

**Online Multidisciplinary National Seminar on
NABARD: Empowering Women through SHG's
Sponsored by NABARD**

18th Sep 2021

Chief Guest
Dr. Nandini Ghosh
Deputy Manager, NABARD

KEYNOTE SPEAKER
Dr. Seethalekshmy. N

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18TH SEPTEMBER 2021**



It is a proud and great honour for us to organize National Seminar on **“NABARD: Empowering Women Through SHG’s”**. The main aim of the Seminar is to create awareness and healthy discussions among professionals, academicians and research scholars on major issues related to SHG’s in the Country .

This National Seminar is a stepping stone in visualizing the dreams towards a better future of SHG’s. I appreciate the initiative taken by the Department of Commerce for conducting such a relevant Seminar, which will benefit to the industry as well as academicians.

The Financial Assistance received from Research and Development Fund of National Bank for Agriculture and Rural Development (NABARD) towards publication of Journal/printing of the proceedings of the seminar is greatly acknowledged.

I also extend my heartfelt gratitude to the committee members of Department of Commerce and all the participants for their enthusiastic efforts to make this conference successful.

Dr.Minu Madlani
Principal
K.P.B Hinduja College of Commerce

EXCERPTS FROM KEY NOTE SPEECH



KEYNOTE SPEAKER – Dr. Seethalekshmy. N
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Sion East, Mumbai- 22.

Good morning to every one present on this virtual platform. Congratulations to the organisers of this seminar. Let me take you through the different initiatives taken by NABARD towards inclusive growth and rural development in India.

NABARD aims at making rural India strong, independent and sustainable for which three different departments are being created such as financial, developmental and supervision. Through these departments, every aspect of rural India is covered. As an apex institution in the field of rural credit, NABARD is playing an important role in augmenting flow of credit to different sectors such as agriculture, SSI, handicrafts, rural crafts as well as agro -based activities in rural India. It also functions as a regulatory authority, supervising, monitoring and guiding regional rural banks, co-operative banks. It provides technical, legal, financial, marketing and administrative assistance in agriculture and rural development. It maintains expert staff to train the bank staff through training centres, which can assist the rural farmers.

NABARD offers excellent job opportunities for professional from different areas like Banking, finance, insurance, economics, forestry, dairy etc. Rural Infrastructure Development Fund (RIDF) of NABARD is utilised for the purpose of helping irrigation projects, watershed management, construction of rural roads and bridges. Rural housing facilities schemes are to help financing public bodies, co-operative housing societies, local bodies, NGOs in rural areas. Micro credit innovation scheme is to reach the unreached, through various micro finance schemes to rural women. Kisan Credit card scheme, which was started two decades ago provides cash credit facilities to rural farmers. Swarojgar credit scheme provides credit facilities to handloom industries, fishing community, self-employed, Gruha Udyog and other micro entrepreneurs.

NABARD Consultancy services, provides assistance to rural India by undertaking multi-disciplinary projects, infrastructure projects and rural development. NABARD provides encouragement to small artisans and entrepreneurs to make them self-employed through Crafts Mart Scheme. Through this scheme, awareness regarding different crafts is created along with promotion of the scheme and financial assistance at village level. The Research & Development Fund is utilised for implementing innovative programmes for women empowerment, financial literacy along with inclusive growth.

Government of India has taken several measures in order to ensure poverty alleviation in India but the formal banking sector completely ignored with the fear of non-payments and lack of collaterals. NABARD found a solution through SHG- BANK – LINKAGE Model as a core strategy for rural development. The result was alarming with 95% recovery rates in loans and advances. This model was an action research programme

through refinancing the banks and, through SHGs used to lend to small entrepreneurs and rural poor. The digital empowerment of SHGS “E -SHAKTI” as part of digital India programme is an attempt to bring the SHGS on a common web-based platform which can lead towards financial inclusion. E- Shakti is launched as a pilot project in two districts, Dhule in Maharashtra and Ramgarh in Jharkhand. Thus, NABARD is taking various initiatives towards sustainability, poverty alleviation, financial inclusion as well as inclusive growth.

I believe that these sustainable growth and expansion plans of NABARD, explained here has set the tone for the seminar. I am profusely thanking the organisers for inviting me and congratulate them once again for such a wonderful seminar.

Thanking all .

Dr. Seethalekshmy. N





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Empowering the masses ”



Development Bank of the Nation for Fostering Rural Prosperity

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“ROLE OF WOMEN ENTREPRENEURSHIP & CONTRIBUTION TO ECONOMIC DEVELOPMENT “

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1] INTRODUCTION:-

Basically the concept of women entrepreneurs is not different from the concept of entrepreneurs. Therefore, the definitions and functions of entrepreneurs are automatically applicable to women entrepreneurs. At present the role of women in families and in society is changing very fast and women are working in all fields of activities. At present their life has not remained within four walls of her home but they are experiencing the rising up of new horizons of several different opportunities to prove their talents and capabilities. It is observed that with the spread up of education and growing compulsions for earning higher, more and more women have started going out of their homes and opt either for wage employment or self. The US Bureau of Census found that the women owned 26% of the business in 1980 and this increased to 32% in 1990. In Canda 1/3 of the small businesses are owned by women and in France 1/5 of such businesses are under employment. After Second World War, there is a phenomenal increase in the number of self employed women in the advanced countries. It is observed that the fastest growing segment of the USA economy is women of the businesswomen ownership and control.

These women entrepreneurs are found to work in areas like retail trade, hotels and restaurants, education, insurance, manufacturing etc. Their entry and performance in the business is attributed to the following reasons:-

1. These women entrepreneurs want new challenges and opportunities for self fulfillment.
2. They want to prove themselves in innovative and competitive jobs.
3. They want to change to control and maintain a balance.

2] SIGNIFICANCE OF THE STUDY :-

Up to 19th century Entrepreneur were those persons who bear risks of uncertain of profit in the venture. In similar way, women entrepreneurs are also facing problem. To sustain in the market , they have also to bear risks and adjust as per situation. Therefore, the present study focuses on the growth and contribution of women entrepreneur for Economic development. Now a day’s women’s are also taking active adventure for business. They are also having abilities to act as an entrepreneur. Women entrepreneurs are playing active role for the development of economic. They producing different types of products and creating good employment opportunities. Therefore, it becomes necessary to study the role of women entrepreneur in general

3] OBJECTIVES OF THE STUDY:

The specific objectives behind this paper are as under:-

- 1) The main object of this study is to see the recent growth of women entrepreneur in India.
- 2) To see the overall contribution of women entrepreneur in economic development.
- 3) To see the concept behind the women entrepreneur.

4] SCOPE OF THE STUDY:

Women Entrepreneurs are playing very important role for the development of the country. Their contribution is essential for the society. Now days, Women Entrepreneur are leaders of their business. They have to lead the business. The problem of women entrepreneur is that they are women and in a male dominated society, there is a general tendency that women are kept away from the high flying economic activities. Due to this, scope of the women entrepreneur is limited only to the extent of their role in the society. even though their contribution is important for the economic development. Therefore, the present study deals its scope related to the growth of the women entrepreneur.

5] DATA COLLECTION:-

For the present study, primary and secondary type of data is collected. Data is collected from Government and private publications. Secondary type of data is helpful for knowing the growth of women entrepreneurs. Through some of the websites of industries are also used.

WOMEN ENTREPRENEURS - PIONEERS IN BUSINESS:-

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. According to **Sudha Prakash, president, Association of Women Entrepreneurs of Karnataka**, “Entrepreneurship is not all tough if you have the right aptitude”

Government of India has defined Women Entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination administration and control of business and providing effective leadership in all aspects of business..According to **GEM (Global Entrepreneurship Monitor) Global Study on Entrepreneurship**, Increasing the number of women entrepreneurs involved in starting new businesses is critical for a country’s long term economic growth. The Global Entrepreneurship Monitor 2000 (GEM), a 21st country study of entrepreneurship and economic growth, found that most firms are still started and operated by men, with peak entrepreneurial activity among those aged 25-44. Overall, men are twice as likely as women to be involved in entrepreneurial activity worldwide. The interesting finding in this study for women, however is the degree to which women engaged in entrepreneurship varies between countries and what that means to each country’s economic growth.

In France, the ratio of male to female participation is twelve-to-one, the lowest level of female entrepreneurship. as compared to less than two-to-one in Brazil, the countries with the highest level on women ventures . While male entrepreneurship dominates in every country in the study, Entrepreneurism as a whole is highest in Brazil while France has one of the lowest levels of entrepreneurship. Across the spectrum, entrepreneurship flourishes when women are actively involved in entrepreneurship in the country.

According to the GEM study, the economic growth of a country is directly correlated to its level of entrepreneurial activity. In particular, there is a high correlation of economic growth.

- 1) Women entrepreneurs constitute a tenth of the Indian entrepreneur universe.
- 2) Currently there are 1.3 million SSI’s and 9.1 Million registered SME’s in India.
- 3) There are more women entrepreneurs in smaller town compared to metros.
- 4) Women find it easier to start up but equally difficult to grow and access venture capital.

We can see the history one women entrepreneur who started her business at the age 48. **JayKrishna** came from one of Gujrat's leading business families. With a downturn in the textile industry in the late 80's Jaykrishna's family business was forced to close down. Faced with having to

support and secure the future of her children, she started her own business at the of 48. "I started at an age when most people begin to think about retirement". She says.

Jaykrishna founded Asahi Songwon Colors, a color pigments and intermediates manufacturer that now has a annual turnover of a around Rs.200 crore. her Ahmedabad-based company exports to countries like the US, South Africa,Australia and Canada and some parts of Europe.

The growth of women entrepreneurs is crucial in India. We have some of example of women entrepreneurs whose participation in economic development is important.

Some of the leading women entrepreneurs are :

- 1) Ekta Kapoor, Creative Director,Balaji Telefilms,
- 2) Kiran Mazumdar Shaw, CEO, Biocon
- 3) Shahnaz Husain
- 4) Vimalben M.Pawale, Ex President , Sri Mahila Griha Udyog Lijjat Papad (SMGULP)

WOMEN ENTREPRENEURS ARE KEY TO ECONOMIC GROWTH:-

The 20 the century has witnessed the growing women entrepreneurship, all over the world. In the advanced and economically developed countries the growth of women entrepreneurs is spectacular. Developing countries stand at the threshold of industrization, today there exists congenial climate for women entrepreneurship. Such developing countries are putting lot of stress on the development of small scale and cottage industries. Such countries are suffering from the problems of scarcity of capital , limited markets and cautions investors. and so there are hurdles in the development of large enterprises.

Education is an important factor in development. The advanced as well as the less developed countries are experiencing a fast spread up of education, resulting to increased awareness among masses. This education and awareness has cultivated new ampitoins and aspirations among the women. They are now extending their activities outside the household duties. Different surveys tell us that the women entrepreneurs are shifted from activities. There is shift from **3P's to 3 E's** i.e.g :-

- 1) Pickles
- 2) Powder
- 3) Papad to
- 1) Electronics
- 2) Engineering and
- 3) Energy

In 1977 the US Bureau of Census reported that the business firms owned by the government were only 7.1% of the total business firms in the country. Out of these business firms, most of them were situated at the residence of the women entrepreneurs. Only a little more than half of them operated outside the residence of the women. A recent report of the US Internal Revenue service revealed that now there are 2.8 million female owned businesses. This rise in the women enterprises is significant and remarkable. The women entrepreneurs constitute the fastest growing group of new entrepreneurs in the USA.

Further this Internal Revenue Service observed that most of the women entrepreneurs prefer personal services such as

- 1) Dry cleaning
- 2) Beauty shops
- 3) photographic studios etc

The US government has a positive bias for women entrepreneurs and the US administration makes special efforts to assist women to get into business and stay in the business. A separate government agency is formed called **Small Business Administration (SBA)** . The SBA gives financial assistance to women entrepreneurs.

In India women entrepreneurs have make entry, their proportion is very small. As per 1981 census women constitute 47.7% of total population. But the women work force constitutes only 28% of the female population. Out of the total number of self employed persons, women account for 5.2%. The majority of self handicrafts, hand-loom , cottage based industries. The statistics of 1988.89 in this regard is satisfactory. It reveals that there are more that 153260 women entrepreneurs claiming 9.0% of the total 1.7& millions entrepreneurs in India. In 1995.65 there were 3 lakhs women entrepreneurs in India sharing nearly 11.2% of the total entrepreneurs. In case of small scale industries, nearly 8% of total units are run by women entrepreneurs.

The Eight Five year plan had given due importance to the development of the small scale sector. An estimate informs that at the beginning of the plan, the percentage of women entrepreneurs among the small scale entrepreneurs was 9%. At the time of completion, it was targeted

to reach to 20%. The new Industrial Policy has stresses the importance of entrepreneurship among women. In 1996, the Department of small scale industry under the Minister of Industry had taken initiative to train one lakh women entrepreneurs to take up trade related activities. The pubic sector banks and state financial corporations provide loan to women entrepreneurs for its development. Assistance under the District Rural Development Agency is provided to women entrepreneurship. Undar Jawahar Rojgar Yojna Scheme 75% of the funds are provided by banks and 25% by the women's finance corporation to women entrepreneurship.

In this way there are efforts from all angles to the development of women entrepreneurship.

ROLE OF WOMEN ENTREPRENEURSHIP TO ECONOMIC DEVELOPMENT:-

Entrepreneurship and economic development are closely related to each other. The study of developed countries in the world reveals that entrepreneurs have played an important role in economic development. It is now true that wherever there is entrepreneurship, there is development and growth. The role of Women entrepreneurship in economic development can be explained as follows:

- 1) Women Entrepreneurship acts as important source of production in a country. It is process which brings all production resources together and produces a variety of goods and services.
- 2) Women Entrepreneurship is always in touch of Innovative activity. It is concerned with doing something new, useful and different. Innovation is very essential to satisfy the needs of the society and thus, leads to economic development of a country.
- 3) Women Entrepreneurship helps the capital formation which is very essential for economic development of a country. It plays significant role in mobilizing idle savings through issue of securities and puts into productive activities. Thus, they bring idle savings into ideal investments.
- 4) Women Entrepreneur plays a vital role in employment generation and providing employment opportunities to the people in the society. A Women Entrepreneur is a job giver and job creator.

- 5) Women Entrepreneur takes initiative to establish the industries mainly in rural and backward regions to provide fruits of development to people in that area Thus it brings development of underdeveloped regions and reduces concentration of economic power in the few hands
- 6) Women entrepreneurship concentrates mainly on decentralization of industries and balanced development and thus brings equitable distribution of wealth in a country.
- 7) Women Entrepreneurship increases foreign trade and foreign currency.
- 8) Women Entrepreneurship gives birth to new industries and services through which new markets are developed with new products.
- 9) Women Entrepreneurship establishes new industries for new products and thus it leads to the expansion and development of the markets. It creates many job opportunities to the unemployed people and increases their earning and standard of living.
- 10) Women Entrepreneurship brings increase in occupations and therefore, government can be relieved from the social responsibility.
- 11) Women Entrepreneurship makes effective use of capital and skill for the development of country. By starting industries in rural areas it motives rural people to invest their small savings into industrial activities. Thus, the rural savings and skills can be effectively used for the economic development of country.

Conclusion:-

Independence brought promise of equality of opportunity in all sphere to the Indian women and laws guaranteeing for their equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women. The large majority of are still unaffected by change and development activities have benefited only a small section of women i.e. the urban middle class women. It is hoped that this article will help to those entrepreneurs in particular and policy planners in general to the women folk to enter into more entrepreneurial ventures.

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“NABARD - EDGING TOWARDS WOMEN EMPOWERMENT THROUGH SELF-HELP GROUPS”

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Abstract

NABARD accomplished its 39 successful years in July 2021, in the direction- Fostering Rural Prosperity. Extending its functioning apart from agricultural credit, rural development, and social innovation, NABARD also included women empowerment as a key aspect for rural development. Funding through SHGs, NABARD in all these years took much effort to empower SHGs, rural women and established gender equality.

This paper is an attempt to highlight the requisite of women's empowerment and the initiatives of NABARD with the help of SHGs in rural development and supporting the vision of NABARD. This paper is theoretical in nature. This study is purely based on secondary data.

The research paper concluded, GOI and NABARD are working hard to make women self-dependent and empowered in various ways. There is a need for awakening and encouragement to bring rural women forward and make them empowered. Psychology-based workshops are needed to transform the thoughts of rural masses to address the issues faced by rural women and to make them empowered.

Keywords: Developmental programs, Gender equality, NABARD initiatives, SHGs, Women Empowerment

Introduction

"Strengthen the rural area and you will find less people migrating to urban areas. You give them opportunity, self-respect and self-confidence, they will never go to an urban slum."

- Social Activist, Bunker Roy

The state of affairs in the post-independence era was similar with rural India and agriculture. Both were drenched in critical financial deficiencies with numerous issues. To resolve all these problems Government of India (GOI) and the Reserve Bank of India (RBI) conducted a survey by framing a committee- **All India rural credit survey Committee**, in the year 1951-52 under the chairmanship of Shri Gorewalla. The challenges of RBI were intensified due to an increase in the functioning of rural credit programs. To resolve this, GOI and RBI set-up Sivaraman committee or CRAFTICARD (Committee to Review the Arrangements for Institutional Credit for Agriculture and Rural Development) on 30th March 1979, and their critical review was submitted on 28th November, 1979 with a proposal to establish a separate institution to handle rural development and credit-related issues of the country. Through the initiative of the government, Act 61 of 1981 was passed in Parliament and NABARD got its life. On 12th July, 1982, NABARD started its functioning. The agricultural credit functions of RBI and the refinance functions of ARDC (Agricultural Refinance and Development Corporation) were disbursed to NABARD. Currently, NABARD is fully owned by the Government of India (GOI) with a present paid-up capital of 14,080 crores as of 31st March 2020. The vision of NABARD clearly states, "Development Bank of the Nation for Fostering Rural Prosperity." With this vision, NABARD has encased and executed various funded projects to uplift the rural areas through the farm sector and off-farm sectors.

Women Empowerment and Self-Help Groups (SHGs)

The United Nations declared the year 1945 as Women's Empowerment and Gender equality, their fundamental rights, while the U.N.O. declared 1975 as International Women's Year. In India, 2001 was declared as the Year of Women's Empowerment to enshrine gender equality nationwide and employ women's potential in boosting the national economy. The government of India, along with NABARD, is promoting egalitarianism and empowering women in the rural sector. SHG was one of the initiatives taken by NABARD which played a spectacular role in reducing rural poverty. SHG formed groups of ordinary people who came from the same background with the motive of raising their lifestyle.

Literature review

(NABARD, n.d.), stated that there was a need for more skill development programs and reskilling of the workforce, along with more women-centric programs with appropriate infrastructure and other faculties in place to develop their skills.

(Chawla & Jitendra, 2020), in their study related to the NABARD, SHGs-BLP had made SHGs more effective and women availed maximum benefits by building their assets with improved decision-making power.

(Reserve Bank of India-Notifications, n.d.), related to the SHGs- BLP. As per the study conducted by NABARD in a few states, SHGs showed 100% recovery performance, increased production activity due to the easy availability of loans, and an increase in the income level of SHGs. 85% of groups who availed the benefit were women SHGs.

(Navreet, & Neha, S. 2020), their research article stated that there was a need for the government to support SHGs with good training related to financial literacy.

(Kaur Pawanjot & Kaur Rooppal, 2015), their paper highlighted the involvement of women in SHGs were increased. Still, there was a need to encourage rural women to come forward and availed the benefits of the government schemes.

Objectives of the Study

Following are the main areas been studied by the researchers:

1. To identify the requisite of women empowerment in India.
2. To study specific programs promoting SHGs and women empowerment through NABARD.
3. To review special initiative taken by NABARD during Covid-19 Pandemic.

Methodology

The current study is purely theoretical in nature and relies heavily on secondary data sources viz., government publications, books, periodicals, journals, articles, newspapers, and the official website of the government.

Limitation of Study

Due to the constraints of pandemic situation faced by researchers, this study is based entirely on second-hand information.

1. Requisites of women empowerment in India

Table-1 below indicates, *India has slipped 28 places, ranking 140th among 156 countries in the World Economic Forum's Global Gender Gap Report 2021, becoming the third-worst performer in South Asia.* According to the report published by Business Standard News, India has closed 62.5% of its gender gap till date.

Table 1

Rank	Country	Score		Rank change	Score change	
		0	1	2020	2020	2006
140	India	0,625	0,625	-28	-0,042	+0,024

Source: World Economic Forum’s Global Gender Gap Report 2021

For progressive India, such an increased gender gap and a decrease in GGI ranking in the year 2021 has awakened the government and related apex institutions to revitalize Indian society and to change their perception towards women. Instead of discriminating between men and women, it is a prerequisite to treat both equally for human empowerment.

In the Gender policy of NABARD, gender sensitivity has been emphasized in its business and development programs with the aim of delivering liberty and equity for women. To work with this aim, NABARD initiated several projects designed only for women and implemented them all over the nation from the past many years. The progression of gender policy was one of the conditions for accreditation of NABARD as a National Implementing Entity (NIE) by the Adaptation Fund Board and Green Climate Fund (GCF).

Gender variances are evident in various ways, including social stereotypes and violence at family and societal levels. In India, the root causes of gender inequality are related to social and economic stigma, which is based on informal and formal norms and practices. Women's proportion in the population continues to decline, wage gaps, limited opportunities to make financial decisions, etc.

"Discrimination against women is also reflected in the health and survival sub-index statistics. With 93.7 % of this gap closed to date, India ranks among the bottom five countries in this sub-index". To re-establish India as an empowered nation in all terms, women's empowerment has become a primary factor.

2. Programs made for SHGs and women empowerment through NABARD initiatives

a) Self Help Group – Bank Linkage Programme (SHG-BLP)

SHG-BLP is an ideology of NABARD, introduced in 1992-1993 as a pilot project linking around 500 SHGs to formal financial institutions. Currently, it is the largest microfinance program in the world in terms of client base and outreach. This program boosted the progress of women by linking their accounts with banks to avail the benefits of credit and other services.

