College, Hamirpur (H.P.). The work presented herein is an original field-based initiative aligned with the Macroeconomics course outcomes.

Acknowledgement

We express our sincere gratitude to Dr. Pramod Singh Patial, Principal, NSCBM Government College Hamirpur, Dr. Samjeet Singh Thakur, Coordinator School of Business Administration & Dr. Sandesh Kumari for their guidance and continuous support. Also, we extend sincere thanks to the local panchayats and community members for their cooperation, and to our peers for teamwork during field visits and survey.

Executive Summary

The BBA students of NSCBM Government College undertook a field-based initiative to enhance public awareness about key State Government welfare and development schemes/policies in Himachal Pradesh. Through community visits and structured surveys, the students engaged with local citizens in villages and schools, assessing awareness, access, and perceptions of the policies. This hands-on exercise linked macroeconomic theory with real-world socio-economic challenges, enabling students to contribute meaningful insights and actionable recommendations for improving last-mile policy dissemination.

Programme Overview

The programme was divided into two categories by the students. Some students visited the local villages, markets & community center. They prepared report on the beneficiary's success stories as case study. Some students visited the schools.

The programme had two main components:

1. **Awareness and Outreach** – Students visited their local villages and schools to educate citizens about important government schemes including social welfare, healthcare, environmental initiatives, and scholarship programmes and youth empowerment policies.
2. **Survey-Based Assessment** – A structured survey was administered to gauge public knowledge, challenges in accessing benefits, and perceptions of the effectiveness of schemes.

Purpose of the Programme

- Create awareness among citizens about major **state government policies/schemes** across health, education, social security, livelihoods, and entrepreneurship.
- Understand **awareness levels, eligibility perception, enrollment status, and barriers** through a structured survey.
- Link classroom learning (fiscal policy, public goods, welfare economics, multiplier effects) to **real-world community outcomes**.
- Analyzed community knowledge of **state government schemes**.
- Identify **information gaps and process bottlenecks** (documentation, digital access, and intermediaries, time/cost).
- Assess **perceived relevance and benefits** by demographic segments.
- Recommend **actionable improvements** for awareness drives and facilitation.

Learning Outcomes (Course-Embedded)

- Apply macroeconomic concepts to evaluate **public expenditure effectiveness**.
- Conduct **primary data collection**, summaries descriptive statistics, and derive policy-relevant insights.

Field Activities and Methodology

Students used a mixed-method approach during their fieldwork:

- Conducted interactive sessions with local communities and school audiences to inform them about government policies./students scholarships
- Designed and administered structured surveys to collect quantitative data on awareness and usage of various schemes.
- Carried out informal interviews and conversations to gather qualitative insights into constraints faced by citizens.
- Recorded detailed field notes and observations to complement survey data, ensuring a comprehensive understanding of the outreach impact.

Photographs of Field Activities



Name - Priyanka
Roll no.- 24BBA108

15:09

Illustrative Caselets

- **Caselet 1:** Short beneficiary story of (Adya & Beena) age 65 & 70 year old, prepared by Samriti Thakur. Bba3rd semester

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* SURVEY OF H.P Government schemes And Policies:

CASE Study: A & B

Person A is Vidya, Age 65, years old, Rural
widow from a BPL Family.

SURVEY Methodology

- Date of Survey is 10 Aug 2025
- Method is Face to face interviews
- Location is One rural village in Hamirpur Distt.
- Respondents are
 - Vidya, Age 65 years, widow, rural resident (BPL)
 - Mela, 70 years, unemployed, (BPL)

• Key findings from interviews:

How they learn about the schemes.

• Person : A

Learned about most schemes through local Governance channels (such as Gram panchayat meetings, Announcements by Panchayat secretary and guidance from Anganwadi workers) during health check-up drives.

• Person : B

Learned about the schemes ^{through} by her friend.

Awareness vs. Utilization Gap.

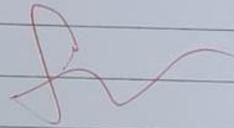
Both the persons know about the schemes but they did not apply for the schemes.

Observation:

Both the persons show selective utilization often constrained by eligibility or perceived need.

Survey conclusion:

The Himachal Pradesh Government has a wide network of schemes covering health, livelihood, education and social security. However awareness toward these schemes and policies is very poor. In the rural areas individual can't be aware about these schemes and policies.





