

Women Micro Entrepreneurship: Role Of Shgs In Women's Investment Pattern In Trichirapalli

DR. N.MAHESWARI,

St. Joseph's College, Assistant Professor, Department of Commerce Computer Application,
School of Management Studies Tiruchirappalli, Tamilnadu, India-620 002, Mobile: 9894976591
sunithadakh@gmail.com

Abstract: Effective utilization of human resources to their optimum potential is the need of the hour. Women are the emerging human resource of the country. Women get immensely benefited from the micro loans. The purpose of the article is to bring out discussion on the role of SHGs in women investment pattern. The findings show that the SHGs are contributing in empowering the women who are unorganized, unprotected and who lack bargaining power by the training, orientation and enhancing them to invest properly so that they can contribute to the society and families. The present study is confined to women of Self Help Group, in Tiruchirappalli city. Tiruchirappalli city is one of the developed and famous cities in India. Women of self help group have played a significant role as micro entrepreneurs and so have contributed in development of all the society. Women's investment in micro businesses, the problems faced by them while investing and the major activities carried out for the empowerment of women have been considered for the purpose of the study.

Keywords: self help groups, unorganized, micro business.

1. INTRODUCTION

The status of women in India has been subject to many great changes over the past few years. To mitigate the problem of unemployment and underemployment, women have to undertake entrepreneurial activities to create additional wealth for the nation and to solve the problem of unemployment and poverty. Entrepreneurship development among women will strengthen the national economy. Women entrepreneurs start small businesses to generate a source of income for their family. Micro entrepreneurship is sources which make women sustain their empowerment and freedom. Many women owned businesses either windup or stay small due to lack of credit and lack of confidence. Self help groups instill the necessary confidence, time management skills and ability to sell the products. Self help groups help to transform women in poverty into confident, independent and contributing members of their families and communities by imparting skill training, business training and market linkages to women in poverty and empower them. A business requires planned decision, proper risk taking assessment and finance and today, the self help group movement is increasingly accepted as an innovation in the field of rural credit and a source of guidance towards money creating activities in India to help the rural poor. SHG is considered as a vehicle to reach the disadvantaged and marginalized section, which in the normal course cannot avail of credit facility from the bank. Self help groups are small informal association of the poor created at the grass root level for the purpose of enabling members to reap economic benefits out of mutual help. Self help groups are formed voluntarily by the rural and urban poor to save and contribute to a common fund to be lent to its members as per group decision and for working together for social and economic development of their families and community. Self help group have been able to mobilize small savings either on weekly or monthly basis from persons who were not expected to have any savings. They have been able to effectively recycle the resources generated among the members for meeting the productive and emergent credit needs of members of the group. The SHG, being a group of like-minded persons, gets empowered to solve most of its problems of a non-financial nature such as raw material and

input supply marketing, better adoption of technology, education and training for realization of its objectives for development.

1.1 Objectives:

The present research article has been undertaken with the following objectives:

- To study the socio economic background of women's investment pattern with reference to self help group in Trichy city.
- To identify the factors enabling the women to invest in any small businesses or in sole trading activity through self help groups.
- To recognize the support provided by SHGs.
- To identify the various problems encountered by women while investing.
- To identify and evaluate the motivational factors empowering women self help groups.

1.2 Statement of the problem:

Today, career of women is continuously challenged one. There are many illiterate and literate women who are facing the problems of insufficient earning of income and due to several factors, literally find very difficult to come up from this situation and they also have lack of support from their families. Even though they have intension to become a women entrepreneur, they lack the support and knowledge about the rules and regulation. Self help groups play a crucial role in uplifting women.

1.3 Scope of the study:

To mitigate the problem of unemployment and underemployment, women have to undertake entrepreneurial activities to create additional wealth for the nation and to solve the problem of unemployment and poverty. Tiruchirappalli city is one of the developed and famous cities in India. Women of self help group have played a significant role as micro entrepreneurs and so have contributed in development of all the society. Women's investment in micro businesses, the problems faced by them while investing and the major activities carried out for the empowerment of women have been considered by the SHGs in the development of women in Tiruchirappalli city.