Progress under SHG-Bank Linkage Programme (2019-20 & 2020-21)							
(Number in lakh/^ in crore)							
Particulars		2019-20		2020-21		Growth %	
		No. of SHGs	Amount	No. of SHGs	Amount	No. of SHGs	Amount
I) SHG Savings with Banks	Total SHG Nos.	102.4	26152.1	112.2	37477.6	9.57	43.31
	All women SHGs	88.32	23320.6	97.25	32686.1	10.11	40.16
	% of Women	86.22	89.17	86.65	87.21		
II) Loan disbursed in the year	Total SHG Nos.	31.46	77659.4	28.87	58070.7	-8.23	-25.22
	All women SHGs	28.84	73297.6	25.9	54423.1	-10.2	-25.75
	% of Women	91.67	94.38	89.71	93.72		

Table 2

Source: STATUS OF MICROFINANCE IN INDIA 2020-21

Table 2 above indicates the total number of SHGs linked their saving accounts with the bank from 2019-20 to 2020-21 has increased by 9.57% with an increased amount of 43.31 %. As well as women % increased to 86.65 % in the year 2020-21. The loans availed by women SHGs decreased by 25.75% in 2020-2.

b) Financing of Joint Liability Groups (JLGs)

Initially, it was adopted as a pilot project in 2004-2005 by NABARD in 8 states with the support of 13 RRBs. Later in the year, 2006, the scheme was brought into the mainstream. JLGs are informal groups of 4 to 10 members sharing the same economic activities. Together, the group takes and repays the loan amount to the bank.

Progress under JLGs (core)	(Number in lakh/ in crore)
Particulars	Amount
Total JLGs promoted during the year 2020-21	41.27 lakhs
Loan distributed in the year 2020-21	58311.78 crores
Cumulative JLGs promoted	133.83 lakhs
Cumulative loan outstanding	213164.87 crores

Table 3

Source: - STATUS OF MICROFINANCE IN INDIA 2020-21

Table 3 above showed the total number of groups promoted in the year 2020-21 was 41.27 lakh and the amount distributed during the year was 58311.78 crores with a cumulative outstanding loan amount of 213164.87 crores.

c) Scheme for promotion of Women SHGs (WSHG) in backward & Left Wing Extremism (LWE) districts of India

It is a scheme of the GOI being implemented and supported by NABARD through NGOs in backward and LWE districts all over the country. As of 31st March, 2021, 2.11 lakh women's SHGs were promoted through saving links, and 1.29 lakh women's SHGs were credit-linked to the bank. More aid for the year 2020-21 has been introduced under this scheme, like Gram-Dukaan, funding of impact assessment studies, publications, exclusive visits, exhibitions, melas etc.

Table 4

Support from NABARD	
Under WSHG Scheme (in LWE affected and backward districts)	Physical(No. in lakh)
Number of programs conducted during 2020-21 (in no. only)	1156
Number of participants covered during 2020(in lakhs)	0.91

Source: - STATUS OF MICROFINANCE IN INDIA 2020-21

Table 4 above indicates the total number of programs conducted during the year 2020-21 was 1156 and the number of participants covered 0.91 lakh under the WSHG scheme supported by NABARD.

d) EShakti

NABARD, along with the GOI, initiated E-Shakti, an extended mission of the 'Digital India' concept, was launched in 2015 as a pilot project with the aim of digitalizing all SHGs in 2 districts. In the year 2016-17, project was extended across the country, covering 100 districts. It is MIS (Management Information System) comprising of all databases related to social and financial information of each and every SHG maintaining

saving bank account with the bank. To support the SHG-BLP program, EShakti overcame the barriers. Project EShakti proved to be very beneficial. This project operates through one portal, viz., <https://Eshakti.nabard.org>, and two mobile apps (EShakti App & Eshakti Tracker App), making the members empowered by each access to their own bank accounts through their mobile phones. As on 31st March 2021, the Eshakti project was implemented in 281 districts, covering the country with 12.33 lakh SHGs. During the covid-19 pandemic digital SHGs surged 88%, as compared to 2019-20

3) Special initiatives taken by NABARD during Covid-19 Pandemic

The Covid-19 pandemic in India forced the whole nation to enter a lockdown situation and stopped the whole economy except essential services (healthcare, groceries, and industries supporting healthcare). It affected the rural population and migrant workers with unemployment or nominal income. SHGs were a ray of hope for the rural masses and NABARD took special initiatives in terms of both health and livelihood supporting activities. Some of them are listed below:

- The Eshakti portal was utilised to send 40 lakh health advisory messages to SHGs members.
- EShakti portal provided income generating opportunities for their registered SHGs, viz., face-mask making, hand sanitizer, PPE kits, distributing essential items, grocery kits, setting up grain banks, and so on.
- An awareness drive was also conducted related to the covid-19 pandemic.
- Capacity building among migrant labourers in the rural areas was increased by providing them with skill development training through the Micro Economic Development Project (MEDP) and the Livelihood & Enterprise Development Programme (LEDP) to increase employment.

Conclusion

The paradox that women are burdensome to the family, weak and cannot earn their livelihood is no more a fact. With the great and continuous efforts of GOI along with NABARD in all these years, there have been several opportunities provided to make women self-dependent and empowered in various aspects, i.e., from schooling to earning their livelihood, health, sanitation, owning a house, and so on. The communication gap is also minimised to some extent by introducing the EShakti digital portal directly to rural women's SHGs. Still, the declined GGI, indicates there are many shortcomings due to which women are deprived of being empowered. It is the Indian societal perception, especially the rural masses with masculine psychology, who are still not ready to give women equal status. Moreover, rural women themselves don't want to accept the challenges of societal perception that many times serve as barriers for not availing the benefits of women oriented schemes. There is crucial need for awakening and encouragement to bring rural women forward and make them empowered, for which psychology based workshops for all rural populations are required.

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Eshakti: Driving Tool For SHGs Towards Digital India

(Pilot Project of NABARD)

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Abstract:

This research article highlights NABARD ambitious project to digitalize the social and financial data of SHGs and its members to reach PAN India. “Eshakti” is the dream of digital empowerment of SHGs to a common digital platform and stimulating financial inclusion. The study explains the ambitious journey of Eshakti project through its framework and working process. Due to poor bookkeeping, lack of transparency, poor knowledge of financial literacy and absence of proper maintenance of records has enforced the need of digital platform. The campaign's central aim is to digitally integrate all government offices and the Indian people to achieve effective governance as prime need. Eshakti had built a comprehensive database and robust Management Information System (MIS), allowing for appropriate interventions and the convergence of numerous other programmes by socially and financially empowering and e-bookkeeping to keep track of their finances are attractive features of this stimulating project. The study was based on secondary data collected by various journals, research papers and NABARD websites. The advantage of this project to its various stakeholders had cherish the project at its well define targets and the challenges has highlighted the hurdles that can slow down the pace of the ambitious project of NABARD.

Keywords: SHGs (Self Help Group), Digitisation, NABARD, Eshakti, financial literacy

Introduction:

The concept of Self-Help Group (SHG) has been around for nearly two decades. SHG has played an important role in accelerating the country's economic development. The Self-Help Group (SHG) is an informal and self-managed volunteer group composed of 12-20 people, of whom are usually women from ordinary or neighbouring towns. They gather together to solve their common difficulties through self-help and mutual assistance. The SHG encourages its members to save tiny amounts of money and deposit the savings at bank. SHGs are supported and cherished by National Bank of Agriculture and Rural Development (NABARD). Its main intention is to ease the economic vulnerability by pooling the household savings and even access to bank loans. This money is dispersed to the members of the SHG as loans, which is repaid-with nominal interest at regularly scheduled group meetings. During these meetings, the majority of SHG transactions are completed. This covers each member's monthly subscriptions, savings deposits and withdrawals, loan disbursements and repayments, and other financial products of group and transactions. NABARD has launched a project titled “Eshakti” for the digitization of all members of SHGs in India. The project's goal is to bring all SHG members into the fold of financial inclusion, allowing them to access a broader range of financial services. Eshakti is intended to collect members' demographic and financial profiles, as well as identification data such as Aadhaar and EPIC (Elector's Photo Identity Card).

Statement of the Problem:

In 1992, a micro-credit scheme for self-help groups (SHGs) was established. Almost 75 lakh SHGs have been linked to banks so far, and they have received more than Rs.31, 200 as bank loans. SHGs are now taking care of their own minor or large needs as a result of the SHG movement. Some women have created their businesses as micro-enterprises. Banks and financial institutions are interested in lending to SHGs since their loan

repayment rate is around 98 per cent. But due to poor bookkeeping, lack of transparency, poor knowledge of financial literacy and absence of proper maintenance of records has enforced to have a digital platform to eradicate this problem.

Need for the study:

The campaign's central aim is to digitally integrate all government offices and the Indian people to achieve effective governance. NABARD launched the e-Shakti project to digitally enable Self Help Groups (SHGs) across the country, drawing on the government's objective to establish a digital India. The programme will be implemented in more than 100 districts across the country. This is also in line with the Government of India's "Digital India" mission.

Objectives of the Study:

- To understand the pilot project Eshakti of NABARD.
- To comprehend the working framework of the pilot project Eshakti of NABARD.
- To evaluate the benefits of Eshakti to its various stakeholders.
- To estimate the challenges of the pilot project Eshakti of NABARD.

Research Methodology of the study:

The present study is crafted by the use of secondary data only. The required data were collected from the published annual reports of NABARD and the Eshakti portal from the NABARD website. It also includes other related books and journals for relevant articles related to the study.

Limitations of Study:

1. The study covers only the Eshakti project channelized by NABARD.
2. It depends only on the secondary data.
3. It used simple methods like percentage and table.

Frame Work of the pilot project Eshakti of NABARD.

Phase I, the project was first implemented in two districts in 2015, namely Ramgarh (Jharkhand) and Dhule (Maharashtra).

Phase II, which took place in 2016, initiative was expanded to include 23 more districts around the country.

Phase-III, in 2017, the initiative was expanded to 75 more districts, bringing the total number of districts covered to 100 throughout 22 states and one Union Territory.

Phase-IV, the project will be rolled out in additional 150 districts.

Stakeholders of the project

- Rural poor communities and members of SHGs
- Non-Government Organisations(NGOs)
- Self Help Promoting Institutions (SHPI)
- Banks
- National Bank for Agriculture and Rural Development (NABARD)
- National Rural Livelihoods Mission (NRLM)

- Solid and Liquid Resource Management (SLRM)
- A later stage Credit Bureaus.

Attributes

- Transactional data is updated regularly.
- SHGs can use online bookkeeping or e-bookkeeping to keep track of their finances.
- Reports in formats that are accepted by many stakeholders, such as banks.
- Automatic grading of these categories based on NABARD guidelines is incorporated.
- After SHGs input a resolution to borrow, an auto-generated loan application for bankers is generated.
- Builds a comprehensive database and a robust Management Information System (MIS), allowing for appropriate interventions and the convergence of numerous other programmes by socially and financially empowering them.
- Aids in the identification of relevant interventions and assistance for SHG nurturing and strengthening.
- Convergence with other government benefits and Aadhaar linked accounts simplifies the transfer of Direct Benefit Transfer (DBT) and other benefits.
- The e-Shakti programme allows every member of a Self Help Group to access all social and financial information.

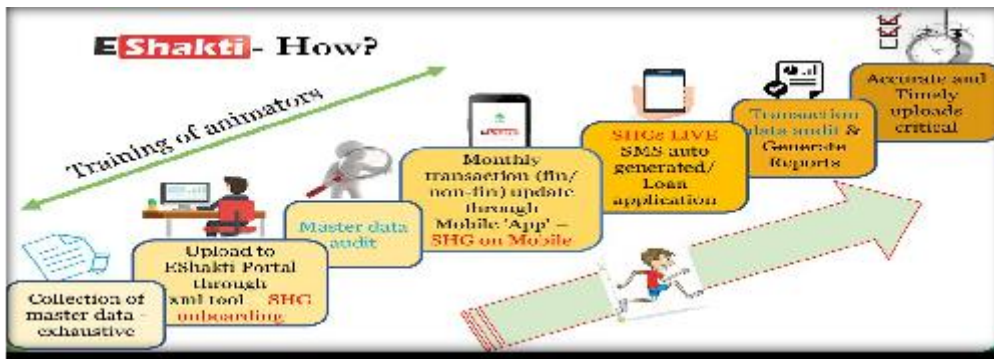
Process of the pilot project Eshakti of NABARD

The project's initial stage is gathering master data from all SHGs in a district, which includes financial and non-financial information about the SHGs and their members. Once the data is posted to the project's dedicated server, the SHGs are considered "on boarded."

The second stage is "on mobile," where financial data from SHGs is collected and verified via the "EShakti" App, which is available on Android phones.

When all pending transactions have been completed, the project is ready to go live. Following then, the current transactions are uploaded monthly. On the dedicated website, the whole data of the digitised SHGs are available.

Bank branches maintain the savings accounts of active SHGs and access control by login Id and password.



<https://eshakti.nabard.org>

Analysis:

1. The above-animated pictograph the working process of the Eshakti project of NABARD as initially the master data are in-depth collected and uploaded on the Eshakti portal known as SHG Onboarding.
2. After uploading the data is verified by SMS send to the members and by master audit.
3. Monthly financial and non-financial transactions are uploaded through a mobile App known as SHG on Mobile.
4. The project is ready to go live, the whole data of the digitised SHGs is available.
5. The groups' progress would be recorded in real-time, and MIS reports would be generated.
6. Overall, the e-Shakti project's entire ecosystem was created to handle the complex issue of SHGs' spotty financial records.

Advantages of the pilot project Eshakti of NABARD

SHGs and its Members:

- SHGs can get credit based on their current performance.
- The Saving-Credit connectivity gap has been greatly narrowed as a result of the implementation of this project.
- Members' credit histories are acquired.
- Transparency is promoted to members via SMS alerts sent in real-time and in ten different languages.
- Assisted with the integration of SHGs with a variety of other government programmes.
- SHG members were included in the broader Financial Inclusion agenda.
- Credit history of SHG members.
- E-bookkeeping of financial transactions and non-financial operations for the SHGs.
- Transparency on working of SHGs.
- SMS alerts to all SHG members on transactions.
- Generation of monthly balance sheets for each SHG and providing a printed copy to them.

Banks and others:

- Banks' access is controlled by a User ID and Password.
- A customised menu based on user access.
- Dynamic SHG grading.
- Loan applications created by the system for bankers.
- SHG member credit histories.
- SHG savings reports.
- Branch-by-branch list of non-credit linked SHGs for simple monitoring by regulating offices.
- Reporting standardisation based on bank and other agency regulations.

Journey of the Pilot Project Eshakti of NABARD

As of January 20, 2020, the project has reached 100 districts in 22 states and one Union Territory across India, with the following number of villages, SHGs, SHG members, women members, bank branches, implementing agencies, and cumulative savings.

S.R No	Particulars	15/06/2018	20/01/2020
1	Villages Covered	58,004	70,705
2	SHGs covered	3,88,915	4,86,899
3	Number of SHG Members	43,91,737	53,73,909
4	Number of Women SHG Members	42,54,637	52,06,517
5	Bank Branches involved	10,641	14,177
6	Implementing Agencies	306	518
7	Cumulative Savings	Rs.1,635.17 crore	Rs.2,708.20 crore

<https://eshakti.nabard.org>

Analysis:

1. The given data available at the portal of NABARD express the spectacular growth mark of the Eshakti pilot project of NABARD. 21.89% increase in the villages covered under the Eshakti project. SHGs numbers increased by 25.19% in 2020, whereas 22.36% of the number of SHG members increased by 20/01/2020.
2. Even the number of women SHG members increased by 22.37% and the numbers of bank branches involved also highlight leap by 33.22%.
3. Implementing Agencies rise by 69.28% and cumulative saving also leap by 65.62%. Hence the overall performance of the Eshakti project is very impressive in this pandemic era whereas other institutions are struggling for their survival.

Challenges:

- Obtaining information from a faulty database and records;
- Large-scale training and capacity building for SHGs, SHPIs, and others involved in the program's execution;
- SHGs' field level information must be captured in a short amount of time, and SHGs' savings and credit information must be uploaded regularly.
- Banks' cooperation;
- GPRS access;
- Initial funding of the pilot project is being met by NABARD. There will be a huge fund requirement for scaling this project from the present level to 86 lakh SHGs across the country

Conclusion:

“Progress lies not in enhancing what is, but in advancing towards what will be” with the given quote of NABARD I would like to conclude the summary of the Eshakti pilot project of NABARD as a strong milestone laid towards digitalised India by empowering the rural population into the mainstream of financial inclusion. It bridges the gap between what is available and what can be made available due to digitalisation like access to affordable financing to rural India which has the potential to take India towards the path of social and economic progress. The innovative project that makes social and financial information of crores of rural families across India under one single platform for numerous stakeholders. EShakti provides bankers with an excess of real-time MIS reports on their desktops to evaluate and monitor the performance of SHGs that have taken out bank loans, while also allowing bankers to make educated credit decisions for new/repeat SHG linkages.

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Financial Literacy and Its Effect on Economic Empowerment among Self Help Group Women Members in Bihar

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ABSTRACT

Financial literacy is vital for underprivileged people to improve their living conditions. Self-help organizations have grown in popularity in India in recent years. In India, the Self-Help Group (SHG) movement has successfully empowered women and alleviated poverty in both rural and urban regions. Many Indian women believe in the action and credit it with helping them improve their lives. Women, on the other hand, are still not empowered in the way that they should be. This conceptual paper aims to investigate the level of financial literacy among women in self-help groups.

The primary goal of this research is to look at financial literacy and its impacts on economic empowerment among the self-help group women members from Bihar. We have taken secondary information. The future implication of this present study would be benefitted those who are associated with self-help groups women members. After joining the self-help group, now women start to make optimal financial decisions and improve their living conditions that lead to self-reliance. Self-help organizations, it is determined, play a critical role in the development of a financially stable and empowered women's community.

Keywords: Economic empowerment, Financial knowledge, Financial literacy, Self-help group, Women empowerment.

1. INTRODUCTION

In today's complex financial environment, self-help organizations with women who do well financially play a vital role in the family, community, and economy. To raise the degree of financial literacy and decrease gender discrimination, a woman must be financially literate and economically empowered to grow a country, community, and family. The primary goal of this paper is to investigate financial literacy among self-help group women members who have access to financial institutions to raise financial literacy levels.

SHGs (Self-Help Groups) are essential for rural women to gain power for self-sufficiency and nation-building. The Organization for Economic Cooperation and Development used to establish a definition of financial literacy (OECD).

As per (OECD, 2005) Financial literacy is defined as the ability and confidence of consumers/investors to understand financial products and concepts, as well as their ability and confidence to appreciate the economic risks and opportunities involved to make informed decisions, know where to seek help, and take other practical actions to improve their financial well-being (Miller, Godfrey, Levesque, and Stark 2009).

ECONOMIC EMPOWERMENT

Economic empowerment combines a person's knowledge, competence, skills, and confidence in her capacity to manage her finances. Individuals are increasingly accountable for their financial literacy, and they are confronted with complicated integrated financial products. Age, education, income level, marital status, occupation, saving, and investing behavior have all been proven to influence economic empowerment.

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According to the respondent's age and marital status, there was a substantial disparity in economic empowerment. Finally, the findings indicated that in today's challenging financial environment, financial knowledge, an excellent financial attitude, and financial well-being are required for working women's economic empowerment.

Self-help groups in Bihar

At first, self-help groups played a major role in changing women's lives in rural areas in India. NABARD was initiated in 1986-1987. The absence of institutional credits available in rural areas has led to the establishment of SHGs. Then role of SHGs in empowering rural women in India. SHGs are a small voluntary association of rural women from the same socio-economic background who solve their problems through self-help and mutual help.

Bihar is the 12th largest state in the country in terms of geographical size, with 10.38 crores and 1102 as population density. The female literacy rate is lower at 53.33% compared to the total literacy rate of the state, 68.2%. Out of 38 districts, 17 districts have more BPL households, and 21 communities have less % BPL households compared to the state scenario 58.16%. Bihar has become the first country to have ten lakhs of self-help groups managed by women.

More than 10 a million women in Bihar are members of women's self-help groups (SHGs), JEEViKA, run by Bihar Rural Livelihoods Promotion Society, Government of Bihar. The SHGs play a crucial role in the community by providing livelihood support and income-generating activities to their members (As per the population council institute report).

1.1. Theoretical Framework: -

David Kolb Experiential Learning Theory: -

This research is based on **David Kolb's Experiential Learning Theory**, proposed in 1979. According to **Nazarova (2007)**, experiential learning theory, as suggested by Kolb, learning is a process in which knowledge is generated via the transformation of experience and the combination of comprehending and changing experience. Experiential learning theory (ELT) assumes that experience plays a central role in the learning process provides a holistic model of the whole learning process and a multilinear model of adult development, both of which are consistent with how people learn, grow, and develop, according to **Kolb, Boyatzis, and Mainemelis (1999)** therefore making it relevant to this study. The experiential learning cycle model is central to this theory, implying that learning begins with an event (concrete experience), followed by reflection (reflective observation). The revised assumptions are subsequently evaluated in different contexts once the review is absorbed into a theory (abstract conceptualization). The rationale behind this notion is that women who attended self-help group seminars learned from the activities in the classroom and put what they learned in the workshops to the test in real-life circumstances, making it a perfect base for this study. The theory was also ideal because women self-help group customers were required to learn by reflecting on their previous financial behavior during the learning process. As per past studies, this theory is suitable for our present study.