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Caselet 2: Short beneficiary story prepared by Priyanka, Mehak & others BBA 3rd semester students

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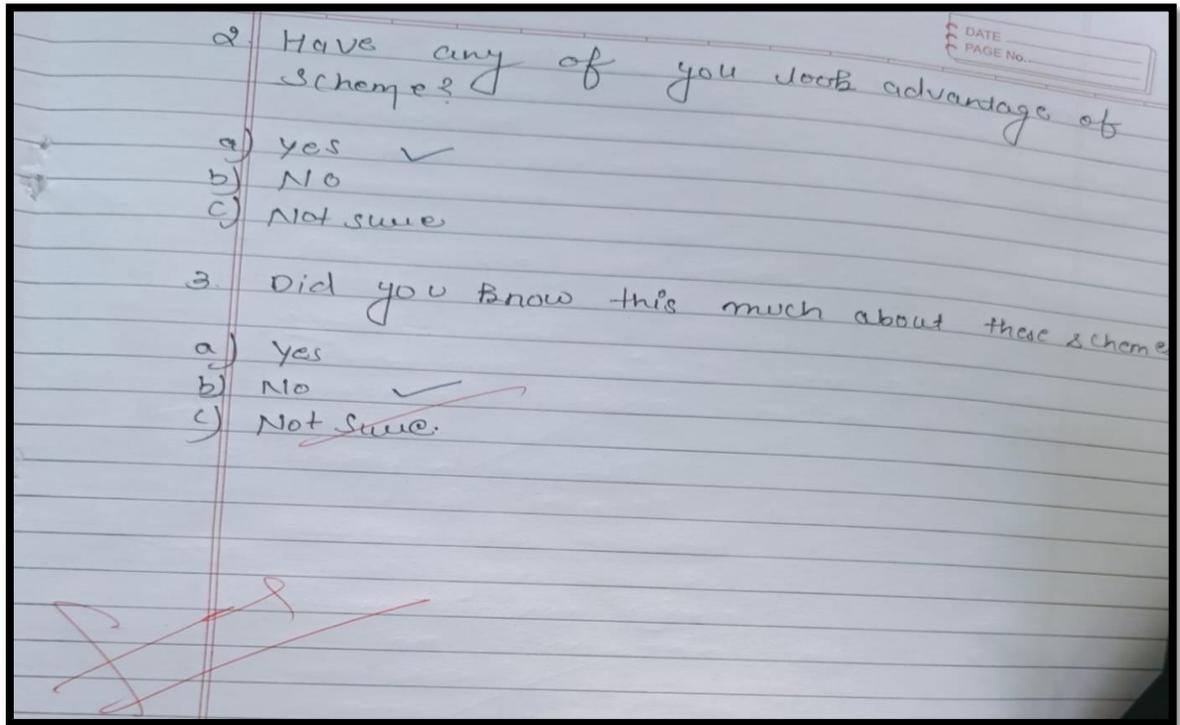
SURVEY REPORT

I visited village Badawan on 11th August 2025 as a part of my project. I introduced my and told some of the villagers about various government schemes which are launched by government of Himachal Pradesh. The main objective of this survey was to raise awareness and knowledge among villagers about important welfare schemes related to social welfare scheme, healthcare, education and agriculture.

Also, I had also conducted a basic survey to understand how many people were aware about these schemes and how many of them are using and taking benefits of it. Some of them knew about them and some of them were not.

Survey Questions for villagers:-

1. Have you ever heard about any of these schemes?
a) Yes ✓
b) Not
c) Not Sure



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Key Findings and Recommendations

- Awareness of newer schemes remains low in several remote localities.
- Application processes need simplification with enhanced digital support and local facilitation.
- Partnerships with panchayats, schools, and local institutions are critical for effective and sustained outreach.

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- Continued student involvement in such awareness drives can help maintain regular public engagement.

Major Challenges Faced

- Limited awareness and occasional hesitation from community members affected communication and data collection efforts.
- Digital literacy gaps complicated explanations and assistance related to online application-dependent schemes.
- Geographic and logistic challenges such as difficult terrain and transportation issues posed obstacles to reaching some remote areas.
- Balancing academic schedules with fieldwork demands was challenging for students.
- Some respondents displayed mistrust or reluctance to participate, impacting data completeness

Conclusion

The programme demonstrated how **student engagement** can narrow the policy-awareness gap and translate classroom concepts into **community-level impact**. Sustained collaboration among colleges, local bodies, and service centres can significantly improve **scheme uptake** and citizen welfare.

To
The Principal
N.S.C.B.M Govt. Degree College.
Hornapur.

Subject:- "Permission for a presentation on Scholarships available after class +2 on awareness program of state Govt. Policies."

Respected Sir

We Respectfully request your permission to conduct a presentation for school student regarding the various scholarships available to them after completing their school after +2.

The purpose of this presentation is to create awareness among student about the opportunities. They can Avail to continue their higher studies without financial burden. Through this session, student will gain knowledge about govt. scholarships eligibility criteria, and procedure for applying.

We kindly request you to grant us permission to organize this presentation.

Thanking you
yours Sincerely.
Sehjal, Nikita, Eakta.
(BBA 5th Semester.)

Recommended
by

Dr. Sandesh kumari

2.8/08/2025

Allard
Jale
August 28, 2025

Dr. Sandesh kumari

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