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Role of SHG Towards Self Employment and Development of Entrepreneurship Skill

Madanant Jana Naik*, Anthony Rodrigues**

Abstract

This paper focuses on understanding the impact of women Self Help Group (SHG) towards entrepreneurial skill development. The entrepreneurship skills are measured considering the various social variables. The respondents were asked to rate the variables based on their achievements. The study also focuses on the various outputs and problems faced by the women SHG members while being associated with the SHG. The variables are grouped using factorization and through regression model. The effect of the factors on the entrepreneurship skills is measured, which is positive. The paper also considers the employment-generation ability of the SHG and the constraints faced by them.

Keywords: Microfinance, Self Help Group, Entrepreneurship Skills, Self-Employment

Introduction

The developing country like India has understood the need for collective efforts and gender equality for the overall development of the country. Considering the percentage of female population in the country, the role of women cannot be ignored. The Concept of Self Help Group (SHG) was first initiated in Bangladesh by Prof. Yunus, as a trial project which proved to be very successful. The idea behind the introduction of this project was to understand the needs of the people and cater to the same. He started the concept of Grameen Bank, which acted as a base idea for most of the countries to understand its potential and need.

The fact is that the generation of income and creating employment opportunities for the weaker section can be directly linked with their poverty alleviation or the economic upliftment of any country. The government in power makes every possible effort to fight the issue linked with poverty and unemployment. However, considering the vast population, it becomes challenging to meet the needs of the entire population.

The concept of the provision of microfinance through SHG acted as a key and very innovative idea to meet and solve both income and employment problems. The SHG is a medium by which the poor section of the society can get access to formal financial services at a very affordable cost and without much procedure. It is an association or group of individuals, mostly women, with a similar background who come together and contribute on a monthly basis towards the group corpus. Over a period, the amount so collected is used to provide a limited amount of credit to its members. Since it is skillfully managed and controlled by the members of the committee, all the decisions are made by consensus. It promotes the habit of saving among the members and creates an opportunity to borrow funds from the banks without collateral security on group liability bases.

The importance or role of SHG cannot be ignored, and one of the factors that plays a significant role in income generation is skills of an individual. Mainly when we talk about SHG, it is the entrepreneurial skills of the group of individuals. Thus the entrepreneurial skills of the individual are considered to be contributing a significant role in economic development of an individual and society as a whole.

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The concept of women entrepreneurship in India gained importance and publicity with the rise in the number of SHG and the progress and growth achieved by them. It has created awareness amongst the women about social, economic and political issues. With the training, workshops, and seminars conducted for the SHG by various supporting agencies has led to the increase in the awareness among the women about their rights and also encouraged them to start a business. Thus, entrepreneurship development has led to the empowerment of the women. This paper mainly stresses on addressing issues of increasing entrepreneurial skills of the women.

The intention behind the promotion of SHG concept is to encourage invisible workforce that is women. By providing them with proper training and skill development workshops, they are encouraged to collectively take up some income generating activity which will make them self-reliant. The involvement in business creates a feeling of empowerment among the women which boosts their confidence.

SHG and Employment Generation

As an innovative approach to increasing saving habits among women and as a source of getting formal financial services, SHG has gained popularity all over the world. The skill development initiative under the SHG training programs has acted as a boost for the women to take up business activity and become self-employed. Being utterly novel in the business field creates fear among the women but sharing of risk collectively acts as a confidence booster. As an independent entity, the successful SHG creates various job opportunities for aspiring members. The members can appoint an outsider or opt for a new member who can look after all the bookkeeping and financial tasks which can be paid from the group corpus. With the increasing number of SHG, there is the concept of Federation of SHG; it is an association of SHG who join together to avail economies of scale and get better credit facilities. The federation increases the workload and creates a need for independent office bearer to look after all the accounts of the SHG associated with the Federation.

Review of Literature

(Vanithamani & Menon, 2012): The paper talks about the increasing role of women Self Help Groups for various developmental interventions. The groups formed informally have empowered rural women to manage and control rural industries and make the collective decision for the common economic interest. The paper mainly focuses on the entrepreneurship development programs and its impact on the success of entrepreneurship. The study has apparently revealed that there exists a positive relationship between the entrepreneurial competency and training. It has also covered the various stakeholders of the society who are linked with the SHG for their successful functioning.