VARIABLES SELECTED FOR THE STUDY

Variables refer to any event, situation, behavior, or individual characteristic that varies – that is, has at least two values. In the present study, the following variables were considered:

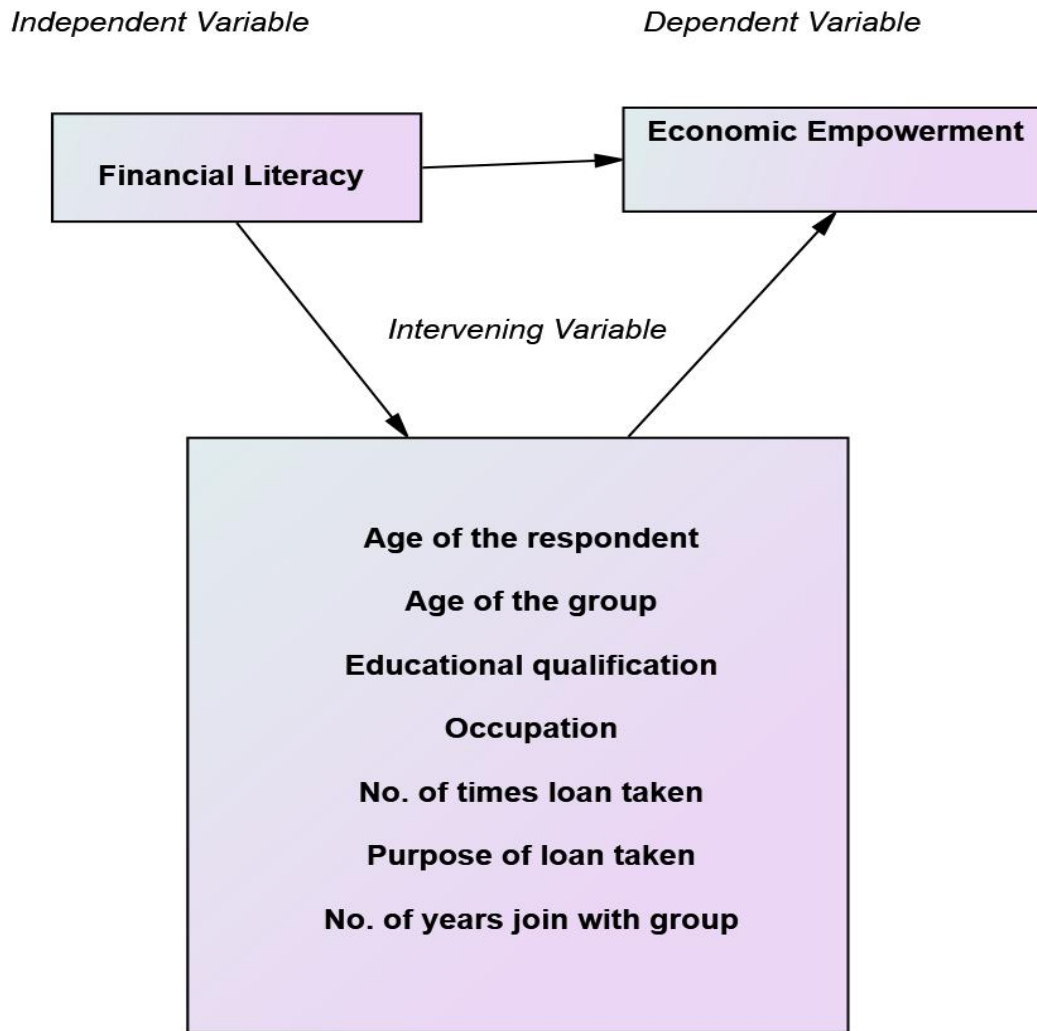


Figure 1. Conceptual Mode

The conceptual model depicts the relationship among the key concepts that informed the main topics. It visually represents and discusses the independent and dependent factors, as well as the intervening variables. It also specifies the leading indicators for both independent and dependent variables to be assessed.

1.3 OBJECTIVES OF STUDY

- To study the financial literacy among the self-help groups of household women members.
- To study the previous conceptual framework and suggest the right kind of conceptual model based on prior study.

1.4 PROPOSITIONS OF THE STUDY

This study has the following propositions (Theoretical statements about the relationship between two or more concepts)

- Financial literacy has positive impacts on women's empowerment.
- Women empowerment has positive impacts on saving behavior.
- There is a positive association between financial literacy and economic empowerment.

REVIEWS RELATED TO ECONOMIC EMPOWERMENT

- **Rahul Sarania** has investigated the effectiveness of SHGs in empowering women economically in Assam. The research was based on crucial data gathered from the Baksa area of Assam and interviews with SHG members who were beneficiaries. The sample measurement of the acquired knowledge was created by a hundred participants from 50 companies divided into two blocks (each with 25 SHGs). The training indicated that the majority of the respondents are between the ages of 25 and 45, have a primary education, are married, and the majority of them have four to six dependents. After joining SHGs, members have pursued a variety of revenue-generating hobbies. After entering the SHG, there was a positive shift in measures of financial empowerment, such as sales, employment, and financial savings. The Wilcoxon signed Ranks test's computed value for economic symptoms was significant. The prior researcher discovered that most respondents' sales, employment days, and savings increased in the post-SHG crisis compared to the pre-SHG problem. As a result, the study found that SHGs played a vital role in empowering rural women in the studied region.
- Economic empowerment of women has also been institutionalized through Self-aid companies, according to **Kanchan Sandhu (SHG)**. With the aid of an NGO, ten self-support companies were formed in Lohiyan and Rerwan in the Jalandhar District. Previously, each SHG was made up of 10 to 12 women. The participants were all chosen for the research. They were encouraged to get some training and establish their own business. Each SHG had a maximum number of formerly illiterate individuals or had only studied up to metric. Self-help groups are sponsored by rural banks, cooperative banks, and commercial banks in their respective regions. With the help of Self-aid companies, reward research was conducted to investigate the formation and functioning of SHGs and their impact on women's socio-economic status and determine the relationship between SHG entry and success with executive schemes, institutions such as banks, and NGOs.
- **Kavita Suri and Pankeshwar Singh** investigated the function of Self-Help Groups in the socio-economic empowerment of women in the Ghagwal block of Samba district in Jammu province of the state of Jammu and Kashmir. The purpose of this study is to investigate the function of Self-Help Groups in bringing about social empowerment in this rural area of the state and determine how and which variables contributed to these members' socio-economic position.
- **Selvakumar, D.S. and Samundeeswari, B** investigated women's empowerment via self-help groups in the Krishnagiri area of Tamil Nadu. The knowledge necessary for the acquisition has been gathered from both primary and secondary sources. The method used was a multistage random sampling strategy. To get a meaningful interpretation of the results, average and percent evaluations were used before. The Garret rating system was once used to determine why people joined the Self-support team. The study results published that the SHGs have had a better effect. A component evaluation was once utilized to assess to verify the link between the identified variables. The study results published that the SHGs have had a better effect on each economic and social feature of the beneficiaries.
- **Reena Dhaiya et al.** assessed the level of women's economic empowerment through SHG, i.e., the member's earnings, expenditures, and savings after joining the SHG. The research conducted in the Sirsa district is based mainly on primary data gathered through well-structured, pre-planned, and well-proven questionnaires. Average and percent processes were utilized in the study's analysis. After joining the SHGs,

the saving of workforce's members has augmented. As prior researchers determined, women's empowerment has a positive impact on saving behavior. Previous literature supports the proposition as mentioned above.

2. LITERATURE REVIEW:

We have reviewed various papers theme-wise to fulfil the objective.

REVIEWS RELATED TO SHGs IN GENERAL

Shiralashetti A.S and Hugar S.S examined the evolution of SHGs and their connection to a financial institution. The analysis is based on secondary information gathered from the NABARD's annual evaluations. The study's primary goals are to look into the growth of SHGs and fiscal school linkages in India, focusing on the state of Karnataka. SHGs in Karnataka are linked district-by-district and bank-by-bank in this study. They conclude that the SHG movement is a vital instrument for reducing poverty. They suppose that the SHG motion is an effective tool for alleviating people's poverty.

Banumathy.S has stated that the first position taken by employing SHGs prompted NABARD to link SHGs with banks in February 1992. She further noted that the RBI had instructed banks to make a motion to include SHG village programmers in their business processes.

According to **Sundar I and Asokan R**, Cooperative banks supported women's development programs through self-help groups. Cooperative banks in Karnataka play a significant role in protecting a wider variety of women's SHGs under the credit rating scheme, followed by Tamil Nadu, Andhra Pradesh, and Kerala.

2.1 IDENTIFICATION OF RESEARCH GAP

The research gap reveals those entire indicators (variables) that revealing potential gaps in such area of research.

(1) Most studies obtained from the review of related literature entail the socio-demographic dimension of both the men and women. More analysis is required to make accurate inferences in this context.

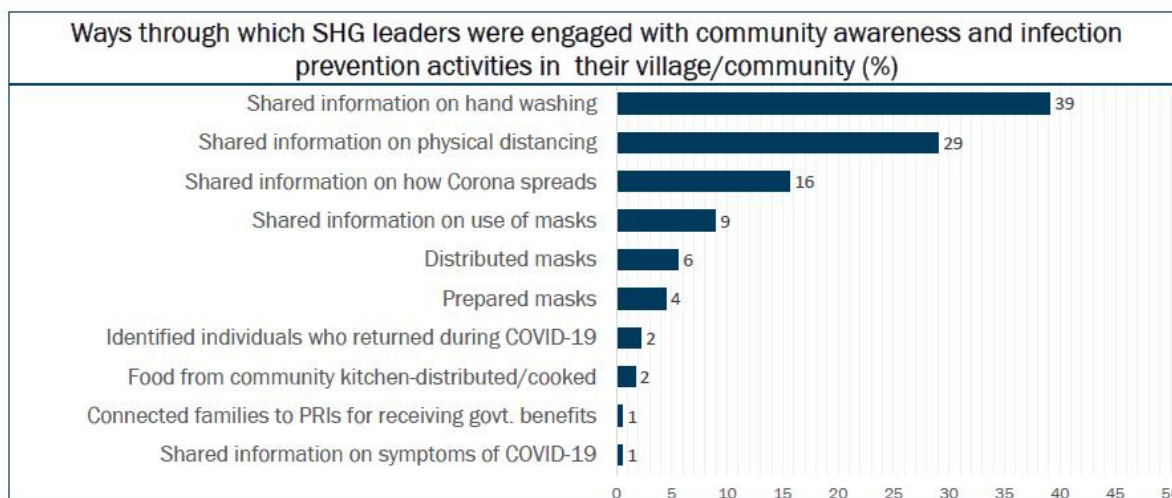
(2) In context to self-help groups of Bihar, No such conceptual study has been done to know the level of financial literacy among women. So, this could be a potential research gap in these perspectives.

3. RESEARCH METHODOLOGY

Keeping in view the study's objectives, we collected the secondary data through various journals; Various Government published reports, articles, and Books.

SHG ENGAGEMENT

- 49% of SHG leaders reported it engaged in COVID-19 related community awareness and infection prevention activities in their village/community (%).



4. FINDINGS AND DISCUSSIONS

Based on previous literature, it has been found that financial literacy is highly dependent on location and employment. Where Women residing in urban areas are more financially literate than rural women. So, increasing the level of financial literacy among women's economic empowerment is a must. As per **(Prakash, 2018)** financial literacy of self-help group members regarding Bank account, ration card, voter card, and their phone number has increased after joining of SHGs. Talking about socio-demographic variables married women, and one who is educated takes an excellent financial decision compared to another one.

Based on gender, it has been found that men are more aware of using financial resources. This study is mainly based on the previous findings, which suggest that women's participation in self-help groups led to a microfinance institution and increased the level of financial literacy residing in the state of Bihar.

The empowerment of women through SHGs brought about benefits not only for the individual women but also for their entire family and community due to collective action leading to development. Women's empowerment is not just about meeting together to discuss economic needs but also about holistically developing their social development as per previous literature. Many researchers found that SHGs served as agents that help women gain power by training them to participate actively in the nation's socio-economic progress. This has been asserted by **Pandit Jawaharlal Nehru**, who said, "To awaken the people, it is women who must be awakened; once she is on the move, the family moves, the village moves, and the nation moves." Women of Bihar have been awakened in this respect thanks to self-help groups. Finance has long played a critical role in the lives of women and families. As a result, women in both rich and developing economies would find the topic of money and financial literacy to be fascinating. Due to the fast changes in the global economic scene, financial literacy has recently sparked a lot of attention.

4.1 PRACTICAL IMPLICATIONS OF THE PAPER

This paper would be benefitted those who are associated with self-help groups women members. After joining the self-help group, now women start to make optimal financial decisions and improve their living conditions that lead to self-reliance.

5. CONCLUSIONS

In the early days of India, women were confined to the four walls of their homes and ruled by males. In India and Bihar, there has been significant improvement in the social and cultural environment recently. Women are increasingly engaged in all productive activities on par with men, thanks to the notion of Self-Help Groups

(SHGs). Women's monthly earnings are on the rise, and they are keeping pace with their monthly expenses. Women have claimed a dignified role in the home and society as a result of the SHG movement. Their decision-making authority has dramatically increased, not just in terms of their family but also in culture; their decision-making authority has increased significantly. Without question, the SHG movement in Bihar has made progress, but there is still a long way to go. For the sake of the family in particular and the nation, more and more women must be empowered in social, cultural, economic, political, and legal affairs. According to prior research, financial literacy aided in the development of economic empowerment and the promotion of self-sufficiency among economically vulnerable populations.

6. SUGGESTIONS FOR FURTHER RESEARCH

- Comparative studies can be conducted at National and International.
- Comparative studies can be conducted in Bihar and other parts of the country.
- The same research may be carried out to compare financial literacy and economic empowerment between men and women members in the future.
- Studies may be carried out to see the effectiveness of orientation programs on financial literacy among the SHGs men and women members.

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Self-help Groups and Women Empowerment

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Abstract

The Indian economy has seen several positive changes since independence, but even today all regions are not equally developed and many rural region are underdeveloped even today.

Self-Help Group (SHG) movement began in Bangladesh under the Leadership of Dr. Muhammad Yunus. Self-help groups (SHGs) movement has sparked off a silent revolution in delivering credit mainly to women of rural India.

The SHG-Bank Linkage Programme is considered a most successful, promising and widely accepted model in India. SHG- Bank Linkage Programme (SHG-BLP) - a pilot project was initiated by National Bank for Agriculture and Rural Development (NABARD) in 1992 is widely accepted and successful model for providing finance to weaker section of the society.

Micro finance has emerged as a visible credit channel to the poor as their access to conventional credit sources is constrained by the requirements of collaterals and high transaction costs.

Key words: SHG-Bank Linkage Programme, Micro Finance and NABARD.

Introduction

The Government of India and Reserve Bank of India (RBI) after independence in 1947, have made rigorous efforts, to include poor in the formal credit system.

As we are aware there is increase in the number of formal banking/credit institutions in the past, but even today poor prolong to depend on informal source of financing.

There is large number of poor and their credit needs are small and frequent, due to these banks and other financial institutions find it difficult in dealing with this successfully. To obtain the loan from banks and financial institution there is lengthy and difficult procedure and risk perceptions of the banks, which created a gap in fulfilling the credit needs of the poor.

Many research studies were conducted to find the solution of this problem and to meet the needs of the poor.

In 1976 Muhmmad Yunus, professor of Economics in Chitgaon University of Bangladesh, started Grameen Bank to provide loan to poor people of Bangladesh. Dr. Yunus has strong belief that microfinance is an important instrument to fight poverty. India has adopted the Bangladesh model in modified form.

Research Methodology

Objectives of Research

- 1) To study the concept of Self-help Group.
- 2) To study the concept of Micro Finance
- 3) To study the progress of Self-help Groups in Maharashtra State.

Data Collection

The present study is based on a case study, and secondary data - collected from Reports on- Status of Microfinance in India

Limitations of the Study

Secondary data only relating to number of self-help groups, number of members and saving amounts, of Maharashtra State is considered for the purpose of study.

Self- Help Group

Self-Help Group is a group of 15-20 members who come together with the aim of helping one and all who are the members of the group. Group is formed mainly by the women who stays in the same or nearby locality and belongs to almost same economic stratum. The registration of group is not mandatory. Non-Governmental Organisations (NGO) or Government agencies usually help in formation of such Self-Help Groups. The savings of group members are pooled together and fund is generated which is used for the sanction of small interest-bearing loan on the priority basis to the member who is in need of loan.

Micro Finance

The term micro finance is of recent origin, but it is always referred as the major solution for poverty reduction and women economic empowerment.

Affordability, availability and accessibility of adequate, timely and small flexible way of loans to those who cannot offer collateral security in a non-bureaucratic style, micro finance provides the financial support to those micro entrepreneurs.

In India micro finance operates through two main channels (a) banking system through SHGs under Self Help Group Bank Linkage Programme (SHG-BLP) and Joint Liability Groups (JLGs) lending programme and (b) through Micro Financial Institutions (MFIs) lending through individual and group approach.

In India micro finance is dominated by Self Help Groups-Bank Linkage Programme aimed at providing a cost-effective mechanism for providing financial services to the unreached poor.

Self Help Group - Bank Linkage Programme, a pilot project was initiated by National Bank for Agriculture and Rural Development (NABARD) in 1992 that aimed at promoting and financing 500 SHGs, today SHG-BLP is widely accepted and successful model for providing finance to weaker section of the society.

The pilot project was designed as a model of partnership between the three organizations, i.e., Self Help Groups, Banks and Non-Governmental Organizations (NGOs).

Today this programme is supported by all Commercial banks, Regional Rural Banks (RRBs) and Cooperative Banks.

NABARD (1992) has issued guidelines to provide the framework for a strategy that would allow banks to lend directly to SHGs. Based on these initial experiences; the Self-Help Group - Bank Linkage Program was launched in 1992.

Micro Finance Institutions (MFIs) -The Micro Finance Institution model has also gained momentum in India in the recent past. Micro Finance Institution model is known around the world, where as SHG-BLP model is an Indian model.

These MFIs provide financial services to individuals or groups and MFIs are institutions that have micro finance as its main operation. The main objective of MFIs to offer micro finance services.

Micro finance institutions plays an important role in facilitating financial inclusion and thus help the poor to avail cheap and timely finance, which will help the poor to overcome poverty, unemployment and contribute to economic development..

India has adopted a multi-agency approach for the development of its micro-finance programme. All the major credit institutions such as Commercial Banks, Co-operative Banks and Regional Rural Banks (RRBs) along with Non-Government Organisations (NGOs) have been associated with the micro finance programme. The role of the delivering agents and their interface has led to alternative models of micro finance.

It was mainly due to the Non-Profit / Non-Governmental Organization (NGO / NPO) initiatives Self-Help Groups (SHGs) began to appear in the country. Mysore Resettlement and Development Agency (MYRADA) was the first to regulate the concept of self-help groups in India

Case Study

Name of Self-help Group: Shree Swami Samarth Mahila Bachhat Ghat(MBG)

Formed by Aadarsh Co-operative Society, Kopar khairane, Navi Mumbai

The group is having 40 women members who are staying in the same society.

This group was formed in September 2018 and successfully completed three years of its existence, under the able leadership of Miss. Rupali Pail who is the President of the group. Every member contributes Rs. 500 per month, which pools a total amount of $500 \times 40 = \text{Rs.}20,000$. During lockdown some members found it difficult to pay the monthly contribution. This group is linked with State Bank of India.

The loan is provided to needy group members with a very simple procedure, @2% interest per month. This has boosted the confidence level of the members, who wants to start their small business they can get funds without collateral obligations.

The group sanctions the loan to the member only after completion of six months as the member of group and without default in payment of monthly contribution of Rs.500.

Mrs. Sangeeta Pawar was sanctioned a loan of Rs. 30,000 in October 2019 to start a small general store, which was running very successfully as there was no shops near to that society, she discharged full principal and interest amount. But during pandemic her business suffered a loss, but she has not lost her hopes and dreams as now some relaxations are given, she has again started the business with hopes and enthusiasm of accepting and adjusting with 'New Normal'.



Maha rashtr a State	Details of SHGs Saving linked with Public Sector Commercial Banks			Details of SHGs Saving linked with Private Sector Commercial Banks			Details of SHGs Saving linked with Regional Rural Banks			Details of SHGs Saving linked with Cooperative Banks			
	YEAR	No. of SHGs	No. of Members	Saving Amount (Rs. In Lakh)	No. of SHGs	No. of Members	Saving Amount (Rs. In Lakh)	No. of SHGs	No. of Members	Saving Amount (Rs. In Lakh)	No. of SHGs	No. of Members	Saving Amount (Rs. In Lakh)
	2016-17	301807	3395059	41415.07	98195	1309141	12222.20	112079	1811811	10121.66	373339	4758509	46585.67
	2017-18	297196	3597498	34894.18	112561	1495113	11083.69	116144	1831520	10538.47	322390	4046846	38462.27
	2018-19	420282	5125482	85465.62	134933	1801789	14584.73	124895	1918740	13320.81	403701	4965782	52783.32
	2019-20	417491	5226888	62847.47	169099	2119853	28556.32	140752	2086663	18803.81	439814	5549693	48236.93
	2020-21	511326	6912659	79229.20	188050	2354390	50276.30	116955	1616514	21242.02	396762	5013032	178800.56

Source: Data compiled from Status of Micro Finance in India Reports, NABARAD(2016 -17 to 2020-21

The above data is presented through Line Char

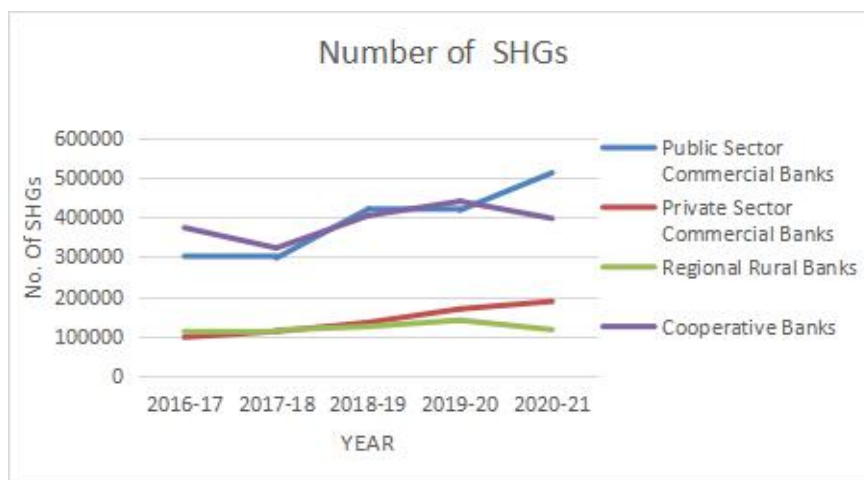


Figure 1: Showing Number of SHGs

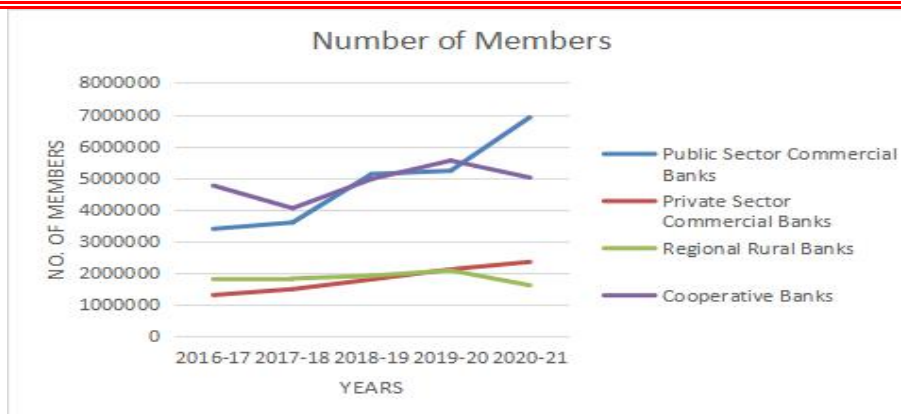


Figure 2: Showing Number of Members

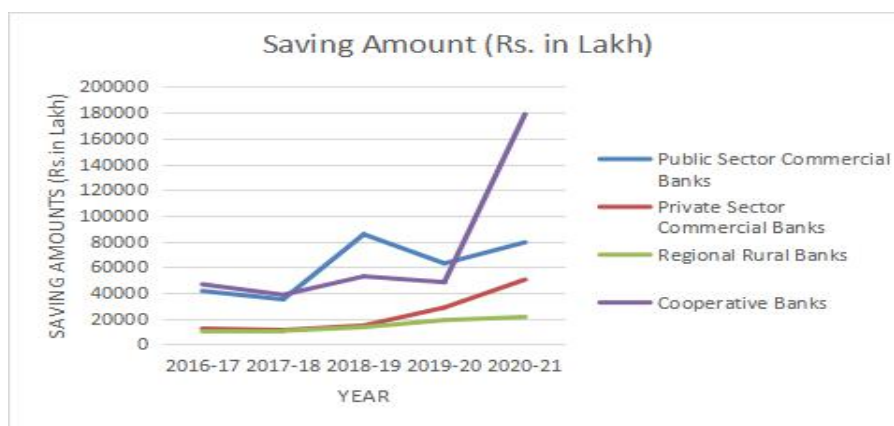


Figure: 3 Showing the Saving Amounts (Rs. In Lakh)

Conclusion

Microfinance is powerful tool to fight poverty, based on various studies and empirical findings, it is concluded that microfinance has reduced the incidence of poverty, women economic empowerment through self-help groups bank linkage programme. There is huge potential in this sector to speed up those activities which are connected to sustainable development and inclusive growth of all sectors of Indian Economy.

