

**A STUDY ON MOTIVATIONAL FACTORS AND ECONOMIC ACTIVITIES  
OF SHG's IN EAST AND WEST GODAVARI DISTRICT'S OF ANDHRA  
PRADESH**

**Abstract**

SHGs are considered as an important strategy for empowering women and to alleviate poverty. The present study is exclusively about the empowerment through their entrepreneurial activities of women in East and west Godavari districts of Andhra Pradesh through the self help groups is the objective of this paper. SHG's play a very important role in improving the socio-economic conditions of women by developing savings and thrift habit, by providing them micro finance at the time of needs and also encouraging micro entrepreneurs. SHGs Bank Linkage Programme is one of the several alternative channels of financial inclusion which help extensively to strengthen the poor specially women folk. Through SHGs, women in rural areas are able to feel financial secured. They come forward by doing economic activities with self-employment like petty shops, tailoring, flower vending, embroidery work etc. The results of the analysis revealed that Economic activities like tailoring and selling of ready- made garments and sarees are mostly carried by women of SHG's. SHGs have organized many programmes relating to awareness of health and hygiene issues, importance of education for their children, acts pertaining to the safety of women etc.

**Key words :** Empowerment, Entrepreneurial activities, and Economic activities .

**Introduction:**

The origin of Self Help Groups (SHGs) is the brainchild of Grameen Bank of Bangladesh, founded by Prof. Mohammed Yunus in 1975, who tried out a new approach to rural credit in Bangladesh. Grameen bank gave loans without asking borrowers either to provide collateral or to engage in paper work. In India, NABARD initiated SHGs in the year 1986-87. But the real effort was taken after 1991-92 from the linkage of SHGs with the banks [1]. A SHG is a small economically homogeneous affinity group of the rural poor voluntarily coming forward to save a small amount of money regularly, which is deposited in a common fund to meet the members of their emergency needs and to provide collateral free loans

decided by the group [2]. In other words, SHGs comprise homogeneous groups of poor people who have voluntarily come together mainly with the idea of overcoming their financial difficulties [3]. Self help groups can rightly be called a potent tool for human development.

Empowering may be understood as enabling weaker sections like poor women, especially tribal women to acquire and to possess power and resources, in order to make decisions of their own [4]. Their primitive way of life, economic and social backwardness, and low level of literacy, out dated system of production and marketing, absence of value systems, demographic quality of tribal areas show urgency for empowering women [5]. Though in the context of women development the word “empowerment” is used frequently, no clear process has been understood on how the women are empowered [6]. Therefore, this chapter will be worthwhile, as it not only clarifies the concept of empowerment of women but also its various process and components, its aspects such as political, social, economic, and psychological. It also throws light on the ongoing approaches, existing demission’s, and various levels of empowerment.

Today, Andhra Pradesh has accepted women’s empowerment as one of the important tasks for economic development. The State Government has been encouraging SHGs and micro enterprises by involving more women in the rural areas. Hence, there is a need to review the impact of these SHGs and micro enterprises to stabilise and improve their operations.

Objectives of the study:

1. To identify the motivational factors of Beneficiaries and Economic activities of Beneficiaries and Non Beneficiaries of Self Help Groups to become more empowered.

Need and Importance of the study:

Today, Andhra Pradesh has accepted women’s empowerment as one of the important tasks for economic development. The State Government has been encouraging SHGs and micro enterprises by involving more women in the rural areas. Hence, there is a need to review the impact of these SHGs and micro enterprises to stabilise and improve their operations.