(Kulkarni, Patil, & Nadaf): The paper has considered the performance of various agencies or SHPI's associated with promotion and upliftment of the women SHG. The study focuses on the economic development of rural women with an effort to raise the overall standard of living of the entire society. Thus, the study is focused on the women SHG considering the multitasking efforts of the women. The study is conducted with the help of discussion and a structured questionnaire which has helped the author to narrow down on the fundamental difficulties faced by the women SHG.

(Lagare, Talathi, Deorukhakar, & Naik): The author has focused his study on South Konkan Region. The aim was to analyze the impact of association of SHG on the income generation in terms of savings, investments, and income along with the employment generation in agricultural activities. The study revealed that being associated with the SHG has led to the increase in the overall income of the respondents and the percentage of employment has also increased. Another point highlighted in the paper is with the increase in the income there is an increase in the investment as well.

Statement of Problem

The fact cannot be ignored that there exists a certain percentage of women population who are still bounded by the traditional boundaries and thinking. They are

being exploited and restricted to household activities. The amount of responsibilities held by them of the entire family creates a kind of burden which restricts them from being independent and self-reliant. The mere reason that they do not earn financially makes them weaker in the family. However, the fact, that if they are provided with proper financial facilities and skill training, they can achieve a lot on their own and become successful in their life. They can easily avail all such facilities and support by being associated with SHG. Their involvement with SHG has enabled women to access a variety of financial and non-financial services. The current study is a honest attempt to understand and analyze the benefits derived from SHG concept.

Objectives

- To assess the impact of SHG on the development of entrepreneurial skills of its members.
- To study the role of SHG in employment generation.
- To study the problems and challenges faced women entrepreneurs and made a suitable suggestion.

Hypothesis

Based on the objectives the following hypothesis is formulated.

H₀: There is no effect of microfinance activity on the improvement of entrepreneurial skills of women members.

Need for the Study

It is observed among the selected SHG members that their education level is low and not much qualified. However, the facilities available both technical and financial and the timely support provided by the supporting agencies have encouraged them to take-up an income generating activity and become independent. The present study focuses on knowing the underlying factors which are responsible for the growth of entrepreneurial skills among women.

Methodology

The current study is a combination of analysis and descriptive with regards to entrepreneurial skill and

the employment generation. The universe for the study comprises of all the beneficiaries of SHG facilities in both the North and South district of the state of Goa. For the study, primary and secondary data is being used. The primary data is collected through structured questionnaire and interviews of the randomly selected respondents. The necessary secondary data is gathered from various books, journals, reports, and periodicals of the Government agencies.

Sampling Design

The state of Goa is divided into two districts that are North Goa and South Goa. For the study a random sample of 300 women, SHG members are selected. It is divided equally among both the district that is 150 members from North Goa and 150 members from South Goa.

The Scope of the Study

The current study only covers the SHG women members in both North Goa and South Goa district. It is restricted to the demographic aspect of the sample population and skill development of the respondents.

Tools for Data Collection

For the study, both primary and secondary data are considered. The primary data is collected using a structured questionnaire, and the secondary data is collected from several publications of both central and state governments and NABARD.

Analysis of Data

The data is collected through personal interview schedule and is analyzed using various statistical tools

Self Help Group and Entrepreneurship

The concept of Self Help Group is a motivating factor for the development of entrepreneurial skill among its members. The financial needs of the respondents are understood, and necessary finance is made available to the respondent thus boosting their confidence to be an entrepreneur. Hence, we consider that SHG and

entrepreneurship are many interlinked concepts. As SHG mainly targets to motivate and build confidence among its members which acts as a basis for bringing out the entrepreneurial skill of the SHG members. The successful creation and maintenance of the group encourage the members to take further initiatives and venture into new business.

The women while being in the family is limited to social interaction and various opportunities available at their doorstep. The lack of financial support also acts as a hurdle for the development of the women. However, with the support of members of the SHG and financial support of the banks creates a sense of being independent of the women. They get an opportunity to be in business climate and learn and understand to face day to day challenges more confidently. With the vigorous support of the State and Central government through various schemes and subsidies also helps in upliftment process. Hence the plans and policies of the government to provide microfinance and make a suitable environment for empowering women have motivated women to take up entrepreneurship.