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NABARD : A Progression to SHG with Bank Linkage Program - A Case Study on Telangana State.

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ABSTRACT

In Indian Agriculture and Rural Economy, NABARD takes the position to design the suitable rural credit policies that plays the role of inhaler for agriculture and rural segment. NABARD has implemented many agriculture and rural development projects covering overall rural development. As a part of these programs SHG-Bank Linkage Program was one of them through which NABARD has tried to step forward for providing banking facilities to Rural Poor. Bank Linkage program stood as a boon for linking rural people to the access of banking facilities and helps in reducing poverty by providing a cumulative income source, showering bright colors in their lives and enhance the prosperity in the form of creation of cycle for accumulation of wealth. The present paper examines the progress of SHG-Bank Linkage Program which has turned to world biggest microfinance program in India. This attempt involves the progress if agency wise saving, loans disbursement, NPAs against bank loans and Credit to Saving Ratio in the state of Telangana. Based on the results, suggestions have been made thereof.

Keywords : Rural Economy, Bank Linkage Program, microfinance

Introduction :

The primary objective of a Bank is to boost the pace of economic development in the country. The major part of Socio Economic structure of Indian Economy is occupied with agriculture relied activities. Around 75% of the populations of the country resides in rural and remote segments of country depending mainly on agriculture, cottage industries, local regional trades and handicrafts. Financial Resources of rural population mobilizes slowly as they are not much blessed with open market credit operations for enterprises and rotation cycles. An organization's initiative of providing financial service can really help the poor in rural segment to equate their initiative, assets and financial security. Government recognized the significance of authority regulations for promotion and growth of Agriculture and Rural development. In that corner, Government established NABARD on 12 July 1982 by transferring of agriculture credit functions of RBI and Agricultural Refinance and Development Corporation. On other hand NABARD plays the crucial role in directing Reserve Bank of India in designing appropriate credit functionality programs. NABARD has taken many initiatives towards agriculture and rural development projects includes various corners of agriculture and rural development.

Functions of NABARD

NABARD plays a significant role by holding credit and non credit functions.

Credit functions :

- Providing refinance facility to Rural Institutions working on providing financial services for investment credit and production and marketing credit purpose farm and off-farm activities in rural segment.
- Providing Financial Assistance to respective state government for developing rural infrastructure and strengthening of the cooperative credit structure.

Non Credit functions :

It plays a significant role in formulation of policies related to agricultural credit and rural development.

It supports the financial inclusion efforts of Regional Rural Banks and Cooperative Banks.

Diagnosing the challenges involved in the promotion of livelihood opportunities and providing the carrier for rural youth. .

Support to research and development,, rural innovations, etc.

Objectives of Study :

1. To study the Agency wise savings of SHGs in Telangana as on 31st March 2021.
2. To Study Agency wise loans disbursed to SHGs in Telangana as on 31st March 2021
3. To Study the status of Non Performing Assets against Bank loans to SHGs in Telangana as on 31st March 2021.
4. To Study Agency wise Credit to Saving Ratio in Telangana as on 31st March 2021

Progress of agency-wise saving of SHGs in Telangana

Table 1: Agency- wise savings of SHG in Telangana as on 31st March 2021. (Amount in Rs. Lakh)

Table 1: Agency- wise savings of SHG in Telangana as on 31st March 2021. (Amount in Rs. Lakh)								
Name of the Agency	Year	Total Savings of SHGs with Banks as on 31 March			Out of Total- Under NRLM/SGSY Scheme		Out of Total-Exclusive Woman SHGs	
		No. of SHGs	No of Members	Saving Amount	No. of SHGs	Saving Amount	No. of SHGs	Saving Amount
Commercial Banks	2021	394891	4968704	153667.4	242862	74086.77	362997	138760.31
Regional Rural Banks	2021	323189	3433646	275185.98	168008	142597.93	323189	275185.98
Cooperative Banks	2021	10938	112529	3602.23	809	533.8	10832	3583.99
Total		729018	8514879	432455.61	411679	217218.5	697018	417530.28

The number of saving linked SHGs have created a good position which now stands at 729018 with a membership of over 85.14 lakhs poor households out of these 697018 SHGs linked to banks are exclusive women groups towards their personal empowerment with having saving amount of Rs.417530/-, which is one of the most distinguishing features of micro-finance sector in the State. The Commercial banks have contributed 54.17 per cent in formation of SHGs followed by RRBs with 44.33 per cent contribution whereas the share of cooperative banks is 1.50 per cent least both in terms of number of SHGs and savings amount linked.

Progress of Agency-wise loans disbursed to SHGs in Telangana The loans amount disbursed Rs781825/- lakh to the 342801 SHGs out of these under NRLM/SGSY scheme SHGs are 166445 with the loans disbursed amount of Rs. 360387/- lakh. Over 333087 SHGs were loan disbursed Rs.762415/- lakh for exclusive women groups exhibits in table-2.

Table 2: Agency- wise loans disbursed to SHGs in Telangana as on 31st March 2021. (Amount in Rs. Lakh)

Table 2: Agency- wise loans disbursed to SHGs in Telangana as on 31st March 2021. (Amount in Rs. Lakh)							
Name of the Agency	Year	Loans disbursed to SHGs by banks as on 31st March		Out of Total- Under NRLM/SGSY Scheme.		Out of Total-Exclusive Women SHGs	
		No. of SHGs	Loans disbursed	No. of SHGs	Loans disbursed	No. of SHGs	Loans disbursed
Commercial Banks	2021	99530	294536.4	44043	96746.97	89831	275151.1
Regional Rural Banks	2021	231543	438503.2	121725	261251.51	231543	438503.2
Cooperative Banks	2021	11728	48786.32	677	2389.32	11713	48760.73
Total		342801	781825.92	166445	360387.8	333087	762415.03

Source: Status of Micro-Finance in India Annual Report 2020-21

This is one of the most distinguishing features of microfinance sector for empowerment of women in Telangana. The share of RRB is 18.41 % more than share of commercial bank and 49.84% more than that of Cooperative Bank.

Progress of Agency-wise NPAs of Bank Loans to SHGs in Telangana

The increase in NPA against loans to SHGs was serious problem to the micro-finance sector. Table-3 illustrates the agency-wise comparative position of NPAs against loans to SHGs by Bank as on 31st March, 2021.

**Table 3: Agency- wise NPA against Bank Loans to SHGs in Telangana as on 31st March 2021.
(Amount in Rs. Lakh)**

Table 3: Agency- wise NPA against Bank Loans to SHGs in Telangana as on 31st March 2021. (Amount in Rs. Lakh)							
Name of the Agency	Year	For Total SHGs		For SHGs Under NRLM/SGSY		Out Of Total- Exclusive Women SHGs	
		Amount Of NPAS	NPA as % age to Total Loans	Amount Of NPAS	NPA as %age to Total Loans	Amount Of NPAS	NPA as %age to Total Loans
Commercial Banks	2021	30843.33	5.02	15953.05	3.72	24318.43	4.34
Regional Rural Banks	2021	10871.04	1.14	5619.84	0.98	10871.04	1.14
Cooperative Banks	2021	15505.96	2.57	22.13	0.85	1550.61	2.57
Total		57220.33	8.73	21595.02	5.55	36740.08	8.05

Source: Status of Micro-Finance in India Annual Report 2020-21

In absolute terms, the gross NPA against loans to SHGs stood at 8.73 % and the total gross NPA against loans to SHGs stood at Rs. 57220.33 lakh as on 31st March, 2021 against the total outstanding loan of Rs. 57220 lakhs, out of which the total gross NPA under SGSY/NRLM scheme Rs. 21595.02 lakhs against the total outstanding loan of Rs. 36740.08 lakh which is 8.05 % out of the total amount sanctioned under the SGSY/NRLM scheme as on 31st March, 2021. Among the agency-wise NPA as percentage of total loan outstanding, the share of commercial Banks is 53.90% followed by public sector Cooperative banks 27.10 % and RRBs with 19 %.

Agency-wise Credit to Saving Ratio in Telangana: The average loan outstanding per SHGs among different banks revealed that there was significant change during the reference year. It could be analyzed from Table- 4.

Table 4: Agency- wise Credit to Saving Ratio in Telangana as on 31st March,2021. (Amount in Rs. Lakh)

Table 4: Agency- wise Credit to Saving Ratio in Telangana as on 31st March,2021. (Amount in Rs. Lakh)			
Name of the Agency	Agency-wise Credit to Saving Ratio		
	Average loan o/s per SHG	Average Saving per SHG	Loans to Saving ratio
Public Sector Commercial Bank	2.96	0.39	7.60
Regional Rural Banks	1.89	0.85	2.22
Cooperative Banks	4.16	0.33	12.63
Average Total:	2.28	0.59	3.84

Source: Status of Micro-Finance in India Annual Report 2020-21

The Cooperative banks are leading in average loan outstanding per SHGs with Rs. 4.16 Lakh followed by Public Sector Commercial Banks with Rs. 2.96 Lakh. But in case of average saving per SHG, Regional Banks are higher with amount of Rs. 0.85 Lakh per SHGs followed by public sector Commercial banks with amount of Rs.0.39 Lakh, whereas the share of cooperative banks is least in term of average saving per SHGs. Comparison of loans to saving ratio Cooperative banks are leading with 12.63 % followed by public sector Commercial banks with 7.60 % and regional Rural banks with 2.22 %. It is found that the higher loan to saving ratio is the major factor where banks are cautious in financing groups.

Conclusion :

This study we can come into conclusion that RRBs are holding High Savings of SHGs with banks which implies that Commercial and Cooperative Banks has to take appropriate measures in the form of attractive policies towards the SHG members to increase the savings in their respective banks. Cooperative Banks reflecting under performance score when compared to RRBs therefore management of cooperative banks are supposed to be taken to increase their share. In the case of Loan disbursement, Performance of RRB is very bad having very low contribution in the form of average loan per SHG when compared to Cooperative Bank. NRLM/SGSY schemes are playing a crucial role in the formation and growth of SHG culture in Telangana in which all the three banks are in competition domain. In the case of Women Empowerment, Cooperative banks

are looking forward In better way contributing with highest share when compared to Commercial banks and Regional Rural Banks. Commercial banks are having weak performance in recovery of NPAs standing with highest average NPA and RRBs are having good mechanism in recovering NPAs when compared to other two banks. Cooperative Bank is performing well in the case of maintaining high Credit to Saving Ratio. In this scenario remaining two banks need to come with appropriate policy formulations in order to compete with cooperative bank in terms of Credit to Saving Ratio.

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NABARD : A ROADWAY INSTRUMENTAL FOR AGRICULTURAL AND RURAL DEVELOPMENT .

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ABSTRACT

In Indian Agriculture and Rural Economy, NABARD takes the position to design the suitable rural credit policies that plays the role of inhaler for agriculture and rural segment. NABARD has implemented many agriculture and rural development projects covering overall rural development. As a part of this study performance of various Infrastructure programs were discussed. NIDA and RIDF program stood as a boon for increasing the access of mobilisation of infrastructure among rural people. The present paper examines the progress of Rural Infrastructure Program which has turned to be change maker in Rural India. This attempt involves the progress in the agriculture sector with the help of Agency wise credit disbursement program.

Introduction :

The primary duty of any Regulatory authority is to enhance the access of tools which drive towards the economic development in the country. The Highest Contribution of Rural Livelihood of Indian Economy is relied on farming activities. Nearly 73% of the population of the nation spend their residential space in rural and remote segments of country contributing mainly on agriculture, cottage industries, local regional trades and handicrafts. Financial Resources of rural population mobilizes slowly as they are not much blessed with open market credit operations for enterprises and rotation cycles. An organization's initiative of providing financial service can really help the poor in rural segment to equate their initiative, assets and financial security. Government recognized the significance of authority regulations for promotion and growth of Agriculture and Rural development. In that corner, Government established NABARD on 12 July 1982 by transferring of agriculture credit functions of RBI and Agricultural Refinance and Development Corporation. On other hand NABARD plays the crucial role in directing Reserve Bank of India in designing appropriate credit functionality programs. NABARD has taken many initiatives towards agriculture and rural development projects includes various corners of agriculture and rural development.

Functions of NABARD

NABARD being a regulatory authority holds a key position in holding credit and non credit functions.

Credit functions :

- Providing refinance facility to Rural Institutions working on providing financial services for investment credit and production and marketing credit purpose farm and off-farm activities in rural segment.
- Providing Financial Assistance to respective state government for developing rural infrastructure and strengthening of the cooperative credit structure.

Non Credit functions :

- It plays a significant role in formulation of policies related to agricultural credit and rural development.
- It supports the financial inclusion efforts of Regional Rural Banks and Cooperative Banks.

- Diagnosing the challenges involved in the promotion of livelihood opportunities and providing the carrier for rural youth. .
- Support to research and development, rural innovations, etc.

While agriculture’s share in India’s economy has progressively showing downfall to less than 15% due to the high rise in rates of the service and industrial sectors, the sector’s importance in India’s economic and social fabric goes well beyond this indicator. First, nearly three-quarters of India’s families relies on non-urban incomes. Second, the majority of India’s poor (some 770 million people or about 70 percent) are found in rural areas. And third, India’s food security relies on producing cereal crops, as well as positive improvement in its production of fruits, vegetables and milk to meet the demands of population growth with rising incomes. To do so, a productive, competitive, diversified and sustainable agricultural sector will need to emerge at an accelerated pace.

India is a global agricultural powerhouse. It is the world’s largest producer of milk, pulses, and spices, and has the world’s largest cattle herd (buffaloes), as well as the largest area under wheat, rice and cotton. It is the second largest producer of rice, wheat, cotton, sugarcane, farmed fish, sheep & goat meat, fruit, vegetables and tea.

Objectives of the study:

1. To understand the overall policy and major functions performed by NABARD
2. To examine the Potential Infrastructure Developmental Programs initiated by NABARD in Agriculture and Rural Development segments.

An Overview of NABARD Infrastructure Development Assistance for the year ending 31 March 2021

Sector	No of Projects	% in total	Sanctioned Amount	% in total
Irrigation	8	42.10526316	13865	60.9
Drinking water	4	21.05263158	4931.5	21.7
Transmission	3	15.78947368	893.7	3.9
Rural Connectivity	1	5.263157895	1158.5	5.1
Rural Housing	1	5.263157895	792.4	3.5
sewage	1	5.263157895	64.9	0.3
Communication	1	5.263157895	1061.7	4.1
Total	19		22767.7	

Source : NABARD Annual Reports

From above table, we can clearly observe that NIDA programme is more focusing on Irrigation which helps in the mobilising the water resources to various agricultural lands and leads to creation of wealth to the farmers. Ignoring Sewage is not appropriate thing since it may lead to barrier of Rural Development.

Table Showing the distribution of Rural Infrastructure Development Fund (RIDF) towards various Activities during the period of 2020-2021.

Authors Compilation: Source- NABARD Annual Reports.

From above table, we can observe that Rural Infrastructure Development Fund is contributing its highest share to Social Infrastructure which is the main significant and influential portion of rural development segment. RIDF is supposed to be more focused on Agriculture and Related Activities since Majority of the population in the rural segment depends upon agriculture and related activities.

Table showing Year wise detailed information of Agency wise total Long Term Credit disbursement of Long-term refinance

Year	Amount of disbursement
2021	92786
2020	78180
2019	90254
2018	65240
2017	53506

Source : NABARD Annual Reports

Long Term Credit is the main and impact factor of agriculture which gives the access to rural farmers in the form of mobilising their requirements towards the farming investments. Except the year 2020, we can find the increasing trend in the Total value of Agency wise Loan Disbursements.

Agency wise classification of total Long term Credit disbursement for the period of 2017 to 2021

Agency	2021	2020	2019	2018	2017
Commercial Banks	62%	67%	60%	61.32%	47.49%
RRB	16%	14%	15%	17.68%	25.26%
SCB	7%	10%	7%	10.86%	12.96%
SCARDB	3%	3%	2%	3.98%	6.78%
NBFC-MFI	11%	5%	14%	4.28%	6.24%
NABARD Subsidiaries	1%	1%	1%	1.88%	1.27%

Author's Compilation - Source : NABARD Annual Reports

From above table, you can notice that on an average, Commercial banks are performing well for last 5 years in providing Long term Credit facilities to agriculture and allied activities with highest contribution and NABARD Subsidiaries are performing very low in the respect of Agency wise Disbursement of Long Term Credit facilities to Agriculture and its allied Activities

Conclusion :

As discussed, NABARD is quite significant in its functionality aspect in dealing with credit and non credit duties towards Agriculture and Rural Development. Since it is a regulatory body having a significant interest in protecting the rights of farmers throughout the country have to come forward with more initiatives to give more relaxations to lien farmers who find difficulty in adjusting the minimum requisite investment for their potential activities in farming. NABARD Infrastructure Development Assistance need to be more focused on sewage problems since it may convert into barrier for potential growth of Rural Areas. Since Rural Connectivity and Communication are the vital proportions of any development chart are to be more focused and continuously monitored its access to residents of rural areas. Since Drinking water is the main source of any livelihood of human being and crucial determinant of rural development, RIDF need to be more focused on providing Drinking Water. Agency wise total Long Term Credit disbursement of Long-term refinance is the key attribute for Agriculture development scheme. NABARD Subsidiaries need to enhance its performance in long term credit disbursement. Possibly the internal policies of subsidiary relations may be influencing in the contribution action which are to be amended if so. Commercial banks are performing well in the long term credit disbursement for agriculture related activities. Non Banking Financial Corporations need to increase its ability

of collaboration with Micro Finance Institutions with respect to disbursement of long term credit to farmers throughout the nation. Since many farmers and the Agriculture fraternity members are not having appropriate literate score , NABARD need to redesign its policy structure mapping the concern of reducing the formalities which is being a tough way to farmers and beneficiaries of the policies.

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LIVELIHOOD OPPORTUNITIES FOR JOGINI- DEVADASI WOMEN BY NABARD

(A Study In Anantapur District Of In Andhra Pradesh)

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Abstract

In the religious land of India, in the hearts of the bifurcated southern states of Telangana and Andhra Pradesh, there exists the exploitative custom of ritual sexual slavery—the Jogini system (a local variation of the Devadasi system) of marrying young girls to a deity. This social evil has resisted the legal measures aimed at curbing it until date, despite having been prohibited as per the Devadasi (Prohibition of Dedication) Act (the Jogini Act) which became a law in Andhra Pradesh in March 1988. Although education and increasing awareness of human rights have yielded great positive results in terms of the decline in initiations, yet cases indicating the existence of the system still exist. This article, is an attempt to understand the reasons behind the persistent decline, yet existence, of this practice through the eyes of those directly affected by it—the Jogins, their families and the community.

Keywords: Jogini, theogamy, sexual exploitation, temple slavery, Andhra Pradesh.

Introduction:

Many anthropological, socio-historical and religious studies have already established That the dedication of young girls to a deity is an old and universal practice under various nomenclatures of or various purposes, and in many different forms (Dubois, 1990; Thurston,1909; Penzer, 1923; Frazer,1976; Mahale, 1987; Shankar,1990; Singh,1990; Mallika, 1990; Gurumurthy, 1996; and Reddy,2 000, among others). This practice of dedicating women in the name of religion is termed as theogamy in anthropological literature. Theogamy in India is generally known as the Devadasi system and a theogamous woman as Devadasi. But as it often happens in practice, there are different local forms and terms of this great tradition wrapped in many different little traditions at the local level (Shankar,1990; Parasher and Naik, 1986, etc.). Jogini is one such local practice of legitimized theogamy, which still survives in the Telengana region of the north western Andhra Pradesh. There have been many speculations as well as empirical studies on the origin of the near-universal practice of theogamy. Frazer(1976) opines that theogamy is the result of the worship of Mother Goddess. He suggests that in order to invoke a deity it is necessary for a woman to unite with a divine male leading to enhancement of fertility of land leading to high yield of crops and rise in human and animal population so on the principle of homeopathi magic. The theme of this interpretation revolves round the cult of fertility and licentious worship of human beings. But for Linton (1955), the practice of theogamy is rooted in political control through divine relations. For instance, it is stated that the Sumerian rulers were dedicating their sisters or daughters to the patron deity of the State to get divine support in the day-to-day administration by claiming their kinship ties with the deity.

The State deity, often a male one, in course of time, was venerated as the 'husband' of the lesser female deities hence, their priestess were dedicated to the principal male deity. Gradually, he concludes, the practice continued in the form of dedicating young girls to the principal as well as local deities. In Karnataka, when a couple fails to beget a son, one of the daughters is asked to have sex freely with a man of her choice for the sake of continuation of the lineage. She is, however, dedicated to the clan deity, so that the children born out of this wedlock get legitimacy as the descendents of them other's lineage. Since no single line of interpretation convincingly explains the existence and continuance of such a significant social institution, we propose a

multidimensional approach by analyzing the interplay of historical, functional and dialectical approaches in understanding the Jogini system in rural Andhra Pradesh.