## **Review of Literature**

- **Gowda *et al.* (2011)** revealed in the study that majority (61.67%) of sugarcane growers had medium achievement motivation, whereas 24.16 and 14.17 per cent of sugarcane growers having low and high categories, respectively.
- **Singh and Mehta (2012)** opined that 9 per cent of SHG members were below 18 years of age, 29 per cent were between 19-30 years of age, 51 per cent between 31-50 years of age and remaining 11 per cent above 50 years of age.
- **Geethanjali and Prabhakar (2013)** concluded that most of the Self Help Group members studied below 10th standard (45 per cent), 30 per cent were illiterate, 17.5 per cent studied up to 10th class, 6 per cent intermediate and only 1.5 per cent were graduate educational qualifications.
- **Meti (2013)** found that out of eight training programmes majority of farm women actively participated in trainings / demonstrations on vermiculture (91.67%), use of agricultural waste as organic matter (90.83%), vermi wash production(70.84%), dairy training(81.66%) and preparation of milk by-products(71.66%).
- **Savitha and Rajashekar (2014)** study depicted that 18.33 per cent of the respondents family income per month is Rs.2000/-. Where as 39.17 per cent and 26.66 per cent of the respondents family income is between Rs.2001/--Rs.4000/- and Rs 4001/-to Rs.5000/-respectively. 9.17 per cent of the respondents family income is between Rs.5001/- to Rs.6000/-. Where as above Rs.6000/- is 6.67 per cent.
- **Das *et al.* (2015)** reported that the motivational factors for joining self help groups was that majority were motivated by primary agricultural credit societies (38.9%), followed by government (20.5%), friend's/relatives inspiration (16.3%), self interest (9.5%), NGOs/Others (9%) and Family support (5.8%).
- **Pal Subhadip (2016)** findings revealed that majority of the respondents (59%) were young women in the age group between 20 to 35 years. The samples were collected predominantly on nuclear families type. Most women respondents (98.5%) were from Hindu Scheduled Caste and tribe.
- **Simple Jain (2017)** study revealed that the training covered the information about SHGs, bank linkages, grading, government schemes and laws, health issues,

participation in political process through Gram Sabha and Ward Sabha etc. The Institute has organised trainings for SHGs for the past six years but to date, impact of training was not assessed.

- **Lakshmi devi et al. (2019)** It is concluded that majority (59.17%) of the respondents had medium followed by high (25.83%) and low (15.00%) levels of extension contact. The possible reason may be that respondents in the course of executing the entrepreneurial activities had to contact DRDA officials, bank managers, KVK scientists, fellow entrepreneurs and marketing officials for seeking information, for registration, renewal of license and finance which resulted in majority of the respondents having medium to high level of extension contact. However, there exists a great scope to get updated on the new schemes launched by the State as well as Central Government.

The finding is in conformity with the findings of Venkatesan and Vijayalakshmi(2015) and Grandhi (2016).

- **Rakshitha et al. (2019)** Study concluded that Women Empowerment through Self Help Groups-Interventions towards Socio-Economic Welfare. Organizational base, pool of resource and technology has lead to generation of employment and income. Empowerment is a process of creating awareness about social realities and available rights, to build capacity through education, knowledge, skills and action to initiate participation to bring change. Participation of women in savings and economic attainment will improve the status and gives power to participate in decision making process.
- **Leela and Murugesan (2020)** study concluded that the self-help group members now have grown to be more vocal in choosing the path of freedom. SHG has furnished a platform for especially for women to earn themselves by using carrying out monetary activities. More number of financial intuition to provide training and motivation for business especially micro level business. Most part of self-help groups to increase the rural development and women self-fulfilment.

## **Research Methodology**

Andhra Pradesh state was selected purposively as the researcher belonged to this state and well acquainted with the regional language i.e., Telugu which would help to build a good rapport and also facilitates for indepth study through personal observation and interview.

The focus of the study is on “a study on Impact of Self Help Groups (SHGs) on Empowerment of rural women in Andhra pradesh”. Two districts had been selected from two region of Andhra Pradesh based on highest number of self help groups. West and East Godavari districts from costal region.

From the selected mandals villages have been selected by proportionate sampling method. Accordingly, fifteen villages were selected. From Rajahmundry mandal Dawaleshwaram, Rajahmundry(rural), Bommuru, Katheru, Hukumpeta and kolamuru were selected. From Kadium Mandal Jegurupadu, kadium, veeravaram and Vemagiri villages were selected. And From west Godavari district kovvur mandal Dharmavaram, Maddur, and Kumaradevam villages were selected. From Chagallu mandal Chikkala and Unagatla villages were selected purposively.