3. DATA ANALYSIS AND INTERPRETATION

1.4 Methodology

The present study is confined to women of Self Help Group, in Tiruchirappalli city. Primary data has been collected from women who are the members of women self help group. Data obtained from the convenience sample and literature reviews has been generalized. The sample size is 120 members from the population of 975 members of selected groups of SHGs. The survey was conducted from 10 women self help groups in Tiruchirappalli city. Besides interviews a structured questionnaire was filled by the women who were the members of the self help groups. The questions focused on the women's investment pattern, the factors influencing the women towards the investment in business and the problems faced by them while investing. Secondary data has been collected from published / unpublished literature, latest references available from the journals, newspaper, research publications and magazines, and relevant sources like internet. . Random sampling method been used to select the data. Percentage method, chi-square test, bar charts and pie charts been used as statistical tools.

1.5 Limitation of the Study:

- ❖ The Study is limited only to women with reference to SHG.
- ❖ The present study is confined to women of Self Help Group, in Tiruchirappalli city.
- ❖ The sample size was limited to 120.
- ❖ Since it is a convenient study, some sort of discrepancies might be there in the data available.

2. PROFILE OF THE STUDY AREA

Tiruchirappalli is a city in the Indian state of Tamil Nadu and the administrative headquarters of Tiruchirappalli District. It is the fourth largest municipal corporation and the fourth largest urban agglomeration in the state. Located 322 kilometers south of Chennai and 379 kilometers north of Kanyakumari, Tiruchirappalli sits almost at the geographic centre of the state. The Kaveri Delta begins 16 kilometers west of the city where the Kaveri River splits into two, forming the island of Srirangam, which is now incorporated into the Tiruchirappalli City Municipal Corporation. Occupying 167.23 square kilometers, the city was home to 916,857 people in 2011.

Table -3.1

TYPE OF BUSINESS STARTED BY WOMEN OF SHG

S.NO	The type of business started by women of SHG	NO.OF RESPONDENTS
1	Dairying	34[28%]
2	Cultivation	18[15%]
3	Idly, dosa stalls	12[10%]
4	Sheep, got, cattle rearing	28[24%]
5	Tailoring	8[7%]
6	Street vending	5[4%]
7	Traditional occupation	6[5%]
8	Petty shops	9[7%]
	Total	120

Source: Primary Data

Table – 3.2

OPINION OF RESPONDENTS

s.no	particulars	opinion of respondents based on the training provided to start business by shg	opinion of respondents based on the orientation provided after training is better to start business
1	Strongly agree	34[28%]	22[18%]
2	Agree	45[37%]	58[49%]
3	Neutral	22[19%]	11[9%]
4	Strongly disagree	5[4%]	19[16%]
5	Disagree	14[12%]	10[8%]
	Total	120	100

Source: Primary Data

Table 3.3

TYPE OF TRAINING PROVIDED BY SHG

S.NO	Type of training provided by SHG	NO.OF RESPONDENTS
1	Train regarding handmade craft work	31[26%]
2	Train in tailoring	21[17%]
3	Train in basic record and book keeping	14[12%]
4	Train in technical skill development	36[30%]
5	Train in cashew nut preparation	18[15%]
	Total	120

Source: Primary Data

Table – 3.4

TYPE OF BENEFIT/SKILL OBTAINED FROM ORIENTATION

S.NO	Benefit /skill obtained from orientation provided by SHGs	NO.OF RESPONDENTS
1	Situational analysis skill is increased	65[[54%]
2	Planning skill is increased	16[13%]
3	Leading skill is obtained	8[7%]
4	Decision making is increased	11[9%]
5	Self-motivation has been increased	20[17%]
	Total	120

Source: Primary Data

Table – 3.5
PROBLEMS FACED BY WOMEN

S.NO	Problem faced by women	NO.OF RESPONDENTS
1	Financial problems	26[22%]
2	Lack of support	35[29%]
3	Socio-economic factor	21[17%]
4	Rules & regulation	8[24%]
5	Other commitments	10[8%]
	Total	120