Principal Component Analysis for Economic Empowerment

Table 1: KMO and Bartlett's Test

<i>KMO and Bartlett's Test</i>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.784
Bartlett's Test of Sphericity	Approx. Chi-Square	874.316
	df	45
	Sig.	.000

Source: Primary data

A Principal Component Factor Analysis (PCFA) with a Varimax (orthogonal) rotation of the ten Likert scale variables for the economic empowerment was conducted on data gathered from 300 women respondents. The Kaiser-Meyer Olkin measure of sampling adequacy for the various factors of economic empowerment measurement (which determines if the responses given with the sample are adequate or not) is 0.784, which indicates the scale is appropriate and helps in extracting the factor. The ideal measure for this test ($KMO > 0.50$) and here the KMO measure is 0.784 indicates the variables are measuring a common factor. Bartlett's test is one of the indications of the strength of the relationship among variables. Bartlett's test of sphericity is significant that is, its associated probability is less than 0.05. In fact, it is 0.00 indicates the inter-correlation matrix is factorable and inter-correlation matrix come from a sample population in which the variables are non-collinear.

Table 2: Rotated Matrix

<i>Component</i>	<i>Total Variance Explained</i>								
	<i>Initial Eigenvalues</i>			<i>Extraction Sums of Squared Loadings</i>			<i>Rotation Sums of Squared Loadings</i>		
	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>
1	3.688	36.877	36.877	3.688	36.877	36.877	2.303	23.030	23.030
2	1.505	15.049	51.926	1.505	15.049	51.926	2.129	21.289	44.319
3	1.030	10.296	62.222	1.030	10.296	62.222	1.790	17.903	62.222
4	.796	7.957	70.179						
5	.772	7.720	77.898						
6	.608	6.084	83.982						
7	.505	5.050	89.032						
8	.408	4.079	93.111						
9	.383	3.827	96.938						
10	.306	3.062	100.000						

Extraction Method: Principal Component Analysis.

Source: Primary data

The table 2 reveals, all the factors extractable from the analysis conducted based on the Eigenvalues, the percent of variances attributable to each factor, and the cumulative variance of the factor and the earlier factors. It can be observed that the first factor accounts for 36.877 percent of the variance, the second 15.049 percent, and factor three 10.296 percent. All the remaining factors are not significant as the value is very less. It is also inferred that three-factor components cover 62.222 percent of the data under Principle Component Analysis method and cover considerable variation. Again, rotated component matrix makes the situation clearer and helps in identifying the crucial factors.

Table 3: Component Identification

Variables	Component		
	1	2	3
Enhancement in personal or family income	.241	.295	.690
Reduction of poverty in the family	.424	.079	.669
Reduction of dependency on moneylenders	.754	-.149	.178
Asset creation	.603	.119	.088
commencement of Income generating activities	.032	.131	.826
Ability to meet the financial crisis in the family	.681	.237	.192
Change in nature of employment	.735	.252	.113
Better utilization of available resources	-.104	.809	.260
Increase in purchasing power	.214	.725	.155
Increase in Savings	.266	.826	.061

Source: Primary data. Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

The study suppressed all loadings less than 0.3. The idea of rotation is to condense the number of factors on which the variables under investigation have high loadings. Rotation does not substantially change anything but makes the interpretation of the analysis easier. It can be inferred from table 3 that, Reduction of dependency on moneylenders, Asset creation, Ability to meet financial crisis in the family and Change in nature of employment are substantially loaded on Factor (Component) 1, Better utilization of available resources, Increase in Savings, Increase in purchasing power are substantially loaded on Factor (Component) 2 while Enhancement in personal or family income, Reduction of poverty in the family,

commencement of Income generating activities are substantially loaded on Factor (Component) 3

The Table 4 lists the factors extracted from the list of variables and the variables attached therein. The factors were extracted by standard dimensions reflected by the variables. Some of the variable having almost similar loading are also being suppressed to derive independent factors.