There is least doubt that poverty is the mother of many social evils in any society. It makes the poor and the weaker sex vulnerable to exploitation by the powerful in the rural societies. This has taken many forms through different practices in different times and different places. We believe that the Jogini system is one such practice and one of the classic and living examples of social and sexual oppression in rural India. The practice is largely prevalent in the socio-economically backward areas, where misplaced religious beliefs become the dope of the poor, the hoax of the wealthy, and there by perpetuating both ignorance and poverty. The system is still surviving in one form or the other in parts of Andhra Pradesh, which is the field location for the present study.

Origin of the word Jogini

The term Jogini's the feminine gender of the word Jogi (Patii, 1977). Jogi itself is a Teiugu word derived by colloquialization of the Sanskrit word Yogi (a sage) (Sarma, 1992) and its feminine form is Yogini. Thus the word Jogini is derived from the word Yogini, meaning a girl-saint(Mowli, 1992). Ghurye opines that Jogis are called so because of their grounding in yoga, a form of which Jogi employ in their tantric practices. So Jogis may be called tantric ascetics. Women ascetics of this genre are Jogin or Joginis (Pillai, 1997). In C.P. Brown's Telugu-English dictionary, the word is mentioned as Jogidi and Joguralu, meaning there by a female rover/beggar. It is also said that she is a nun and a certain female goddess. The term Jogini might also be derived from the word Jogu, which means collecting alms, begging and the woman, who goes for and collects or receives alms is a Jogini. The village community accepts a woman as a Jogini, albe it with manifest contempt. Her acceptingt hem oneyt hrowna t her when she dances is regardededa s an act of begging- Jogua nd hence,s he is called a Jogini(Sarma, 1992). Joginii s also defineda s a girlt raditionallyor superstitiouslyde dicatedt o thev illage gods, bute ventuallya bandonedt o the woods - to the caprice and avarice of mere mortals(M owli, 1992).

Jogini System in Karnataka and Andhra Pradesh When the Devadasi system reached its Climax in the 12th century, there was an emergence of Bhakti movement, which is a historical marking for the survival of religious traditions in South India in general, and Andhra Pradesh and Karnataka in particular. Probably it was also a time for the historical beginning of the Basavi and Jogini systems in Karnataka and Andhra Pradesh respectively.

Bhakti movement came out with an idea of accessing Hinduism by all the people and condemned the distinctions based on caste and gender, the important aspects of non-Vedic religions. Nevertheless, even though devotees were denied temple entry, it was ensured that incertain templest he lower castes could enter one day in a year. This entry was at the time of the annual temple festival. But at the same time, it was careful to see that in turn the lower castes would not become equal or more powerful. Nevertheless, they were encouraged to build their own temples and install their own deities, so that they might get a chance of priesthood. Thus a conscious attempt was made to create a feeling that these movements led to reformation in society and the lower castes received upward social mobilization

(Champakalaxmiand Gopal, 1996; Nirmala Kumari, 2000).

Livelihood opportunities for Jogini women

In a democracy, equality and dignity and the right against discrimination stand as crucial values for citizens, based on the spirit of constitutional principles. For women, the categorical oppression has institutionalized the varied forms of violence, which disempowered them systematically. One such deeply rooted, institutionalized issue is the social menace called the Devadasi system. Devadasi means the servant of God or the temple. This practice dates back to the eighth and ninth centuries in India, where certain virgin, unmarried women were dedicated to God. This, over a period of time, has acquired many characteristics and has consolidated into an

oppressive practice that relegated women to institutionalized victimhood and prostitution. There are several aspects to this practice and the women are known by various names in different places—Basavins in Andhra Pradesh and Joginis in Telangana, Mathammas in Tamil Nadu, sane and Devadasis in Karnataka. But the practice and the principles behind it remain the same, differing in a few rituals

In Andhra Pradesh, the AP Devadasi Abolition Act of 1986 was enacted, but it had minimal impact on the condition of these women. The policy had many implementational lacunae and dedications kept happening in clandestine manner in the most remote areas. The issue here is not mere abolition but of livelihood generation & welfare programs and how these can help them in sustaining themselves with dignity and respect.

It is in this context that National Bank for Agriculture and Rural Development (NABARD) has sponsored this “Study on Improving Livelihoods of Joginis and Women affected by trafficking in Anantapur district of Andhra Pradesh through Self Help Group(SHG) and other Promotional Schemes” to Administrative Staff College of India (ASCI). Our team has taken a pragmatic approach to the study with the primary objectives of solving the issues of employment for the affected women and bring them out from the present position to the mainstream. The study also examined the awareness levels among the women on SHGs and the effectiveness of various state & central government schemes in the survey area. The primary focus for the study was only two mandals in Anantapur district - Bommanahal and Hirenhah where the issue was reportedly rampant in nature.

The study has enumerated structured questionnaires from 50 affected women to comprehend on their social and economic standards of living, status of their health, access to education and other basic facilities, financial inclusion etc. Apart from this, informal discussions were held with local SHG leaders and at least 10 Jogini women to understand further details about their personal stories of abuse and resilience. These stories were documented as case studies in the final report.

Among the 50 women involved in our survey, it was observed that the average age was 40.87 years. None of the women were educated since they were dedicated to the practice at a very young age. The average household population among the women was 5.9. None of the women surveyed were staying in a temple, since such a practice does not exist in the region.

Basavin/Jogini women have always been socially excluded and stigmatized leading to depression among them. This social exclusion has also resulted in various forms of abuse from the communities they live in. The women in the survey were asked about the different kinds of abuse that they face regularly. All of them have responded that they are facing physical, verbal and sexual abuse on a regular basis. In order to assess the perception among the women about the various problems faced by them in their daily lives, we have identified the most significant problems like physical health, mental health, safety, ill-treatment from communities, financial independence, and access to basic amenities. Safety & mental health were considered as the biggest problems among the women with a majority of them acknowledging the same. These were followed by ill-treatment from communities and financial independence

The average annual income of the women surveyed was 32666 rupees, with 92% of them still relying on prostitution as a major source of income. All of the women surveyed were aware of the SHG concept but only 39 of them were part of some SHG with an average group size of 10 members. Also, none of the groups had any common group economic activity and were only limited to savings and loan disbursement activities. All the women who participated in this survey were also ready for participating in any Government training programmes for livelihood improvement.

The government of AP is well known for its various welfare schemes like single woman pension, Amma Vodi, YSR aasara, Housing schemes, etc. for the poor and marginalized sections of the society, irrespective of their caste and creed. However, based on our survey we have identified that there were quite a few women who were left out of these benefits for unknown reasons. Illiteracy and powerlessness among the Basavin women have resulted in the loss of essential benefits for this extremely vulnerable group. During the survey, we have found

that none of the women knew any woman in their village or mandal who was successful in rehabilitation. Although all the women had replied that they were willing to come out of it if shown an alternate livelihood, it was disheartening not to hear any success stories among them. There are 3 main reasons according to the surveyed women which restricts them from coming out of the system - family won't accept, the community won't accept, & income source will stop.

During the course of our research, discussions were also held with the government officials of the District Rural Development Agency (DRDA) in Anantapur. The officials have claimed that there were no dedications of young girls in the recent times. Similar opinions were resonated during our discussions with the women. The total number of Jogini and Basavin women in the Anantapur district stands at 634.

There is an urgent need to rehabilitate the women who were entrenched in the practice previously and are still relying on sex work as their main source of income. Hence, it is recommended that a dedicated state level committee is formed to oversee various aspects of the current welfare programs and ensure that the benefits are reaching all the eligible Basavin women. As part of the program, it is also proposed that a rehabilitation centre is established in a few districts where the population of Basavin women is more.

This place can act as a knowledge centre for the illiterate women to learn about their entitled benefits and legal rights. A massive social awareness movement needs to be instigated from the grass root levels of the society involving key stakeholders like village heads, local WSHG leaders, government officials from social welfare department, few Basavin family members and NGOs.

Capacity building and vocational training for the existing SHG group members should be undertaken with the help of NGOs. Most of the women interviewed in our survey were involved in low skill, labor intensive activities for earning their livelihood. This should be changed by the promotion of skill-based and market linked projects through sensitization of the SHG members. Focus should be more on collective cooperative initiatives with market linkage, since they have a better chance of survival than regular individual activities without any marketing plan.

Currently, all the welfare schemes sponsored by the state government are financially oriented and there are no schemes to address the physiological and psychological wellbeing of the Basavin women. Therefore, it is strongly recommended that counselling sessions need to be arranged for the affected women, with the help of staff at the primary health care centres.

Conclusion

The production of the Jogini has a root in the medieval period. It could be considered as a by-product of the interaction between little and great traditions, which ends with the introduction of Devadasi system into lower castes as the Jogini system by the process of parochial devolution. The relations of production between landlords and servants, who depend on the former, regulate it, and the Bhakti ideology provides the base for the complete dependence and submission of servants on the landlords. Unlike the Devadasi system, it is operated at the village level and the landlords/headmen emerge as the patrons for the lower castes, who obey their patrons and dedicate their daughters to the local deity. In such conditions the system flourishes in the feudal set up as a paternalistic practice, where the exploitation takes the optimum level. At this level, the landlord also imposes the practice on the lower strata of the society, directly or indirectly, for the exploitation of their women.

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ACCREDITING COUNTRYSIDE WOMEN ALTOGETHER WITH SOCIO-ECONOMIC IMPACT OF WOMEN ENABLING BY MICROFINANCE

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ABSTRACT

Empowerment is the procedure of procuring primary chances for undervalued folk, either straightly by those folk, or through the aid of non-undervalued others who distribute their own ingress to these chances. In India, where population maintain equal ratio of males as well as females the development of women entrepreneurs have significant relevance and significance otherwise it will be amounting to neglecting 50 per cent of the entrepreneurial talent of the nation. Self-help groups (SHGs) movement has set off rebellion in the countryside credit delivery system in India by verifying an productive medium for delivering credit to countryside underprivileged for their socio-economic empowerment. In accordance to NABARD approximation there are 2.2 million SHGs in India, constituting 33 million subscribers that have taken mortgage from banks under its linkage programme. The studied outcome of microfinance, for instance penury alleviation, women's empowerment, increased pedagogy, as well as decreased hunger. . Women communicated with these agencies as well as competent with confidence, which was an confirmation of their communal empowerment. the audacity which ingress to credit innately usher to women's empowerment is not often true.

KEYWORDS : Women Empowerment, Microfinance, NABARD, Self -help Groups, Banks

INTRODUCTION

Empowerment is the procedure of procuring primary chances for undervalued folk, either straightly by those folk, or through the aid of non-undervalued others who distribute their own ingress to these chances. Empowerment of women manifests exploiting women force by advancing their prodigious capability as well as promoting them to job towards obtaining a stately and fulfilling way of existence through confidence as well as competence. The empowerment of women is foremost for the advancement of the nation. In India, where population maintain equal ratio of males as well as females the development of women entrepreneurs have significant relevance and significance otherwise it will be amounting to neglecting 50 per cent of the entrepreneurial talent of the nation. Novel administrators is the backbone of a nation's industrialization as well as economic development (Reji, 2013). From the Fifth Five Year Plan (1974-78) onwards there has been a marked transfer in the approach to women's matters from welfare to evolution. In recent years, the empowerment of women has been acknowledged as the foremost matter in determining the status of women. The National Commission for Women was set up by an Act of Parliament in 1990 for the defense of the rights as well as legal entitlements of women. In India, since independence, the gap amid women and men is critical as far as pedagogy level is concerned showing 82.14% of adult men are upskilled whereas only 65.46% of adult women are known to be literate in India. (The Registrar General & Census Commissioner of India, 2011)

SHG : Self Help Group Scheme In India, Self Help Group Scheme was instituted by NABARD chief countryside development body spotlighting self employment generation for the women residing in countryside . Self-help groups (SHGs) movement has set off rebellion in the countryside credit delivery system in India by verifying an productive medium for delivering credit to countryside underprivileged for their socio-economic empowerment. self-help group (SHG) is a village-based financial intercessor committee usually consists of 10-20 local women or men.

Self-help groups begin by non-governmental organizations (NGOs) that normally have wide anti-penury agendas. In India two wide approaches predominant in case of micro financing viz. Self help group –bank linkage and micro finance institutions. NABARD has been aiding the SHG-Bank linkage programme since 1992 (Lokhande, 2013). These groups are seen as implements for attaining variety of goals including women empowerment, developing leadership abilities among underprivileged, increasing school admissions, as well as upgrading nutrition and the use of birth control. The SHG system uses existing marketing channels, the banks, to bring formal financial services to a new market segment, underprivileged and especially women.

It is estimated that close to 200 million people across the advancing world have discovered their way into a self-help group (SHG) by 2017 (Greaney, Kaboski, and Van Leemput 2016). In majority, these SHG members are women, as the SHG model is believed to be especially appropriate for working towards women empowerment based on the objective that collective action is most productive in fighting patriarchy.

EMPOWERMENT AS WELL AS COMBINED ACTION

While the term empowerment is subject to numerous approaches as well as explanation, According to Mosedale (2005) spotlight quartet aspects about women empowerment which are normally confirmed. Reported by Kabeer(1999) First, individuals could only purposefully talk about empowerment, if the starting point is one of disempowerment, or “to be contradicted choice”. Second, the empowerment procedure should be led by women themselves. Other actors can only play a smoothing or supportive character. Third, empowerment does not refer to decision-making force on insignificant matters but concerns “strategic life choices” (Kabeer 1999) puts it. Finally, empowerment is a procedure without a fixed end objective; it does not come to an end at a given point in time. Kabeer (1999, 435) bestows a succinct definition of empowerment as a “procedure by which those who have been denied the ability to make policy existence choices acquire such ability,” which attractively reflects the quartet attributes mentioned above.

In the state of affairs of SHGs, it has become usual to distinguish amid four various types of power, Rowlands (1997, 13) puts it: “power over” (controlling power), “power to” (constructive power), “power with” (collective power) and “power within” (psychological power). Pereznieta and Taylor (2014) have interpreted these concepts for women’s empowerment in the economic realm specifically, which is relevant for our SHG case which focuses on collective income generation. In this study, the concentration is on 1) “power to,” as referred to as “economic decision-making power within their household, community, and local economy”; 2) “power over,” which deals with “ingress to as well as control over financial, corporeal, and knowledge-based fortes”; and 3) “power with,” i.e., the capacity to organize with others to intensify economic pursuits and rights (ibid., 236). The fourth type of “power within,” which reflects psychological attributes like self-esteem, self-efficacy, as well as cerebral bandwidth, is less central for shortage of statistics.

NABARD's 'SHG BANK LINKAGE PROGRAMME

In India, over NABARD's SHG Bank Linkage programme, self help groups take from banks when they have gathered a base of their own capital as well as have fixed a track record of daily reimbursement. Self Help Group (SHGs)-Bank Linkage Programme coming in light as a cost productive mechanism come up with financial services to the “Unreached Underprivileged” which has been successful not only in meeting financial necessities of the countryside underprivileged women but also build up collective self help capacities of the underprivileged, leading to their empowerment (Sundaram, 2012). Aforementioned model has captivated focus as a possible manner of delivering microfinance services to underprivileged populations which have been hard to reach straight through banks or other organizations.

In accordance to NABARD approximation there are 2.2 million SHGs in India, constituting 33 million subscribers that have taken mortgage from banks under its linkage programme. The SHG Banking Linkage Programme after its emergence has been prime in certain states, depicting geographical preferences particularly for the southern region – Andhra Pradesh, Tamil Nadu, Kerala and Karnataka. Over a period of more than 15

years up to 2011–12 NABARD permitted an amount of Rs. 184.17 crore for advancing 675,661 SHGs. A further Rs. 45.62 crore was authorized for advancing as well as loan linking 97,862 SHGs during 2012–13. Nevertheless, just Rs.55.28 crores (or less than 30 per cent) was discharged for advancing 417,053 SHGs, at a mean of Rs. 1,325 per SHG as against as well as proximation advertising price of more than Rs. 10,000 per SHG (as per NABARD's Women Self-Help Group (WSHG) scheme as well as that of Rural Development Department, Government of India. As of March 2012, less than 5 per cent of the total number of savings-linked SHGs had been advanced with financial aid of NABARD (NABARD, 2013).

WOMEN EMPOWERMENT AS WELL AS MICROFINANCE

As reported by Coleman in year (1999) managed a study the collision of microfinance lead the way of hamlet banking programme in Thailand. He looked at two microfinance organizations, the Rural Friends Association as well as the Foundation for Integrated Agricultural Management. A sample survey of 455 households, competitors and non-competitor, depicted no verification that programme had an impact on any benefit or income variable. There was no confirmation of enlarge in the constructive activity as the ingress to bank loans swell. The wordsmith alerted against generalised these upshots to other nations after Thailand was rather a developing nation. One of the cause of weak penury impact was that there was a propensity for cash rich households to self-select into village banks and then relative small size of loans might be utilized for consumption purpose.

COLLISION OF WOMEN EMPOWERMENT BY MICROFINANCE

As reported by Mula G, Sarker S. C (2008) expounded the numerous features of the empowerment of women through microfinance. A sample of 144 people from Behar district of eastern India was taken. To evaluate the impact paired t-test and Impact Index analysis were done. The study divulged that plurality of the contributors was middle aged as well as belonged to Scheduled Caste farming family. A number of income generating activities were tackle by the SHGs. Compactly, microfinance by SHG appears to be a distinctive action oriented rural advancement policy to tap the indication for the boost in social as well as economic point of view The UK Department for International Development (DFID), operating to aid the MDGs, state that, “make one's way on gender equality is a censorious element in attaining all the Objectives” (DFID, 2007:1). Moreover, they expound the significance of microfinance in relation to gender equality: “Gearing gender inequality in ingress to services as well as resources is proven to expands women's potency, as well as reduce penury as well as starvation. Low-cost empowered women play a more active character in household decision-making, with greater bargaining power to expand spending on pedagogy as well as health. Upskilled girls as well as women have better chances for entrepreneurship altogether to earn greater wages, raising themselves as well as their families, out of penury. They also tend to be better informed about the risk of HIV, explanation they are more likely – and better able – to negotiate safer sex. The ability of women to make free as well as informed choices regarding their sexual as well as constructive lives underpins their ability to control all other spheres of their lives” (DFID, 2007:2). SHG

The studied outcome of microfinance, for instance penury alleviation, women's empowerment, increased pedagogy, as well as decreased hunger (e.g. Amin et al., 1998; Bolnick & Nelson, 1990; Goetz & Gupta, 1996; McKernan, 1996; Pitt & Khandker, 1998; Schuler & Hashemi, 1994; Wydick, 2002), are all correlated to the Millennium Development Goals (MDG), set up by the United Nations, as well as embraced by all contributor states.

There are eight objectives: (i) eliminate extreme penury as well as starvation, (ii) attain global chief pedagogy, (iii) encourage gender equality as well as empower women, (iv) lessen youngster transience, (v) ameliorate maternal health, (vi) battle HIV/AIDS, malaria and other diseases, (vii) make certain environmental sustainability, and (viii) evolve a global partnership for advancement (UN DESA, 2014). The goal of the eight MDGs is to, “uphold the principles of human dignity, equality and equity, and free the globe from extreme

penury” (UN DESA, 2014: 3). Growing confirmation depicts that microfinance “is a censorious element with powerful impact on the attainment of the MDGs” (Littlefield et al. 2003: 1). Why microfinance plays a critical character is due to the concentration on financial services to the underprivileged, and gender equality; by investing in women and thereby encouraging the female population, MFIs challenge the existing standard (Littlefield et al. 2003).

SOCIAL EMPOWERMENT OF WOMEN

In the demonstration of Narayana Reddy (2002) , aforementioned study discovered that organization of self help groups as well as progress of their conventional as well as directorial dimension was a crucial constituent in the empowerment procedure of women. The ceremonial financial institutions for instance banks as well as DRDA had extended credit for Earnings Generating Pursuits to SHG women. Women communicated with these agencies as well as competent with confidence, which was an confirmation of their communal empowerment. They were able to eloquent their requires as well as seek aid from numerous schemes of progress. Women themselves were able to ingress resources as well as public facilities to a large extent. Such mobilization could be considered as an measure of empowerment as well as sustainability.

ECONOMIC EMPOWERMENT OF WOMEN

In the demonstration of Mayoux, 2002 in aforementioned study he tried to scrutinized that Women’s ingress to credit is normally believed to upshot in their economic empowerment. As a consequence, the supplying of microfinance to women has been known for by numerous cosmopolitan as well as state organizations in light of their fertile character for economic advancement as well as women’s rights. Nevertheless, the masses still question the empowering capacity of credit in relation to the economic communal and ministerial state of women. The collision of microfinance on income has been discerned to be variable. It seems that for the plurality of borrowers earnings enlarge are small and even in some cases it is negative. Thusly, most women invest in present pursuits which are low profit and insecure. Furthermore, women’s options as well as ability to expand earnings is obliged by gender inequalities in ingress to other resources for investment in household responsibility as well as absence of mobility (Mayoux, 2002).

Therefore, the audacity which ingress to credit innately usher to women’s empowerment is not often true. This is due to fact that women with ingress to credit are normally powerless to gain as well as maintain control of it. Furthermore there are supplemental drawbacks which women face including inability to ingress information, productive resources and social networks which impede their ingress to and control of resources (Mayoux, 2002).

CONCLUSION

As Women donates to the wide-reaching distribution of population in India. The current scenario is that women form an significant part of the labour power as well as the economic character played by them which cannot be secluded from the structure of advancement. The study divulged that ingress to microfinance has put up extremely to the economic empowerment of women through upgrading in their businesses. The study depicts that ingress to microfinance has build on the status of women both at the family level and in society as a holistic. At the family level, the study reported an enhancement in household income as well as standard of living of the family.

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A study on issues and challenges of start-ups in India

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ABSTRACT:

Start-up India is a flagship initiative of the Government of India, intended to catalyse start-up culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. the Government plans to empower start-up ventures to boost entrepreneurship, economic growth and employment across India.

There are various marketing and financial challenges and issues faced by start-up companies in India.

The paper discusses few issues and challenges that an Indian start-up has to face and the opportunities that the country can provide in the current eco-system Also some suggestions for how to overcome the marketing challenges can be provided.