Source: Primary Data

Table -3. 6
SUPPORT PROVIDED BY SHGS

S.No	Support provided by SHGs	NO.OF RESPONDENTS
1	Provide financial support	31[26%]
2	Provide orientation to generate new or critical ideas regarding business biases	36[30%]
3	Provide adequate training	8[7%]
4	Provide adequate knowledge regarding rules and regulation	25[21%]
5	Provide feedback for the work performed	20[16%]
	Total	120

Source: Primary Data

Table -3. 7
REASONS FOR JOINING SHG

S.NO	Reasons for joining SHG	NO.OF RESPONDENTS
1	To supplement family income	37[31%]
2	To create a source of income	36[30%]
3	To start any business.	11[9%]
4	To cause women empowerment	11[9%]
5	To strengthen the existing business	25[21%]
	Total	120

Source: Primary Data

Table -3.8
EXPECTATION FROM THE GROUP

S.NO	Expectation from SHG	NO.OF RESPONDENTS
1	Loan with less interest	34[28%]
2	To provide support to start business	48[10%]
3	To assist to loan from bank	28[23%]
4	To stand against the social injustice against women	2[2%]
5	To provide small rural depositors market rate of interest by the banks	8[7%]
	Total	120

Source: Primary Data

Table -3.9
SUPPORT FROM THE GOVERNMENT

S.NO	Support from government to SHG	NO.OF RESPONDENTS
1	State government support by providing adequate grants for promotion activities	38[32%]
2	Give adequate power and authority	34[28%]
3	Even some non-profit organization also get involved along with government	28[23%]
4	Government along with NABARD provide Awareness programs and capacity development programs	11[9%]
5	Government provide Trade Related Entrepreneurship Assistance and Development (TREAD) scheme for women welfare	9[8%]
	Total	120

Source: Primary Data

Table – 3.10
COMMON OBJECTIVE OF SHG

S.No	Common objective of SHG	No. of respondents
1	To provide access to banking services to the poor through SHGs	20[17%]
2	To converge delivery of social development programs to the poor through the micro finance programs	31[26%]
3	To promote livelihood development for the poor through SHGs	19[16%]
4	To empower the women by promotion of Women SHGs	50[41%]
	Total	120

Source: Primary Data

Table – 3. 11
BENEFITS ENJOYED AS A MEMBERS OF SHG

RANK	OPTION	NO.OF RESPONDENTS
I	Increased income	39[19%]
II	Promotion in saving	37[18%]
III	Social recognition	35[17%]
IV	Greater exposure to outside the world	31[15%]
V	Economic freedom	29[14%]
VI	Security	34[17%]
	TOTAL	205

Source: Primary Data

Table – 3.12

Classification of respondents based on the socio-personal problems faced

S.NO	Socio-personal problems faced	NO.OF RESPONDENTS
1	Resistance from husband/family	14[12%]
2	Dual duties	11[9%]
3	Limited liberty to women	9[8%]
4	Indifferent attitude of the society	8[7%]
5	Financial shortage	21[17%]
6	Poor income	7[6%]
7	Health hurdles	17[13%]
8	Lack of field knowledge	13[11%]
9	Lack of guidance	14[12%]
10	Male dominated society	6[5%]
	Total	120

Source: Primary Data

Table –3.13

The factor contributing to the success of women SHG

S.NO	Factors contributing to the success of women SHG	NO.OF RESPONDENTS
1	Active support of SHG members	4[3%]
2	Regular SHG meeting	5[4%]
3	Regular saving habit	9[8%]
4	Efficient leadership	12[10%]
5	Proper maintenance of accounts	28[24%]
6	Getting more funds	15[11%]
7	Inspirational speech	9[8%]
8	Cooperation among the members	31[26%]
9	Awareness about the group activities	7[6%]
	Total	

Source: Primary Data

Finding of the study

42% of the respondents belong to the age group between 30-40 years. 40% of the respondents were members of