Table 4: Factors of Economic Empowerment of Women as Perceived by Women Respondents

Rotated Component Matrix				
Variables	Component			
	1	2	3	
Reduction of dependency on moneylenders	.681			Financial Improvement
Asset creation	.735			
Ability to meet the financial crisis in the family	.681			
Change in nature of employment	.735			
Better utilization of available resources		.809		Improvement in management Skills
Increase in purchasing power		.725		
Increase in Savings		.826		
Enhancement of personal or family income			.690	Self-reliance
Reduction of poverty in the family			.669	
Commencement of Income Generating Activities			.826	

Source: Primary Data

Based on the type of variables in each of the factor, the groups of variables were named accordingly. The naming of the factors makes it easy to understand the overall type of the factor hence the giving the most appropriate name which in turn gives the idea of the underlying variables is most necessary. The First factor which emerges from the combination of different variables of component 1 is named as Financial Improvement. The second factor which emerges from the combination of different variables of component 2 is Improvement in management Skills. The third factor which emerges from the combination of different variables of component 3 is Self-reliance. These factors have been used as variables for further analysis.

Impact of Microfinance Services on Development of Entrepreneurship Skill

The technique of multiple regressions has been used to analyze the impact of microfinance services on economic empowerment of women respondents as perceived by them.

Table 5: Multiple Regression Analysis on the Development of Entrepreneurship Skill

	Name of the variable	Label
Dependent Variable	Impact of Microfinance Development of entrepreneurship skill of women as perceived by them	Y
Independent Variable	Financial Improvement	X1
	Improvement in management Skills	X2
	Self-reliance	X3

Source: Primary data

Dependent Variable

For the computation, dependent variable was taken as the development of entrepreneurship skills of the women

Table 6: Correlation

	Development of Entrepreneurship Skill	Economic Development	Financial Improvement	Personnel Independence
Development of entrepreneurship skill	1.000	.340	.525	.192
Financial Improvement	.340	1.000	.000	.000
Improvement in management Skills	.525	.000	1.000	.000
Self-reliance	.192	.000	.000	1.000

Source: Primary data

To obtain more accurate results, Variance Inflation Factor (VIF) and Tolerance level (1/VIF) were used to test the multi-co-linearity. VIF equivalent or below ten is said to be acceptable as it reflects that data is free from multi-collinearity. In this case, the value of VIF and Tolerance level came out to one for each independent variable, which is less than ten; hence it can be accepted from the analysis that there exists no co-linearity among the data. After checking the multi co-linearity, it can be estimated the regression model. The perceived impact of economic empowerment variables on the development

members associated with SHG as perceived by them and the same was rated on five points Likert scale.

Independent Variable

All the three factors were identified and extracted from 10 variables based on factor analysis were taken as independent variables.

Model Formulation

Before formulating a model for regression analysis, it is necessary to validate the data by checking whether the multi co-linearity exists between data. For this purpose, the estimated partial correlation between dependent and independent variables was calculated which measures the correlation among factors for economic empowerment and development of entrepreneurship skill of women. Moreover, the Pearson correlation matrix also indicates the nonexistence of co-linearity as no correlation is too high.

Pearson Regression of Correlation between dependent and independent variables for multiple regression analysis on the development of entrepreneurship skill.

of entrepreneurship skill of women has been studied. Following model was used for studying the relationship between dependent and independent variables:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + U_t$$

Where,

Y = Dependent Variable;

= Intercept term $\beta_1, \beta_2, \beta_3$ are Regression coefficients

X1, X2, and X3 represent Independent variables;

U_t = Error term.

Table 7: Model Summary for Multiple Regression Analysis on the Development of Entrepreneurship Skill

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626 ^a	.391	.388	.806

Source: Primary data

The value of R in the model shows a marked degree of correlation. The value of adjusted R² is 0.422 which indicates that all the variables extracted could explain 42.2 percent of the variation in the dependent variable. Hence, the model can be confidently said to be a generalized model as it relates to the human behavior which is very difficult to predict. The difference between R square and adjusted R square is also satisfactory (0.482-0.422=0.06), which is interpreted as the one percent less variation in the outcome if it is derived from the actual population.

