

IMPACT OF NAMO DRONE DIDI SCHEME ON WOMEN EMPOWERMENT AND GOVERNMENT BRANDING

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DOI: 10.5958/2249-877X.2026.00004.X

ABSTRACT

The Nammo Drone Didi Scheme is a recent government initiative launched to promote women empowerment through the use of drone technology in agriculture. Under this scheme, women from Self-Help Groups (SHGs) are trained to operate agricultural drones and provide spraying services to farmers. This paper studies the scheme from the perspective of employer branding and performance outcomes. In this context, the government acts like an employer that builds trust, provides training, and supports women financially. The study is based completely on secondary data collected from government reports, journal articles, and institutional publications such as the Press Information Bureau and the Ministry of Agriculture & Farmers Welfare. The findings show that the scheme has increased income levels of beneficiaries, reduced farm input costs, and improved confidence among rural women. This paper concludes that strong government branding combined with skill development can improve women's economic performance and social status.

KEYWORDS: *Nammo Drone Didi Scheme, Women Empowerment, Employer Branding, Government Support, Agricultural Drones.*

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