SHG between 1-5 years. 37% of the respondents were qualified to Degree and above. 48% of the respondents were married. 77% of the respondents live in their own house. 53% of the respondents live in Titles house. 32% of the respondents were Homemaker. 82% of the respondents have taken loan from SHG. 70% of the respondents have utilized the loan amount to start business. 27% of the respondents were agreed the statement that loan from SHG was sufficient to start business. 28% of the respondents were interested to invest in Dairying business. 78% of the respondents were charged interest between 0-2 percent. 33% of the respondents had taken a loan above Rs1, 00,000 from bank. Majority of the 49% of the respondents Agreed that orientation provided after training was better to start business. 54% of the respondents obtained Situational analysis skill from the orientation provided. 30% of the respondents were provided orientation to generate new or critical ideas regarding business biases. 45% of the respondents were interested to join SHG is to start any business. 40% of the respondents were expecting support to start business. 32% of the respondents were supported by the State government by providing adequate grants for promotion activities. 46% of the respondents Agreed that their economic status have been changed after joining SHG. 29% of respondents were empowered by Increase in self-confidence. 29% of respondents strongly agreed with the statement that the goal of SHG was to promote savings, credit activity and micro enterprise development.

Review of Literature

1. The actual output on the savings of the women in the SHG is investigated by the Mahendra Varman (2005). The work revealed that the saving habits have been increasing in the SHG and leadership position of each SHG may be systematically rotated over appropriate time to inculcate banking habits at a higher magnitude in rural areas.
2. The role of livelihood and the finance with much larger levels of resource allocation is revealed by the Vijay Mahajan (2005). He has concluded that micro-finance through SHGs is changing the lives of rural poor women.
3. Valsamma Antony (2006) in his paper explained how the SHG group promotes the social and economic progress and thereby can enjoy security, emotional, intellectual and financial well-being to a great extent.
4. According to SU (2007), the banking system in the rural areas to be modified to fit the needs of the poor individual borrowers using the SHG to which they belong as guarantors and facilitators charging a much lower transaction commission for their services.
5. The outstanding contribution from the Andhra Pradesh regarding the promotion and effective implementation of SHG is praised by the Jairam Ramesh (2007). In his paper he concluded that the SHG is that for inclusive growth, India needs globalization, which ensures broad based equitable & sustainable economic growth and SHGs are institutions of participation in this context on which India's globalization strategy should rest.

6. The role of women in the growth of the country is emphasised by the Gangaiah & others (2006) and the author finally concluded that the rural women acquire sufficient skill to mobilize and manage thrift, appraise credit needs and financial discipline, awareness about Government programs, some degree of transformation of social outlook and also a sense of equality of status of women as participants, decision makers in democratic, economic and social spheres of life.

Dr. N. Maheswari has received PG degrees in Commerce and English, UG degrees in Commerce and Education, M.phil and Phd in Commerce and also has passed UGC-NET in the year 2005. She is serving as vice-principal and Assistant Professor in Commerce Computer Application in St.Joseph's college, Trichirappalli, Tamilnadu.



CONCLUSION

SHGs can play an effective role in achieving the long cherished objectives of women entrepreneurship and development through their diversified programs. The formation of common interest groups has had a substantial impact on the lives of its members. Empowerment of women and the inculcation of financial training and discipline amongst the women will undoubtedly have long term socio-economic benefits.

References :

- [1] www.iosrjournals.org
- [2] Mahendra Varman, P. (2005): "Impact of Self Help Groups on Formal Banking Habits", Economic & Political Weekly, Vol.XL, No.17, April 23-29, 2005, PP 1705-1713.
- [3] Vijay Mahajan (2005): "From Micro Credit to Livelihood Finance" - Economic & Political Weekly, Vol.XL, No.41, Oct 8-14, 2005, PP 4416-4419
- [4] Valsamma Antony (2006): "Education and Employment: The Key to Women Empowerment" - Kurukshetra – Vol. No.54, No.4, February 2006, PP. 27-29.
- [5] SU (2007): "From Marginal Tinkering to Major Changes" – Economics & Political Weekly, Vol. No.XLII No.5, February 3-9, PP. 349-352.
- [6] Jairam Ramesh (2007): "Self –Help Groups Revolution: What Next? – Economic and Political Weekly – Vol. No.XLII No: 36, September 8, 2007, PP. 3621-3624.
- [7] Gangaiah C., Nagaraja B., Vasudevulu Naidu C. (2006): "Impact of Self Help Groups on Income and Employment: A Case Study" – Kurukshetra, March, 2006 Vol-54, No.5, PP. 18-23.

Author Profile