The significance of the model is measured through ANOVA (Analysis of Variance) to test the following null hypothesis:

$$H_0 : \beta_1 = \beta_2 = \beta_3 = 0$$

The Null hypothesis explains mean values of regression coefficient are equivalent to zero. Below Table has been drawn to reveal the significance level for F statistics. F

ratio is highly significant; hence the null hypothesis H₀ is rejected, i.e., there is no substantial difference between the mean values of the coefficient. It is evident that the value of one or more regression coefficient is not equal to zero.

Table 8: ANOVA for Multiple Regression Analysis on the Development of Entrepreneurship Skill

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.214	3	47.071	73.884	.000 ^b
	Residual	188.582	296	.637		
	Total	329.797	299			

Source: Primary data

All these favorably support the argument that the model is significant and can predict the outcomes. The beta value coefficient allows us to test the strength of the relationship between the development of entrepreneurship skill of women and economic factors. Independent variables, i.e., X₁, X₂, and X₃ have a positive correlation as well as significant values at 5 percent level of significance.

Regression Equation

The estimated equation is as follows

$$Y = 3.937 + .357X_1 + .552X_2 + .201X_3$$

Table 9: Coefficients

Model	B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Std. Error	Beta				VIF	
1	(Constant)	3.937	.046		85.425	.000		
	Financial Improvement	.357	.046	.340	7.731	.000	1.000	1.000
	Improvement in management Skills	.552	.046	.525	11.952	.000	1.000	1.000
	Self-reliance	.201	.046	.192	4.364	.000	1.000	1.000

Source: Primary data

This equation can be used to know whether the economic factors are instrumental in the development of entrepreneurship skill of the women given the values of the factors determining the impact of such variables on women respondents. The equation has been obtained by capturing the values of beta coefficient through a table.

The significant t-value corresponding to each variable confirms the significant contribution of each independent

variable to the model. All factors have significant values. More significant the value of t statistics, the contribution of the respective variable is known to be greater. The same fact has been shown through beta values

The value of the Beta coefficient is highest in case of X₂ (Improvement in management Skills) revealing that 52.5 percent followed by X₁ (Financial Improvement) 34 percent of the variation in the development of

entrepreneurship skill which can be explained by this variable. Thus, we reject the null hypothesis and accept the alternate hypothesis stating that microfinance through SHG has a significant effect on improvement of entrepreneurial skill of the women SHG members.

Problems Faced by Women Entrepreneurs

The SHG has led to the development of entrepreneurial skills is evident from the above analysis, but the women entrepreneurs are facing the particular difficulties, same are briefly explained below.

- *Male Dominated Society:* The fact that the business is mainly dominated by the Men creates pressure over the women entrepreneurs who are new to the market and the industry.
- *Lack of Financial Support:* The women entrepreneurs finds it very difficult to obtain the much-needed formal financial support as they have no background in the business field and the risk of loss is very high due to lack of market knowledge.
- *Marketing Problems:* The marketing of the product becomes a significant issue as there is a minimal fund available to market the product. Being an amateur, they lack the innovativeness in the marketing skills.
- *Lack of Education:* It is mostly observed that the level of education of SHG members is shallow which results in low self-confidence and lack of managerial skills.
- *Obsolescence of Technology:* The lack of funds to opt for latest technology leads to increase in the production cost. The hesitance to take up a novel and innovative methods or techniques of producing products also add up to the cost of production.
- *The Family Ties Up:* The women are always bound by the family and tradition which restricts them to give proper time for the business thus making it difficult for them to become successful.

Role of SHG in Employment Generation

The concept of SHG is an ancient concept which was introduced by NABARD in India as a pilot project. The

success and potential of the concept led to the popularity of the concept. The SHG is an association of individual, mostly women with the common socio-economical background. They collectively agree to contribute a certain sum of money on a monthly basis towards the group corpus. Such sum is deposited in the group's bank account. The money is then used to provide credit to the members as and when need arises as per the availability of the funds and after taking the consensus of the members.