Keywords: *Indian Start-ups, Challenges and Issues, Innovation, economic growth, entrepreneurship, eco-system.*

INTRODUCTION

It was launched by the Hon'ble Prime Minister on 16th January, 2016 at Start-up India International Summit: Prarambh. A start-up is often financed by its founders and may attempt to attract outside investment till business gets proceed in a successful way. Every big business begins with a start-up which only existed in someone's mind before they made it a reality. A start-up is a company that's in the primary stages of business. Though entity founder takes a business idea. In many situations, a wide range of business models practiced by start-ups. In addition, some early-stage start-ups may not even have a business model. The action plan of this initiative is focussing on Simplification and Handholding.

STARTUP INDIA ACTION PLAN

The main goal of Start-up India is the development of products and services. It also increases the employment rate in India. Benefits of Start-up India Scheme is Simplification of Work, Finance support, Government tenders, Networking opportunities. The Government's Action Plan will help accelerate the growth of start-ups throughout India, across all important sectors – in Tier 1, 2 and 3 cities, including semi-urban and rural areas – and includes promoting entrepreneurship among SCs/STs and women communities. The Start-up India Action Plan was unveiled by Prime Minister Narendra Modi on 16th January, 2016 to highlight several initiatives and schemes proposed by the Government of India to build a strong eco-system. It nurtures innovation and empower start-ups across India. The 19-point Action Plan, organized by the Department of Industrial Policy & Promotion (DIPP), focuses both on restricting hindrances and promoting faster growth by way of:

- ❖ Simplification and Handholding
- ❖ Funding Support and Incentives
- ❖ Industry-Academia Partnership and Incubation

RESEARCH METHODOLOGY AND DESIGN

The research study is based on the primary as well as secondary data. It's collected through journals, magazines, newspapers, research papers, books and websites etc. The start-ups in India are registered with ministry of corporate affairs. Founders/ Owners of the start-ups form the universe of the study.

OBJECTIVES OF THE STUDY

1. To examine the various issues and challenges of start-ups
2. To identify various government initiatives for the development of start-ups.
3. To analyse the growth and opportunities of start-ups

ISSUES AND CHALLENGES OF STARTUPS SOME OF THE MAJOR ISSUES AND CHALLENGES ARE DISCUSSED BELOW

- **Fierce Competition:** The Competitive environment keeps low prices, but also bewildering choice. There is no margin of error available. E.G.: B2B, B2C organizations. To confront fierce competition with confidence and determination Learn from your competitors, know your customers well, collaborate with competitors, Be innovative.
- **Unrealistic Expectations:** In order to succeed in a competitive business world, start-ups need to have keep view of the resources available, find plenty to criticize in yourself and others, the extent of growth potential, and other market factors as well. even if those plans fall through. Navigating the world of unrealistic expectations is good exercise in stating solutions. Create and keep a regular routine, even in the midst of uncertainty. Reflect on life's new pace.
- **Creating awareness in markets:** start-ups fail due to lack of attention to limitations in the markets. The environment for a start-up is usually more difficult than for an established firm due to uniqueness of the product. The situation is more difficult for a new product as the start-up has to build everything from scratch.
- **Cyber Security:** In order to safeguard the all-important online data, start-ups need to have robust and military-grade security systems in place. A virtual private network (VPN) connection serves the purpose of protecting a start-up's information, and employee records, with encryption and data security.
- **Financial Management:** It is the process of planning, organizing, controlling financial resources with a view to achieve organizational goals and objectives. example of financial management is the work done by an accounting department for a company. There are four basic principles of financial accounting measurement: (1) objectivity, (2) matching, (3) revenue recognition, and (4) consistency.
- **Winning Trust of Customers:** Start-ups work aggressively to implement a customer's trust and loyalty. It focuses on communication and transparency by Encourage your customers to leave reviews. Don't remove all negative feedback. E.g., Reassure customers by reviewing what they've said and confirming you got it right before working on the answer or solution.

OPPORTUNITIES FOR STARTUPS

In spite of challenges and problems that start-ups are facing, Indian markets provide a plethora of opportunities to find solutions tailored to solve them. Below is a list of few of the opportunities that are discussed for consideration by start-ups.

❖ **Self-Certification for start-ups:**

The main objective of Start-up India is to enable start-ups to focus on their core business by reducing the regulatory burden on them and keep the cost of compliance as low as possible. Certain regulatory formalities that require compliance with a number of labour and environment laws tend to be time consuming and complex in nature. Therefore, the procedure for conducting inspections shall be made simpler by allowing start-ups to self-certify compliance with 9 labour and environmental laws using the start-up mobile app.

❖ **Setting Up of Start-up India Hub:**

In order to help the entrepreneurs to exchange knowledge and get access to financial aids, a single contact point for start-up foundations in India an all-India hub will be created. The Start-up India Hub will facilitate the collaboration with Central & State Governments, banks, legal partners, consultants, universities and R&D institutions. The programme encourages and promote innovation also facilitates the organization of mentorship programs.

❖ **Convenience through Mobile App:**

A mobile application has been launched for the purpose of facilitating interaction between start-ups and Government agencies for exchange of information among various stakeholders. The mobile app enables the registration of start-ups with Ministry of Corporate Affairs and Registrar of Firms, to track the status of the registration application, to file various compliances and other such services.

❖ **Quick and Simple Exit:**

In case of failure of business, reallocation of capital and other resources to more productive avenues is quite a critical task. Hence, a quick, simple and easy process has been proposed to wind-up operations for start-ups which will facilitate the promotion of entrepreneurs and encourage them to come up with new and innovative ideas without the fear of facing a complicated exit procedure.

❖ **Provision of Credit Guarantee Fund:**

Credit guarantee fund would facilitate the flow of Venture Debt from the formal Banking System thereby helping to overcome the failure of start-up enterprises in general. This would also help to encourage start-up businesses in terms of experimentation and innovation.

❖ **Provision of Tax Exemption on Investments above Fair Market Value:**

In the case of start-up businesses, wherein the idea is still at the initial stages of development, it is complicated to determine the Fair Market Value of such shares. As per The Income Tax Act, 1961, where a start-up company receives any consideration for issue of shares which exceeds the Fair Market Value (FMV) of such shares then such excess consideration is taxable. Presently, the investments made by venture capital funds in start-ups has been exempted from tax and the same shall be applicable to the investment made by incubators

❖ **Atal Innovation Mission:**

The Atal Innovation Mission (AIM) which is a part of the Start-up India programme will have two main functions which includes promotion of entrepreneurship through Self-Employment and Talent Utilization (SETU) . Innovation promotion which motivates start-ups to come up with innovative ideas.

❖ **Innovation Focused Programs for Students:**

The Government so as to promote research and innovation among young students shall execute measures like Innovation Core program to target school kids, National Initiative for Developing and Harnessing Innovations in order to award INR 10 lakhs to 20 student innovations and Uchhattar Avishkar Yojana for fostering very high-quality research amongst IIT students.

❖ **Promotion of start-ups in the Biotechnology Sector:**

The Department of Biotechnology In order to promote start-ups in the sector would along with its Public Sector Undertaking undertake measures like setting up of Biotechnology Research Assistance Council (BIRAC), Equity Funding and other such initiatives.

CONCLUSION

The economic scenario in India is on gain mode. The Indian government is increasingly showing greater enthusiasm to increase the GDP rate of growth from grass root levels with introduction of liberal policies and initiatives for entrepreneurs like 'Make in India', 'Start-up India', MUDRA etc. 'Make in India' is great opportunity for the start-ups. With government going full hog on developing entrepreneurs, it could arrest brain drain and provide an environment to improve availability of local talent for hiring by start-up firms. The start-up arena has lot of challenges ranging from finance to human resources and from launch to sustaining the growth with tenacity. Being a country with large population, the plethora of opportunities available are many for start-ups offering products and services ranging from food, retail, and hygiene to solar and IT applications for day-to-day problems which could be delivered at affordable prices. It is not out of place to mention that some of these start-ups would become unicorns and may become world renowned businesses by expanding into other developing and underdeveloped countries.

Although the Start-up India programme and its initiatives are an excellent idea for Indian start-ups, there are certain loopholes in the scheme and other areas in the implementation mechanism. In addition to this, the start-ups will have to prove that their innovation has significantly improved existing processes in order to be eligible for various schemes and exemptions. Also, there would still be Government interference in the self-certification process as there is no self-certification whereby the start-ups can judge that their "improvement" is "significant". It is also beyond understanding as to why the benefits from such schemes cannot not be extended to all start-ups in the nation depending upon a specific transparent criterion. Apart from this, it is not the Government but the market that should identify innovation whereas the Government should try and place emphasis on creating conditions for innovation. It is also highly possible that the income tax exemption will be made available only to those vetted by an inter-ministerial panel which is against the intention stated by the Government to remove exemptions in corporation tax. and also to close various loopholes in the system. Rather than income tax exemptions, there could be increased focus regarding the simplicity of compliance with tax requirements. Investments in start-ups have been exempted from long-term capital gains mainly to improve the ease of investing in start-ups which will needs to be watched carefully especially against real estate manipulators.

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The Significance of E-Commerce in Emerging Markets during the era of Globalization

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Abstract

The main purpose of doing a research is to understand the importance of E-commerce websites especially during the Covid-19 situation. E-commerce sector has been growing in the last 5 years and there has been a drastic change in the E-commerce sector and the trend of online shopping is growing in past so many years. There has been a drastic shift off offline shopping to online shopping seen among the consumers. My research mainly focuses on the importance of E-commerce websites in the emerging market and try to focus on the impact of the growing trend of digitalization in the E-commerce sector and how every now and then new trends are also introduced to increase the purchasing rate of the consumers.

Today, the technology to a certain extent is playing a vast difference in all the sectors and it is not only restricted to any one sector but it is playing a very crucial role in different sectors and to a certain extent it is boosting our economy to a certain extent. Today there is a tremendous growth in E-commerce website and there are many big retail shop which have turned into online mode such as big bazar, D-mart and many other small retail shops also and this change has been seen drastically during the Covid-19. Many consumers during this pandemic era got exposure to online shopping, where they grabbed the opportunity to try something new by doing shopping and buying the grocery through online mode too.

Although have one of the oldest E-commerce website such as Amazon, which is also said to be a giant in the field off E-commerce sector, but today we have lot of different E-commerce websites such as Flipkart, Snap Deal, Ebay and many more. The E-commerce website gives a different experience to the consumers and the research revolves around why E-commerce websites stands apart from offline shopping among the consumers. The research method used for my research is Secondary research and both qualitative and Quantitative method is used.

Keywords:

1. To explore the understanding of E-commerce sector, upcoming trends and solutions to the existing challenges.
2. To understand what makes E-commerce is different from common retail shops.
3. To understand the growing business of E-commerce websites in past 5 years.
4. To what extent E-Commerce has helped in boosting up the business post globalization.

Objective:

Needless to mention, the significance of the internet and its usage in today's world is skyrocketing. The increasing usage of mobile devices has enabled customers to purchase anything from anywhere. Evidently, the future of commerce is headed online. As e-commerce is replacing other traditional commerce models to provide seamless services and consumer experience, there has been a significant reduction in operational costs. If customers are willing to bear the shipping and other costs, even cross-border shopping is possible through e-commerce.

This platform allows users to conduct a comparative analysis and purchase an item at the best available price. This doesn't just inculcate awareness and transparency but also inculcates a sense of achievement among the consumers when they save a penny. The clarity in communication between portals and customers further streamlines the process.

Apart from the listed benefits, it also involves some threats. These threats usually involve a breach of customer trust and a volatile economy. The failure of e-commerce business is rare, but not absent. It also reflects on the

reliability of a platform when cross-border trading is undertaken. Prioritizing customer satisfaction is the key to the success of an e-commerce business.

Upcoming trends in e-commerce will pave the path for successful business ventures and economic development. As more and more businesses adopt AI-driven technologies, augmented reality, and speech recognition techniques in enhancing customer experience, there will be a shift towards personalised solutions which is mostly possible through e-commerce. E-commerce has an integral role to play in helping businesses enhance reach and scalability.

Introduction

E-commerce is the buying and selling of goods or services via the internet, and the transfer of money and data to complete the sales. It's also known as electronic commerce or internet commerce.

Types of e-commerce

As commerce continues to evolve, so do the ways that it's conducted. Following are the most traditional types of e-commerce models:

1. **Business to Consumer (B2C):** B2C e-commerce is the most popular e-commerce model. Business to consumer means that the sale is taking place between a business and a consumer, like when you buy a rug from an online retailer.
2. **Business to Business (B2B):** B2B e-commerce refers to a business selling a good or service to another business, like a manufacturer and wholesaler, or a wholesaler and a retailer. Business to business e-commerce isn't consumer-facing, and usually involves products like raw materials, software, or products that are combined. Manufacturers also sell directly to retailers via B2B e-commerce.
3. **Direct to Consumer (D2C):** Direct to consumer e-commerce is the newest model of e-commerce. D2C means that a brand is selling directly to their end customer without going through a retailer, distributor, or wholesaler. Subscriptions are a popular D2C item, and social selling via platforms like Instagram, Pinterest, Facebook, SnapChat, etc. are popular platforms for direct to consumer sales.
4. **Consumer to Consumer (C2C):** C2C e-commerce refers to the sale of a good or service to another consumer. Consumer to consumer sales take place on platforms like eBay, Etsy, Fivver, etc.
5. **Consumer to Business (C2B):** Consumer to business is when an individual sells their services or products to a business organization. C2B encompasses influencers offering exposure, photographers, consultants, freelance writers, etc.

Successful e-commerce sites

E-commerce accounts for trillions of dollars in sales every year. Today it's almost inconceivable that a company wouldn't be using a digital space to drive sales and bottom lines.

Here are some of the top e-commerce companies:

- **Alibaba:** Launched in 1999, The Chinese company Alibaba is by far the world's most successful e-commerce company and retailer, hosting the largest B2B (Alibaba.com), C2C (Taobao.com), and B2C (Tmall) marketplaces across the globe. Their online profits have surpassed all US retailers – including Walmart and Amazon – combined since 2015.
- **Amazon:** Amazon is the largest e-commerce retailer in the United States, and has changed the face of retail so much that a burning question for most retailers is how to beat Amazon.

- **Walmart:** Once the top retailer in the US, Walmart has focused mightily upon their online business, with great results, offering traditional retail sales, as well as grocery delivery and subscription services.
- **eBay:** One of the first e-commerce sites, eBay still dominates the digital market space, allowing for businesses and individuals to sell their products online.
- **Wayfair:** This home furnishing e-tailer is a drop-shipper, carrying hardly any inventory. They manage suppliers, orders, and fulfilment, and credit their success on personalization – meaning they study how their customers engage and offer up products they believe consumers most want.

<https://www.the-future-of-commerce.com/2020/01/19/what-is-e-commerce-definition-examples/>

New Trends in E-commerce Websites

The ecommerce world is becoming increasingly competitive. To stay ahead of the competition, ecommerce trends need to be constantly monitored. As we move into 2021, you need to know these trends in order to take advantage of them. That's why it's so important that ecommerce trends are analysed and adopted in a timely manner. By doing this you can drive your ecommerce brand forward, and stay ahead of your competition.

<https://www.oberlo.in/blog/ecommerce-trends>

The changes in every sector is mandatory and every sector is growing and adopting to new changes that takes place every day. Consumers are also used to these changes and they all are adopting to the new changes in the market. The major changes happened was after the policy of globalization, Privatization and Liberalization that was adopted by India in the year 1995 b the congress Government. This provided an opportunity to all the International market, which gave an opportunity to venture the business in India. All though during that point, many international companies were in the process of starting the business by opening of malls, shopping centres during that time Amazon was the first ever company to go offline and start with the E-books.

Ecommerce sales have been growing constantly and for good reason. Online shopping is one of the most popular online activities. Global ecommerce sales are projected to increase 26.7 percent year-over-year to \$4.891 trillion in 2021 (eMarketer, 2021). This increase in online shopping can be attributed to a number of factors. One of the main ones is arguably the level of comfort that is provided to online shoppers.

There is also an increase in trust that online buyers have when they are purchasing online, as well as improved website experience. At one point, people used to be hesitant to buy things online, but that's no longer the case. Websites have also become a lot more customer-friendly.

Ecommerce growth has been driven in part by the increase in usage of mobile devices. That's because consumers aren't just checking out online, they're also using their mobile devices to browse or research before making their mind up about their purchase.

As trust in online shopping increases, consumers start to feel more comfortable shopping on mobile devices than ever before. This is especially so with Millenials and Gen Z consumers, who have grown up surrounded by computers and the internet. These generations are also more likely to be shopping online using their mobile devices in comparison to older generations.

The coronavirus pandemic's effect on ecommerce cannot be denied. More than half (54 percent) of consumers increased their spending online after the coronavirus hit.

But even though this shift to online shopping is seen across consumers of all ages, it's mostly the younger generation that's responsible for this ecommerce trend.

Social media has changed the way we live our daily lives, including the way we buy things. This is a great opportunity for brands to start thinking about how to improve their position on social media, which is a great

platform for brands to get discovered. With consumers spending more time on different types of social media, ecommerce businesses can get help from Instagram influencers to increase their chances of getting discovered by their target audience.

These social media platforms act as channels for inspiration and allow brands an opportunity to be discovered while people scroll through their feeds. As social media continues to become a regular part of our daily lives, its power to influence ecommerce trends will only increase. That's why brands need to adopt a shopping-focused approach to their social media strategy.

Personalizing the online shopping experience is the key to keeping customers satisfied. People shopping online want help to find the products that they need, and they value a more personalized experience. As a result of poor product recommendations, online shoppers might avoid certain stores altogether.

Ecommerce sites are on-board with this trend and are investing in personalization tactics to make the online shopping experience a better one. This could include the personalization of messages that go out via email, or by providing the right information to the interested consumer group. By offering personalized customer communications, providing relevant discounts, and engaging with customers through, for instance, video content, will help deliver a better shopping experience and strengthen the bond with your customers.

visual commerce is the next generation of normal static visuals. It takes marketing to a whole other level as instead of simply using product photos to market your business, visual commerce takes it one step further by incorporating other types of visuals such as consumer-generated media, interactive content, engaging videos, and as previously mentioned, augmented reality.

Visual commerce is slowly but surely becoming an integral of ecommerce, as shown by the growth of the deep-learning technology behind it.

<https://www.oberlo.in/blog/ecommerce-trends>

Future of E- Commerce Website

India's e-commerce industry will grow 84 per cent to \$111 billion by 2024 as it gains from demand created by the coronavirus pandemic's impact, said a report on Wednesday.

The 2021 Global Payments Report by Worldpay FIS, a financial technology product and services provider, tracked trends in 41 countries to find that digital commerce accelerated during the pandemic.

"The Indian eCommerce industry (sic) has witnessed a huge upsurge due to COVID-19 and there is substantial room for future growth," said Phil Pomford, managing director of Asia Pacific, Worldpay from FIS.

The report said India's e-commerce market will be driven by mobile shopping, projecting it to grow 21 per cent annually over the next four years. Digital wallets (40 per cent) followed by credit cards (15 per cent) and debit cards (15 per cent) were the most popular payment methods online in 2020.

https://www.business-standard.com/article/economy-policy/indian-e-commerce-to-grow-84-in-4-years-helped-by-covid-19-impact-study-121031000846_1.html

The \$850 billion Indian retail market is the fourth largest in the world and is largely unorganised. This market has been on the cusp of a transformation, led by the emergence of e-retail and its growing influence on Indian shoppers. The e-retail industry in India has seen an upsurge in the last five years and there is significant headroom for further growth.

The Indian e-retail market is primed to reach nearly 300 to 350 million shoppers over the next five years—propelling the online Gross Merchandise Value (GMV) to \$100 to 120 billion by 2025. As Indian e-retail sees a steep increase in shopper penetration, driven by lower data prices and investments to improve customer experience, online platforms are innovating to on board the next hundreds of millions of shoppers. The next

wave of shoppers will have different needs and will interact differently than the current set of online shoppers. We see four key trends going forward: Voice and Vernacular, Visual and Video, Social Shopping and an emergence of large digital ecosystems.

<https://retail.economictimes.indiatimes.com/news/e-commerce/e-tailing/e-commerce-revolution-in-india-gets-its-second-wind-post-covid-19/77460376>

Conclusion

Overall there have being a major change in the sector of e- commerce and especially in the past 5 years and also during the pandemic situation a huge change and new trends are introduced by all the e-commerce sectors. Now a day's consumers are aware of the buying pattern and what attracts the consumers to do an online shopping. The major change in the e-commerce sector is mostly all the e-commerce websites comes up with the attractive packages, huge discounts and one on one free which attracts the consumers to purchase more products online. Today even e-commerce websites are doing lot of marketing about themselves to inject the message in the consumer's mind about variety of products and their offers. Today almost 2 out of 3 customers are aware of the latest trends that takes place on e-commerce platform and this allows the consumers to explore variety of product offers by just a click of a button. There will be always be a growth in the e-commerce website at least in the upcoming year and one of the major reason is because of the era of digitalization. Globalization not only played an important factor in opening of privatization in India, but also gave a huge opportunities to the foreign players to set up their business in Indian Markets.

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A STUDY OF WOMEN EMPOWERMENT THROUGH SELF HELP GROUP'S(SHG'S)

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Abstract :

“Freedom” word itself a very vast meaning word and can be described under so many perspective. Our Indian constitution had elaborated freedom as many types like Freedom of speech and expression, Freedom of livelihood, Freedom of Life etc. But amongst them women only can relate with freedom of financial support from men that is the main thing which is out of domination. She can feel free only by own earning which can only be possible by good initiative by SHG'S means Self Help Group's only. Enhancing women's productivity of economic condition is the most important strategy for improving the welfare of the 60 millions Indian household living below the poverty line. The study of my paper will immensely useful to researchers , planners and policy makers for overcoming the problems of women and formulating immense strategies drafting for the social progress and Empowerment through SHG's.

Keywords : Women empowerment, SHG's, Immensely, Financial, Freedom.

Introduction :

Women Empowerment through SHG's title when the job of women and the need to enable them are integral to human improvement programmes including neediness, easing- a strength amongst women development over the Nation has been quick advancement. The main thing is that our PM Shri Narendra Modi sir has made some schemes for women development but amongst all only for Rural areas only not for urbans. Due to industrialization most of the labourers turns towards cities they are deprived from such policies. At that time women labourers can manage their financial condition only through NGO or SHG's.

Self Help Group's (SHG's) :

SHG's are started by NGO's (Non Government Organisations) that have great vision towards anti poverty agendas. Their goals are working on empowering women , developing leadership abilities among the poor and needy increasing school enrollment and improving nutrition and the use of birth control. The main function of group is Intimate and maintain savings within the group. All members must regularly saves a smallest amount compulsory . These savings get them for further credits for their group. And also lending loans to needy group members.