From the selected villages two women SHGs have been selected based on a criteria i.e the Self Help Groups, which have been functioning for more than five years. Accordingly, Fifteen villages and nine self help groups were selected. All the members of the selected twenty four SHGs constituted the sample for the study along with it 240 from same districts non members were included to study the profile characteristics. Altogether, 240 SHG members and 240 non members constituted as the sample respondents for the study.

## Results and Discussion

**Table 1: Motivational factors for joining SHG's**

S.no	Reasons to join the group	SHG's		Rank
		Frequency	Percentage	
1	To make good use of leisure time	9	6	X
2	To promote savings	16	10	IV

3	Financial Problems	17	11	III
4	For social security	11	7	IX
5	Employment generation	30	19	I
6	Getting loan	12	8	VIII
7	For improving living conditions	15	9.3	VI
8	To repay old debts	14	9	V
9	Availing loan	13	8.12	VII
10	To generate income	23	14.37	II

From the above table it is evident that majority of the SHG's motivational factor to join SHG groups is for employment generation i.e., 19 percent followed by 14.37 percent to generate income. It was found from the table that 11 percent were motivated to join the SHG group because of financial problems. It was also found that 10 percent were motivated to join the group to promote savings. 9 percent were motivated to join the group to repay old debts. It was clear from the table that 9.37 percent were motivated to join the group for improving their living conditions. And 8 percent have joined the group for getting the loan. 7 percent were joined the group for social security. And 6 percent had joined the group to make good use of leisure time.

**Table 2 : Economic activities of SHG's and Non-SHG's**

S.no	Economic Activities	SHG's		Rank	Non-SHG's		Rank
		F	P		F	P	
1	Terracotta Articles	9	6	X	28	17.5	I
2	Embroidery Works	11	7	VIII	12	7.5	VII
3	Supply of vegetables to	12	8	VII	9	6	IX

	Hotels						
4	Tailoring	31	19.3	I	14	9	VI
5	Papad making	18	11.25	III	11	7	VIII
6	Bangles selling	10	6.25	IX	5	3.12	X
7	Selling of ready made garments and sarees	21	13	II	15	9.37	V
8	Grading and packing	16	10	V	25	16	II
9	Dairy Farming	17	11	IV	19	12	IV
10	Grocery shop	15	9.37	VI	22	14	III

Table -2 Reveals that majority of the respondents belong to the economic activities of tailoring ( 19.37%) . It was found from the table that (13%) of the respondents economic activities were selling of ready made garments and sarees, followed by (11.25%) of the respondents were papad making. It was also found that (11%) of the respondents were dairy farming, which were followed by (10%) of the respondents were Grading and packing. (9.37%) of the respondents economic activities were Grocery shopping , which were followed by (8%) of the respondents were supply of vegetables to hotels. (7%) of the respondents economic activities were of Embroidery works, followed by (6.25%) of the respondents economic activities were bangles selling, and (6%) of the respondents were making of terracotta articles.

From the above table it could be concluded that incase of Non-Shg's majority of the respondents economic activities are terracotta articles and the least Economic activities of the respondents are bangles selling.

### **Conclusion**

SHGs have been identified as a way to alleviate poverty and women empowerment. Through the research it can be concluded that SHG's are helping the women to grow and become financially and socially independent. This study also concluded that SHG's have provided motivation for business especially Micro level business, It also helps to understand women through these SHG's have not only Empower themselves but also other women with similar condition. The SHG's not only help the women alone but also their families grow as a whole. Empowered women are not only beneficial for themselves but also the society. These empowered women further help the

suppressed women to come out and fight for their rights. Real empowerment is possible only when a woman has increased access to economic resources, with more confidence and self motivation, more strength, more recognition, more involvement in the family matters through participation. Most of the studies show that Self-help group women have gained self confidence.

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