The intention for the introduction of the concept was not just to increase the saving habits among the rural people but to also encourage them to be independent and conduct some income-generating activity. The groups are provided with all kind of necessary support by the NGO's and concerned supporting agencies. As a group, they can also act as a raw material supplier to major or small industries. During the study, it was also observed that the groups are performing collectively on various agricultural and non-agricultural activities.

The participation of the women plays a significant role in the overall rural employment. They make use of their entrepreneurial skills in all the agricultural employment activities such as agriculture, dairy, firewood cutting, selling of horticulture items. As a group, they can encourage other people in the society to join the SHG. The membership not only helps them to face financial crisis but also to become self-employed and act as an employment provider for the other villagers.

Constraints Faced by Women Entrepreneurs

Being self-reliant is the key to the successful empowerment of women. In some cases the group members do not perform a task as a group, but few members collectively conduct the income generating activity. The reason given for the same is the lack of time of the members and also a lack of family support.

It is also observed that lack of knowledge among the women members of SHG about various Government schemes and policies has acted as a constraint. With the success and growth of the group, the burden of work increases along with the family responsibility which makes it difficult for them to divert their time towards SHG activity.

The expectancy of the quick profits and inability to sustain even minor loss due to delay payment creates failure feeling among the members which requires urgent attention.

There is an urgent need to understand the underlying strength in unity of the group. The power to face any situation and to take any decision relies upon the confidence and the balance in the group.

Suggestions and Recommendations

The role of women entrepreneurs has been recognized in recent period as an essential untapped source of economic upliftment. The newly engaged women entrepreneurs have created new job opportunities for poor section of the society. The women entrepreneurs have not just played a significant role in economic upliftment but have also played an active role in social empowerment by acting against the exploitation of the women. The lack of marketing knowledge is the only hurdle for their ability to become successful women entrepreneurs. Such difficulty of the entrepreneurs needs urgent attention of the policymakers so that there is no exploitation and the group can utilize their entire economic potential. Few suggestions in this direction are briefed below.

- The supporting agencies and the concerned authorities should not restrict their services to the satisfaction of financial needs but should extend it and provide consultancy services regarding microenterprise to be set up considering the feasibility of the available projects.
- A particular kind of system or a procedure should be set up to monitor and evaluate the performance of the SHG and their concerned supporting agency. This will act as a feedback mechanism to make necessary changes or modifications.
- A special task force at District or Taluka level should be set up which will perform a task of evaluation of the project suggested by the SHG with regards to its financial and operational feasibility.
- Considering the target market for the output product of the SHG the agencies should make necessary arrangements to provide needed support for marketing and distribution of their products at the place where it is demanded. The agencies can also pro-

mote Federation of SHG producing similar products which will solve the financial difficulty of marketing their product.

- As a responsibility of the government towards economically uplifting and promoting women empowerment, the government should give preference to such groups for various programs and at organization offices.
- The lack of knowledge should not act as a barrier to the growth of the SHG hence appropriate training programs on management skills, and decision making should be conducted to make them understand various aspects of running a business.
- The problem of finance should never arise for the SHG. In the case of risky projects, the supporting agencies should act as an intermediary considering the potential of the project and the ability of the group members.
- Instead of putting the entire pressure of promoting SHG on the Government agencies it should be shared by local companies and industries in partnership basis.

Conclusion

The project seems to be successful considering the growth and rise in the number of SHG. The interest taken by the government officials in promoting SHG is worth appreciating. The concept has created an opportunity for the women to become independent and generate income. The study also shows that the contribution of women towards family income has also increased with increase in their income. The social status gained as a result of being part of an active SHG has motivated them to work more efficiently and contribute a more substantial sum towards group corpus.

The skill development of the women through the training programs has resulted in an increase in the knowledge of the SHG members. They have now become more confident with regards to taking a business decision. Over a period, it is observed that women members have gained better management skills. They are now making better utilization of their available time. The rise in the skills has also upgraded their performance ability which in-turn has led to higher output.

The employment opportunities created directly or indirectly by the SHG have led to the easy acceptance of the concept by the locals. Considering the prospects of the concept and the ability to promote women entrepreneurs has led to the popularity of the concept. The lack of income is the main reason for poverty and through SHG which creates income and employment opportunities has played a significant role in poverty alleviation.

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