- SHG's are informal groups that consist of people who face similar problems.
- These people come together to form a group to overcome their common problems to improve their standards of living.
- They are mostly from a similar socio-economic background and are involved in undertaking small savings amongst themselves in a bank. This amount acts as a fund for SHG's and is used to provide loans to its members.
- It is a vital tool alleviate people from below poverty line and improve social status through the promotion of self employment.
- A major effort to provide banking services to the weaker and unorganized sector was the bank Self Help Group's Linkage programme that was launched in early 1990s. The programme was started at the initiative of NABARD IN 1992., to unorganized sector with formal banking sector.

How do we know SHG's code ?

Firstly, You will have to reach Self Help Group's website where you have to click and select your state or your district and you will get SHG's code.

What is Women Empowerment ?

"Empowerment" elaborate power of women. Now a days some trends are running women are equivalent to a men. Male and Female are equal dominants. But somehow anyreason though she has a caliber of doing any activity, though she earns pridely for family, she is pulling down by the society which is only dominated by men in reality. If she wants to raise her voice it can be dumped. If she tries to push herself for equal rights she might be alleged as a characterless. This is only the matter of truth hiding which is not executed openly.

Actual Women Empowerment starts when she gets rights of decision making process for her own. If you see every field though it is of course in the house, in the country, in the company her advice is not taken but male starts his business on her name., as he thinks she is lucky for a business. Male only sees their benefits but they deprived her from decision making. She remains all the time in the veil. The expense of sexual orientation disparity is especially noted in blocking advancement as far as more neediness expanded hardship and constant disappointment in fulfilment of social needs like sustenance, wellbeing ,training, poiseand so on.

Review of Literature :

Dr. Preema Rose Nicholavose Jincy Jose (2017) :

She did an examination of Kerala state's 16 SHG members and she proposed that there is a special need for program for individual development.

Malhotra Sharad (2016) :

He made a survey on the effectiveness of SHG's and make survey of Chandigadh women. Few information was taken from the bank likewise. A women from Rustic zone who are oppressed from them information was taken.

N. Manimekalai and G. Rajeshwari (2000) :

The researcher had made research on "Strengthening of women through Self Help Groups." Dissected the women Self Help Groups from the Tiruchirappalli District for province of women on individual work.

Statement of problem :

Government of India had taken massive steps for women's job and trying to improve status of woman at large. But in Rural areas most of women are less educated and their standards of living is discreasing. SHG's are helping women to improve themselves and also helps them to rise for herself only. My research paper simply focusing on women's strength theory SHG's in India.

Objectives of the study :

- To study Women's empowerment through Self Help Group's by different publication.
- To study social and economical impact on SHG member and normal women.
- To study confident level of SHG's women members.

Methodology :

For these study the researcher has only gone through secondary data. For that I have studied different websites, research papers of other authors , books, journals, government schemes and news papers articles.

Hypothesis :

H0 = There is no change in situation of women's condition regarding empowerment after joining SHG's .

An analysis of different Research papers and articles for SHG's :

One of the research paper was used for my study for which I will analysis the collected data of that paper which is for the particular state but try to make my elaborative interpretation from that and give comprehensive analysis. I used one of the paper **named A study on women empowerment through Self Help Group's with special reference to Villupuram district in Tamil nadu.**

- This paper contains data regarding Age of SHG's members are in range of years are as under : 18-30 years-23.3%,
31-40 years-38.7%,
41-50 years-30%,
Thus, the analysis of data conveys that 31 to 40 years age group women willing to join SHG'
- This paper also surveys and many articles also reveals that many women from nuclear families also joint this SHG's because in joint family if a person earns less their survival can be managed.
- Most of rural women's are deprived from education but somehow observation through paper shows that in SHG's member women have taken at least primary education.
- Rural areas of women were going the SHG's, the ratio of urban women in SHG's group is less. Rural women assist family in such work like Agri work, Agri labour, House wife, Rearing animals. Amongst all work women belongs from Agri labour joins SHG's, and achieve the motto of self- independence and women empowerment to rear her family.
- The SHG's members main motive for joining group is to start up new business plans for uplongings. A women is a bundle of ideas . The implementation of these ideas in business they needed money for their self- independence.
- SHG's members get finance through groups but whenever the installment payment is on time. Advance payment or late payments ratio is less.
- The use of loan amount is most probably used by SHG's member is Sheep/Goats nurture, Milk animals, Agri vegetables vendors, weaving, tailoring, petty shops, tea shops, tiffin service etc. Rural women used loans money for domestic animals nurture.

Hence, My hypothesis here tested that there is no change in dignity of women regarding empowerment by SHG's joining.

Summary :

- 1) We have drafted so many laws to make women independent . We have made amendments in provisions for giving her an independent rights. But the implementation of that right is poor in actually. We should adopt SHG's and make it possible.
- 2) Government should take more authorities and NGO's need to take substantially more enthusiasm for persuading and more fragile areas of general public.
- 3) In urban areas women also needed these kinds of SHG's because of Industrialization attracts many labourers from rural to the urban. For needies in urbans such programmes should be conducted.
- 4) Based on the above Reccommendations, it very well may be said that administration, NGO's, electronic and point media need to give for advancing neediness easing through smaller scale money and SHG's and release social obligations.

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A STUDY ON INNOVATIVE TECHNOLOGY USED IN ENTREPRENEURSHIP

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Abstract

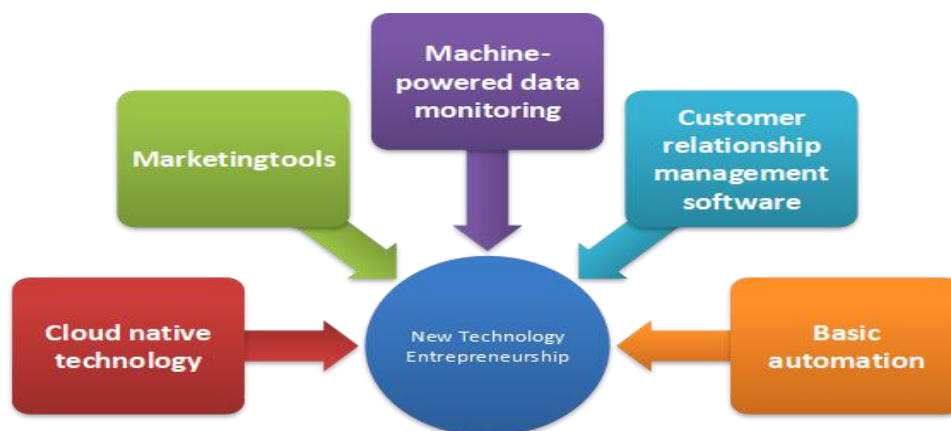
Technology entrepreneurship lies at the guts of the many important debates, including those around launching and growing firms, regional economic development, selecting the acceptable stakeholders to require ideas to markets, and educating managers, engineers, and scientists. Unless a generally accepted definition of technology entrepreneurship is established, however, these debates lose their focus. The purpose of this text is to spot the themes that dominate the technology entrepreneurship literature, provide a definition of technology entrepreneurship, and identify its distinguishing aspects relative to economics, entrepreneurship, and management.

The author argues that technology entrepreneurship is an investment during a project that assembles and deploys specialized individuals and heterogeneous assets to make and capture value for the firm. What distinguishes technology entrepreneurship from other entrepreneurship types (e.g., social entrepreneurship, small business management, and self-employment) is that the collaborative experimentation and production of latest products, assets, and their attributes, which are intricately associated with advances in scientific and technological knowledge and therefore the firm's asset ownership rights.

INTRODUCTION

Technology entrepreneurship may be a vehicle that facilitates prosperity in individuals, firms, regions, and nations. The study of technology entrepreneurship therefore, serves a crucial function beyond satisfying intellectual curiosity. Previous definitions from the literature don't explore and identify: the last word outcome of technology entrepreneurship; the target of the last word outcomes; the mechanism used to deliver the last word outcomes; or the character of the interdependence between technology entrepreneurship and scientific and technological advances.

Moreover, a replacement definition should explicitly link technology entrepreneurship to the thought of the firm, entrepreneurship theory, and management theory. during this text , the journal articles on technology entrepreneurship published since 1970 are classified into eight themes, the journals where these articles were published are examined, and thus the varied definitions of technology entrepreneurship found within the literature are identified. A revised definition of technology entrepreneurship is proposed and its distinguishing aspects discussed. The last section provides the conclusions.



1. Cloud native technology

“Cloud native technology is no longer a ‘good to have’ — it’s absolutely essential,” Karan Nangru, founder of cloud native consulting and solutions firm Status Neo, shared with me during a recent email exchange. "Cloud native tech offers speed, scalability and elasticity that companies of all sizes can leverage to their advantage. The ability to create and run cutting-edge solutions that are hosted on public, private or hybrid cloud environments and leverage containers, micro services, immutable infrastructure, APIs and server less computing is now mainstream." Enterprise businesses, also as entrepreneurs, have one focus in common — business transformation. In most cases, technology enables this transformation, while cloud native platform services accelerate it.

2. Marketing tools

The digital age has introduced a number of latest marketing techniques, and successful entrepreneurs must use each of those tools if they want to succeed in their customers. Social media, email campaigns, SEO and PPC represent a big source of traffic and customers for brands. Of course, many start-ups don’t have the financial resources to rent an ad agency. The good news is marketing tools make it easier and cheaper to manage each task. For example, Hoot Suite allows start-ups to schedule social media posts weeks in advance, while Mail chimp helps entrepreneurs create and manage email campaigns. Modern marketing tools take a big-picture approach, offering campaign analytics and integration with other cloud platforms. Many even provide tutorials and guides to assist your team implement best practices which will yield a far better ROI for your campaigns.

3. Machine-powered data monitoring

One of the most important advantages of recent tech tools is their ability to gather data. Obtaining data is one thing. Knowing how to use it is another. That is why many start-ups are turning to machine-learning tools that automatically monitor data trends and supply insights to reveal what the numbers actually mean. In an email conversation, Victor Zhang, co-founder of analytics monitoring company, Orbiter, explained, “Machine-learning software enables the analysis of normal behavior for metrics within your system. Using this baseline, machine- learning modeling can also determine whether any changes that take place are abnormal. These abnormalities trigger proactive alerts so you become conscious of important trends impacting your business’ ecosystem. By turning numbers and data into meaningful information, entrepreneurs can take swift action to enhance their business.”

4. Customer relationship management software

Because customers are so important, it should hardly be surprising that there's a whole segment of tech tools dedicated to them. Customer relationship management (CRM) software gives companies greater power in how they handle these vital relationships. CRMs collect a good range of data which will help your sales team convert leads into sales or improve customer retention metrics. For example, tracking customer touch points with your brand will help sales staff knows which prospects are most likely to convert, so they can prioritize customer outreach appropriately. When used effectively, CRM tools can make an enormous difference for your bottom line. A survey from Captterra found that 47 percent of CRM users said the software “significantly improved” retention and customer satisfaction.

5. Basic automation

There are only 24 hours during a day, yet entrepreneurs often desire they have an additional hour or three to manage everything that's on their plate. This is very true of solopreneurs, who are tasked with running a whole business on their own. While there are many tasks that are essential in any startup, many of those are mundane, rote activities that don’t have as great of a contribution to your company’s growth. This makes automation tools or the utilization of a virtual assistant essential for overworked entrepreneurs. Automation tools can help with

everything from expense tracking and sending reminders for appointments to generating contracts or managing client on-boarding.

In fact, WorkMarket's 2020 In(Sight) Report found that 78 percent of business leaders felt that automation could help them save three hours per day — or roughly 360 hours over the course of the year. With strategic automation, you'll open up tons of your time for tasks that have a greater contribution to your bottom line. Use the right tools to get the right outcomes No matter what industry you're trying to make a splash in, the right technology tools will make all the difference for your startup. With software that permits collaboration, helps you gain better insights regarding the status of your business or just automates basic tasks, you'll have the resources necessary for meaningful growth.

CONCLUSION

Technology entrepreneurship appeals mainly to leaders and top management teams of small and enormous firms who use technology to make , deliver, and capture value for his or her stakeholders. Technology entrepreneurship also appeals to personnel of regional economic development agencies that attract investments in productive technologies and talent to a particular geography.

The primary function of technology entrepreneurship is to assemble a mixture of specialised individuals and heterogeneous assets so as to make and capture value for the firm through collaborative exploration and experimentation. The combination, a number of the assets, or the assets' attributes could also be unique and novel.

In this article, the literature on technology entrepreneurship was classified into several themes. The literature search revealed that the majority of the articles on technology entrepreneurship appeared in journals not considered to be within the technology innovation/entrepreneurship domain.

The article offered a definition for technology entrepreneurship. A better definition of technology entrepreneurship can help improve its performance, increase its relevance, and establish it as a legitimate domain of inquiry in its title . This definition must identify and incorporate the varied distinctive aspects of technology entrepreneurship and its links to the prevailing domains of economics, entrepreneurship, and management.

The aspects of technology entrepreneurship to which we need to pay particular attention are identified. These aspects are: i) the interdependence between scientific and technological change and therefore the selection and development of latest combinations, assets, and asset attributes; ii) biases within the existing entrepreneurship literature; iii) conceptualization of technology entrepreneurship as an investment during a project, instead of opportunity recognition or venture formation; and iv) links among technology entrepreneurship, the idea of sustainable competitive advantage, and the theory of the firm.

EVERYTHING AS A SERVICE (XAAS): A STUDY ON FUTURE AND SCOPE OF BUSINESS TREND TRENDS

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ABSTRACT:

In this paper, based on a thorough literature survey, effort has been made through investigate the vast stream of the state of the art in Everything as a Service (XaaS). We then use this investigation to explore an integrated view of XaaS that will help propose approaches for migrating applications to the cloud and exposing them as services. An extensive number of modern digital services, products and tools are ordered over the Internet and delivered to users on demand, rather than provided via local channels within enterprises or specialized organizations.

OBJECTIVES

- ❖ To understand the concept of Everything As A Service.
- ❖ To analyse the scope of Everything As A Service.
- ❖ Study the challenges and issues in Everything As A Service.

KEYWORD:

Everything as a Service, Anything as a Service; Cloud Computing: SOA, Data-Intensive-Computing-as-a-Service

INTRODUCTION:

Before we had cloud computing, all software applications you bought, from business-related software such as Microsoft 365 through to your favourite game, would have been physically bought in a shop and then installed on your computer. But now most computing resources are purchased or obtained from a cloud platform, whether direct from the manufacturer or from retail and channel partners. The evolution of cloud-based services over the last decade has been profound. From SaaS (Software as a Service), the most popular cloud-based service, to PaaS (Platform as a Service), to IaaS (Infrastructure as a Service), the cloud computing vendors have revolutionised the workplace. The model is mature and well tested; cloud vendors have pushed virtualisation and abstraction of every possible part of a traditional IT infrastructure. This has resulted in the morphing of products you can buy and pay, into a subscription-based services. This evolution is ongoing. By leveraging the abstractions that SaaS, IaaS, and PaaS provide, you can utilise secure access to all your applications and data from anywhere. This serves our current needs well; with increasingly distributed teams demanding agile interactions with each other

DEFINING EVERYTHING AS A SERVICE (XAAS):

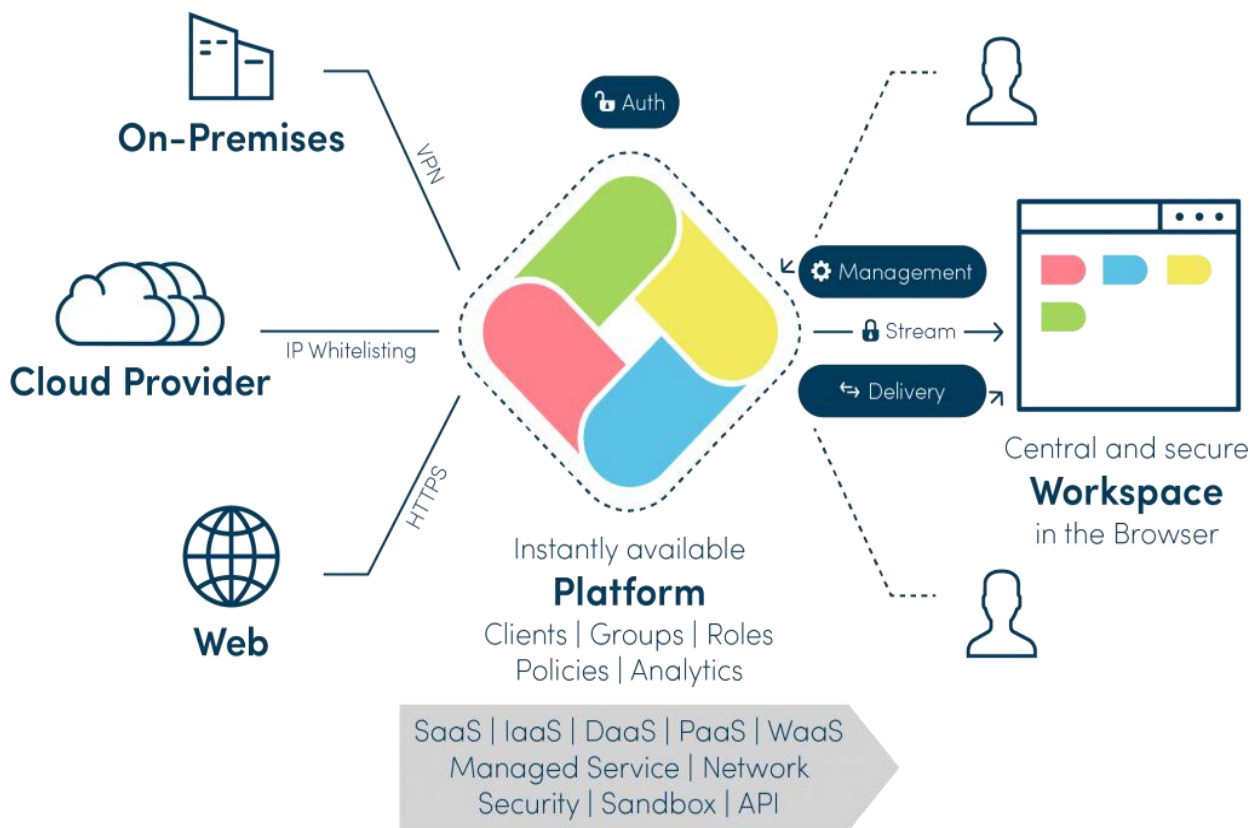
Also known as anything-as-a-service, everything-as-a-service facilitates the flexibility for users and companies to customize their computing environments to craft the experiences they desire, all on demand. The 'X' in XaaS refer to everything. It is an umbrella encompassing services such as SaaS (Software as a service), PaaS (Platform as a service), IaaS (Information as a service), and other such 'as-a-service' platforms XaaS is dependent on a strong cloud services platform and reliable Internet connectivity to successfully gain traction and acceptance among both individuals and enterprises.



SOURCE: <https://www.ipa.fraunhofer.de>

EVERYTHING AS A SERVICE (XAAS) MODEL:

XaaS companies use cloud computing to deliver their services to millions of customers worldwide. Their products are typically online platforms that are available at all times for users to log in. Users will encounter an easy-to-use workspace that’s often housed right in their browser. After making changes or downloading data from this workspace, the browser will send the request to the platform. Typically, the platform runs on on-premise servers, a cloud provider, or a web-based network.



SOURCE: <https://kinsta.com/blog/xaas>

TYPES OF EVERYTHING AS A SERVICE (XAAS):

In fact, if there are any types of IT services or computer-based functionality you require, then there is a high probability you can obtain it as XaaS. There are several types of XaaS businesses that millions of customers around the world use some of the most common types of XaaS include.

Hardware-as-a-Service (HaaS)

Managed service providers (MSP) own some hardware and install it on customers' sites on demand. Customers utilize the hardware in accordance with service level agreements.

Communication-as-a-Service (CaaS)

This model includes different communication solutions such as VoIP (voice over IP or Internet telephony), IM (instant messaging), video conference applications that are hosted in the vendor's cloud.

Desktop-as-a-Service (DaaS)

Desktops are delivered as virtual services along with the apps needed for use. Thus, a client can work on a personal computer, using the computing capacities of third-party servers (which can be much more powerful than those of a PC).

Healthcare-as-a-Service (HaaS)

With electronic medical records (EMR) and hospital information systems (HIS), the healthcare industry is transforming into Healthcare-as-a-Service. Medical treatment is becoming more data-driven and patient-centric

SaaS (Software as a Service)

SaaS stands for "Software as a Service," and it is the most common type of XaaS business. Companies integrate SaaS products into their tech stack and use the software to streamline business operations without developing the software from scratch.

SCOPE OF EVERYTHING AS A SERVICE (XAAS)

Over the last few years, it's become dramatically more simple and capital-efficient to launch and grow Internet businesses. In particular, "X-as-a-Service" providers help startups get off the ground with only a few hundred dollars. Amazon and Rackspace provide on-demand servers that scale to meet hosting requirements, Mailchimp and Sendgrid run high-performance mail servers at very low cost, while Stripe, Braintree and PayPal make payment processing straightforward. As companies become more comfortable using these outsourced services, more specialized and niche services can flourish, and so the process of launching startups becomes faster and cheaper. It's become possible to build billion-dollar companies with a handful of engineers. Thanks to these services and tools, we've "decoupled the technical ability and experience needed to write tricky software from the ability to solve problems for people. In the brick-and-mortar world, it's a different story. While outsourcing to external services is certainly not a new concept, the benefits haven't trickled down to newly launched companies, as the scale required to access most offline outsourcers is prohibitive.

CONCLUSION:

Towards unifying the understanding of various "aaS" terms in XaaS of the Cloud, we present in this paper our survey on various forms of "aaS" extending from traditional services to the Cloud services. It is worth noting that in XAAS there are not only data provided by the customer, but also data resulting from the use of the cloud. The boundary between customer data and machine data is thus blurred. The data is on the servers of the

company which processes it on the basis of a contract with specific clients and is also its own resource. Cloud companies will defend themselves against the transfer of aggregated data, claiming that they are “not their data, but customers’ or users’.” In relation to the so-called own data “that it is our data because we incurred the costs of their production” and it is difficult to refuse them. It is not possible to limit processing to only one country.

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Realizing women's entrepreneurial aspirations: Initiatives by Government to fund women entrepreneurs in India

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Abstract

"Women are largest untapped reservoir of talent in the world" – Hilary Clinton

As calls for 'Atmanirbhar Bharat' get louder, the contribution of our country's women entrepreneurs has become a key catalyst for sustained economic progress. However, data indicates that much more work needs to be done in order to create an enabling environment for women-led enterprises in India. It is well documented that women in India face social, economic and cultural challenges in asserting their roles as economic actors. The challenges are more pronounced when it comes to entrepreneurship (BusinessToday.in 2021)

India's startup ecosystem landscape is providing ample opportunities for women entrepreneurs to thrive. As we know that India has the world's third-largest start-up ecosystem; male entrepreneurs still account for more in percentage than their female counterparts. But, from the last few years, this scenario is changing. Gone are the days when women were confined to domesticity. Evidently, we are witnessing a 'New India', and in this new India, various initiatives are being taken to enable more women-owned businesses across the country. (News on Air, 2021)

While women have to face challenges in their homes and communities to become entrepreneurs, there has never been a better time for it in India. The government has come up with programs to make it easier for women to start their own businesses. In this article, we will look at some of the top government programs that can be used to start and grow your business as a woman entrepreneur.

Keywords – Women Entrepreneur, Government of India, fund

Introduction

An entrepreneur can be defined as one who initiates and establishes an economic activity or enterprise. Entrepreneurship thus refers to the general trend of setting up new enterprises in a society (Begum, 1993). Khanka (2002) referred to women entrepreneurs as those who innovate, imitate or adopt a business activity. Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman run enterprise is defined as "an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". According to Startup India data, below 14 percent of Indian entrepreneurs are women. There are just over eight million female entrepreneurs in the country, while the number of male entrepreneurs is well over 50 million. There is a need for sustainable growth for women entrepreneurs to promote balanced growth in India. Business India is full of new ideas and creative business solutions to a number of problems. However, the startups and MSME sectors are mostly controlled by men. The Indian government has introduced various programs and programs to empower women to keep them a priority. There is now a need for sustainable growth for women entrepreneurs to promote balanced growth in the country. Through a number of funding schemes for the advancement of women entrepreneurs, central governments and governments and banks across the country have been addressing inequalities.

Case Study Approach

Scheme 1: Mudra Yojana Scheme - For women who want to start or grow their own small business, Mudra Yojana is a program that can help. This is not a scheme designed specifically for women, however, it can be very beneficial. You can apply for a loan from anywhere between INR 50000 to INR 10 lakh. Ideal for

businesses such as beauty salons, opening a small shop or running a home-based business. You do not need any collateral or guarantor for this loan.

Scheme 2: TREAD (Trade-Related Entrepreneurship Assistance and Development) - The TREAD program is aimed at women who do not have easy access to bank credit. The scheme provides for business projects, running training and mentoring sessions. It also helps with up to 30% of government funding for the full cost of the project as assessed by lending institutions. These institutions will fund an additional 70 percent. The grant is limited to Rs 5 lakh per project. Loans and grants are transferred by NGOs, which are also responsible for providing training sessions. Training costs (up to Rs 1 lakh) will be borne by the government if NGOs bring their grant allocation to 25 percent. It is a subsidy in India provided by the Ministry of Micro, Small & Medium Enterprises.

Scheme 3: Mahila Udyam Nidhi Scheme - Program to support women entrepreneurs from the Puducherry Government. Women entrepreneurs who are establishing a new SSI unit in the service sector in Puducherry State can access this program. According to each scheme, at a project cost of Rs.10 lakhs, 25% seed money is provided as a subsidy and 75% balance will be paid as Them Loan (65%) and Promoter Contribution (10%). The term loan will have a repayment period of 6 to 8 years including a 1 to 2 year suspension. Awarded by the Indian Small Industrial Development Bank (SIDBI), Mahila Udyam Nidhi Scheme provides financial assistance of up to Rs 10 lakh to women entrepreneurs to start new small businesses.

Scheme 4: Annapurna Scheme - The Annapurna Scheme applies to women entrepreneurs who have started a food industry or wish to start with it. Under this program, they can get a loan of up to Rs 50,000 to buy basic kitchen appliances, utensils, gas connections, appliances, water filters, etc. The program is offered by Mysore State Bank to women entrepreneurs who start a food industry to sell packaged food, snacks, etc. business such as buying dishes and other kitchen utensils and appliances. Under this loan, a guarantor is required and the business asset is guaranteed as security for the mortgage. The maximum amount provided is ₹ 50,000 to be repaid in monthly installments for 36 months

Scheme 5: Stree Shakti Package- It is offered to women with more ownership (over 50 percent) in a small business. These women also need to be enrolled in Business Development (EDP) programs organized by their state agency. Loans under the plan do not require security and are offered at an interest rate of 11.2 percent onwards. The refund period is paid for 36 months, including a one-month suspension period. Under the scheme, an interest rate of 0.05 per cent can be obtained on loans in excess of Rs 2 lakh. The program is offered by many SBI branches to women who have a 50% share in corporate or business ownership and who participate in state agencies that run Entrepreneurship Development Programs (EDP). The scheme also offers an interest rate of 0.50% if the loan amount exceeds 2 lakhs

Scheme 6: Bhartiya Mahila Business Bank (BMB) Loan- Baratiya Mahila Bank is one of India's leading charities with a vision for women's economic empowerment. Baratiya Mahila Bank started operating in 2013 and currently has 45 branches across India. Baratiya Mahila Bank focuses on women's entrepreneurship with a special focus on marginalized, disadvantaged, discriminated, disadvantaged, low-income, rural and urban women to ensure inclusive and sustainable growth. The scheme - which falls under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) - involves loans of up to Rs 20 crore from female business owners. In fact, there is no need for a mortgage loan up to Rs 1 crore. Loans under this scheme will be repaid for seven years. The initiative was launched by Bhartiya Mahila Bank, which merged with the State Bank of India in 2017

Scheme 7: Dena Shakti Scheme -The Dena Shakti scheme provides loans of up to Rs 20 lakh to women entrepreneurs in agriculture, manufacturing, small loans, retail outlets, or similar small businesses. Under the scheme, loans of up to Rs 50,000 are provided under the sub-credit category. The interest rate is charged according to the existing guidelines of Dena Bank, which makes loans, as well as RBI orders. Permission or

rebate of 25 basic points for interest rate as applicable to existing services are provided to female beneficiaries, subject to conditions specified by Dena Bank.

Scheme 8: Udyogini Scheme - The Udyogini Scheme is designed especially for those women from families with less than Rs. 1.5 lakhs per year. There are no such limitations for women who are widowed, destitute, or disabled. You can get a loan of up to Rs. 3 lakh with low interest. This will help women to start small businesses and become self-sufficient. The idea of the program is to help women from economically struggling sectors to become self-reliant. The loan also provides for women to move forward in their entrepreneurial journey. While the Udyogini Scheme was launched by Karnataka State Women Development Corporation, many banks have embraced the program in a number of different ways.

Scheme 9: Cent Kalyani Scheme - Provided by the Central Bank of India, the program is designed for women business owners in many areas in all manufacturing activities and services, including handlooms, food processing, clothing manufacturing, etc. The purpose of this program is to provide loans to meet the high costs of plants, equipment, equipment, day-to-day costs, and more. Under this scheme, loans of up to Rs 1 crore are allowed at 20 percent of the rand. In addition, loan interest rates depend on different market levels. With the exception of self-help groups, retail trade, and educational and training institutions, all other types of business are eligible under this program.

Scheme 10: Mahila Coir Yojana - The Mahila Coir Yojana Subsidy Scheme was expanded to provide self-sufficiency to women working in rural areas in coir fiber producing regions. Converting coir cable to motorized car meters in rural areas offers greater employment opportunities, improved product and quality, better working conditions and higher incomes. The program envisages the distribution of motorized rickshaws / traditional rows of spinning coir cords to artisan women. In terms of the scheme, the Coir Board will provide 75% of the cost of car rental as one-time subsidy has provided an additional 25% of the beneficiary's income through voluntary organizations / financial institutions / resources. More than one specialist in each family will be able to get help under this program

Conclusion

These are just a few of the many strategies currently in place to help aspiring female entrepreneurs take that first step in financial empowerment. Remember, these programs are only designed to measure the women's playground in the business. While women-owned enterprises show an average of 8-10% more than equally owned male-owned enterprises in the same fields, only 5% of women-owned enterprises receive capitalist support from the 77% of prominent business men, and this is the gap the government is trying to close with these programs. . It has long been doubtful that women can be as successful in business as anyone else, but social barriers have always been important, and these programs aim to help overcome those barriers and build a truly strong and truly free - market economy.

Recommendations

For Indian women, empowerment can be a lifelong task: they need to strike a balance between wisdom and culture. While the Indian Govt works tirelessly to empower women, we, too, need to be aware of their rights, schemes and benefits that can help achieve full empowerment. Uneducated and illiterate women entrepreneurs from rural and urban areas, have benefited from certain programs under the Indian Govt to help start or manage a company. Swami Vivekananda, one of the greatest sons of India, quoted that, "There is no chance for the welfare of the world unless the condition of women is improved, It is not possible for a bird to fly on only one wing." Therefore, the inclusion of 'Women Empowerment' as one of the prime goals in the eight Millennium Development Goals underscores the relevance of this fact.

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Women Entrepreneurs in India: Problems and Perspectives with regards to Microfinance Credit in Mumbai Suburbs

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Abstract

Microfinance in India has seen tremendous success for the past twenty years. The Self-Help Groups which are also called as SHG have found an important place in new micro-financial management activities. Hence there is a need for analyzing the problems faced by the SHG members for availing the micro finance loan in India. Women are working in different sectors, right from traditional agro-based society to modern money making business in primary and tertiary fields. However, the main issue is that in such a traditional society women lack support and cooperation of their family members and the society. Stiff competition from the male counterparts and other established segments in the society lead women entrepreneurs to face hurdles in their venture. The present paper focuses on these challenges and recommendations in solving those. The Results showed that the lack of proper guidance is the first and foremost problem faced by the sample SHG members. The formalities for getting the loan has been secured as second rank followed by Difficulty to approach the authorities for getting loan is the third important problem. Further, the research shows that the problems differ among various categories of respondents. Hence, it is suggested that the government and NGOs should take necessary steps for providing proper guidance to the SHG members.

Keywords: Micro finance, challenges, women entrepreneurs, competition

INTRODUCTION

In Gujrat, Self-Employed Women's Association (SEWA), was first in India to take initiative to introduction of micro finance, which established SEWA Bank in 1974. Those who want to grow the business in the plural area, this Bank provides financial Service to those individuals. Poverty Eradication Mission 1998 was one of the successful initiatives taken by this bank in Kudumbashree, in Kerala state. The women from both urban and rural areas come together to fight for their rights and to help empower themselves, through the community organisation of Neighbourhood Group (NHG) which was led by all females. In this Neighbourhood Group all the women's work in various issues like agriculture, health and nutrition. They can give micro credit while working in the scheme by collecting some income. So the underprivileged area is promoted by some of this small skill initiative taken to build financial independence.

In India to cater to the large population in rural areas it is very much needed to provide microfinance facilities. In India the main objective of microfinance is to promote social and economic development at the Grass root level by community based approach, increase in income of households and empowerment of women.

Although we say that women are moving ahead in every occupation, the entrepreneur world is still dominated by the male counterparts. In most of the developed countries of the world, women operated enterprises are increasing rapidly. However, this is not yet the phenomenon in developing countries like India. Flourishing activities of women in business would also enable economic wellbeing of the nation.

Education industry has opened up wide opportunities to women entrepreneurs, but the required societal changes are not consistent to provide the growth platform to the women entrepreneurs. The challenges which are faced by women entrepreneurs in the present day are lack of cooperation and support and Cutthroat competition from their rivals.

REVIEW OF LITERATURE

Dr.Valsamma Antony (2007) mentioned that, the male domination and other prejudices attached to women in Indian society are yet to be challenged. Educating them in the nuances of business and managerial skills is very much necessary. Liberal finance by the organizations and other support systems, particularly by the Government, should be given to them. Success stories of other women entrepreneurs also would help them motivate. Anyway, it is high time that women step into the mainstream towards the overall economic and social development of our country.

K. Sundar, J. Gopu, Syfil Ali (2001) recommended that women entrepreneurs from different fields have the potential and can establish enterprises of their own. What they need is encouragement and support from the family members, especially their spouse as well as Government and the society. Without their support, the growth of their ventures would not be possible.

Arunthathi Chaltopadhy (2005) emphasized that economic empowerment is elevating the status of women in our society. One possible goal towards achieving this end could be through entrepreneurship development.

K. Lavanya Latha (2006) suggested that for the success of women entrepreneurs it is important to give timely financial support, hard work, self-determination, self-confidence and personality traits.

Nagayya (2000) in his article entitled “Micro-finance for Self Help Groups” stated that the fast emerging tool for promotion of income generation in enterprises is providing credits applied to the poor by informal arrangement through Self Help Group. The author has also reviewed the initiative which is taken at National level with the view of institutional arrangement to support this program for poverty eradication among the poor with main focus on women.

OBJECTIVES

- i. To identify issues related to lack of cooperation and support and cutthroat competition faced by women entrepreneurs.
- ii. To assess the various problems which are faced by sample women beneficiaries on availing the microfinance loan.
- iii. To find out the measures to overcome these crises.

SCOPE

The research is dealing with women SHGs and problems associated with micro-finance in Mumbai Suburban Area. It includes an analysis of socio economic conditions of SHG, motivational factors for joining the SHG, problems in getting the micro finance loan in the study area on the basis of the opinions of SHG members which were collected through interview schedules. The present study does not cover the men SHGs in the study area.

DATA AND METHODOLOGY ADOPTED FOR THE STUDY

Both primary and secondary sources of data are chosen for the study. Due to lack of access to study the women entrepreneurs in the field, it was decided to interview them and collect primary information with the help of google form. With this regard, a total of 32 women entrepreneurs from the entire field were chosen as the sample for the present research study. Thus, telephonic interviews of women entrepreneurs engaged in different activities were taken and forms were circulated through whatsapp messenger (in several cases their children and other family members had to help fill the form due to language issues). The secondary data was collected from published sources such as search engines, online study forums, research journals and magazines (both academic and non-academic). The conclusion from the interviews was drawn to fulfill the objectives of the study.

INTERVIEW FINDINGS:

After the telephonic interviews with the women entrepreneurs in Mumbai city, it is found that majority of them are entering into the profession and are the part of Self-Help Group because of few important reasons such as improving their social and economic status, promoting saving habits, obtaining financial support for starting up of the enterprises, initiating group activities, having financial independence, lack of permanent jobs for husband, motivation by NGOs, families and friends. Particularly, women entrepreneurs have the basic problems when it comes to getting microfinance loans. Most common among them are difficulty faced while approaching the authorities for sectioning the loan, improper guidance by authorities, less awareness of loan schemes and institutions, tough form filling task, delay in sanctioning of loans, lack of cooperation among the members and authorities expecting commission. Apart from these basic problems, the women entrepreneurs also faced the main issues with following two core problems -

LACK OF SUPPORT

The main hurdle, which the women entrepreneurs face, is that she is not able to step out of the house to establish her career. The confidence to do so is completely lacking. Usually women are not able to manage their personal and professional lives together (46 percent of the respondents opined this). Doing justice to their business venture and at the same time managing the family is not very easy for the women entrepreneurs. At times she feels pressured and in such a situation she gives up on her ventures, leaving them incomplete.

Another root cause of the situation is lack of support from the family members. It was mentioned by 63 percent of the respondents that only if the women entrepreneurs find adequate support from her family in terms of moral and financial support, they could make their lives a great success. Moreover, their male counterparts are of the view that why do you need to work when we are earning. It was noted from the interview that nearly 24 percent of the respondents do not have support from their male counterparts. They are suppressed and said that it is better to sit at home and look after the domestic chores and children. With such a situation she is restricted to four walls of houses.

While interviewing the women entrepreneurs, it was mentioned by few of the ladies that the family members, particularly their husband and in case of unmarried women their father, do not allow them to carry on with their ventures as it feel that such type of ventures are not safe for women and there are chances of molestation. Even some husbands, particularly, uneducated, doubt the character of their wives that she might have extra marital affairs because of which she is moving out of the house every day. Nearly 12 percent of the respondents are depressed with these phenomena. These women are in great dilemma as to whether to continue doing the business or not.

If it is a nuclear family then the support of the spouse and the children is very important. On the other the females belonging to a joint family look forward to the support from their in-laws and other family members. In the beginning of the venture everything seems to be bright and all right, but later on the difficulty starts rising up. The working of women in this respect is hindered (50 percent of the respondents found that they are facing great challenges now, venturing their projects).

Many of the times it is also difficult for the women entrepreneurs to find the right contact for supporting their business ventures. These contacts are usually helpful for women in financing and expanding their activities. It has been seen that the urban women are getting the additional support from various agencies such as NGOs, business houses and other organizations who also guide these entrepreneurs throughout their ventures.

CUTTHROAT COMPETITION

The most important challenge, which women entrepreneurs face, is cutthroat competition mostly from the organized sector of the economy as well as from the male entrepreneurs. Around 60 percent of the respondents believed that this problem is being enhanced by inadequate capital to start up with the ventures as well as lack

of proper advertising required to sell the products in the market. Some of the women entrepreneurs face situations, where the quality of their product is challenged. Here one important fact lies ignored, that women entrepreneurs are more sincere and serious in their work.

Around 73 percent of respondents opined that stiff competition in the market unleashes women entrepreneurs from displaying their full potential in carrying out business. whatever incentive the government has provided does not allow the women to stand the growing competitive market. In this relation, the Government is helping women entrepreneurs with schemes for retaining and advancing in their respective ventures. This is opined by only 12 percent of the respondents, who are aware of the Governmental schemes.

Thus, nearly 54 percent of the respondents felt that competition, which the women entrepreneur faces, is in the form of product quality, prices of the product, profits, packaging, marketing, advertisement and technological innovations. Sometimes it is even seen that the competitors may be involved with bulk production and thus may receive concessions and at various levels of production. Not only the prices but also the latest trend in the market can also be adopted by the competing form, leaving the women entrepreneurs behind the market flow.

FINDINGS AND DISCUSSION

As mentioned in the research methodology, the questionnaire was developed by taking relevant inputs from the women actively engaged in SHGs and the functionaries of different support agencies, who are directly or indirectly associated with their groups. However, it was essential to do a reliability test before using the tool with selected samples. The reliability test indicates factor loadings on the respective empowerment variables. The obtained Cronbach Alpha (α) values are 0.82, 0.84, 0.81 and 0.90. The high α values indicate significant factor loadings and thus warrant deeper analysis of the respective variables. It is also evident from Table-1 that the mean value of the ten items of economic empowerment of the respondents range from 2.81 to 4.25. It is pertinent to note that the consistency in Standard Deviation for mean variation implies more variation in the nature of responses. The standard error means are also found to be consistent for all the variables.

Table 1: Reliability Test for Empowerment Variables

Measures	Items	Range	Factors	Variance	Mean	Std.Dev.	Cronbach Alpha
Economic empowerment	10	1-5	2	69.98	3.85	0.92	0.82
Educational empowerment	10	1-5	3	61.75	4.2	1.0	0.84
Empowerment of SHG members through food health nutrition	7	1-5	2	71.72	3.83	0.83	0.81
Impact of empowerment	10	1-5	2	69.91	3.89	1.0	.90

As per Table 2 the average of the mean values of the respective items under ‘Economic Empowerment’ was close to 3.4. The data analysis reveals that the t values of the respective items under Economic Empowerment Variable are 36.38, 16.50, 2.90, -3.58, 3.37, 16.52, 25.77, 25.77, 24.27 and 1.349. While the t- values of the first nine items are highly significant, the last item is not significant. It implies that the achievement of empowerment is more visible at the group level rather than the individual level. Similar observation was recorded when the researchers engaged with the women members during pilot study. A majority of SHG members expressed an individual feeling or expectation on the need to take up bigger roles beyond SHGs.

Their feelings were narrated in their own words: “In the long run we need to look beyond SHGs to take up bigger roles.” They associated such ‘roles’ with higher economic potentials. They also expected greater lending support from banks which was not adequate. It can be inferred that such progressive changes in policies and attitudes may take a longer time, unless adequate initiatives are generated at the SHG level or any other relevant higher level of political or social organizations. The current scenario may be attributed to the prevailing conservative socio-cultural customs, gender discrimination, and an interdependence among members in the group and the society at large.

Items	Mean	SD	Standard Error	T Value	Sig (2 Tailed)
I could take better decisions for the financial problems after joining SHG	4.24	0.9	0.034	36.38	0.000
I could clear off my personal debts after joining SHG.	3.65	1.04	0.037	16.5	0.000
The monthly incomes of individual members are showing an upward trend.	3.11	1.05	0.039	2.9	0.004
The progress of the SHG has also improved the individual economic condition and financial position in terms of net assets.	2.82	1.31	0.049	-3.58	0.000
The liability of the individual members before joining the SHG was heavier.	3.14	1.09	0.041	3.37	0.001
The economic condition of the individual after getting a loan from a bank through SHG improved	3.53	0.86	0.0326	16.52	0.000
The economic improvement of the individual has helped to command more respect for the members	3.91	0.92	0.034	25.75	0.000
I envisage a remarkable growth of my business in the next 3 to 5 years	3.9	0.91	0.035	25.77	0.000
My group needs of further assistance from banks too in future	3.67	0.73	0.027	24.27	0.000
I feel myself self-reliant through my participation in SHG	3.04	0.92	0.034	1.35	0.178

CONCLUSION

From the above discussion it can be concluded that the women entrepreneurs want to reach out in the society making their own significance towards the economy of the nation. It is expected that the barriers here are lack of cooperation and support and stiff competition needs to be overcome. A major finding of the study was that the achievement of women’s empowerment was more visible at the group level rather than the individual level. However, most of the SHG members in the study expressed an individual feeling or expectation on the need to take up bigger roles beyond SHGs. The study found that such SHG members associated higher roles with increase in economic potential. Another important finding from the study was that education played a

significant impact in determining women empowerment. It was also observed that SHGs play an important role in improving the health and nutritional status of its members and their families. It is pertinent to note that all 7 variables representing empowerment through food and nutrition were consistent throughout with highly significant t values. The present study investigated the various problems faced by the women SHG members and impact of the microfinance loan on empowerment of sample women beneficiaries in the study area. Most of the members are not well educated and they are not familiar with the rules and regulations for availing the banking services. They are in need of proper guidance. The research finding showed that the problems are differing among various categories of respondents. There lies not only the government responsibility to tap the potential of women entrepreneurs, but also the family members of these women entrepreneurs who can help out her in full force. Government needs to see how these women entrepreneurs can organize themselves into a formal organized sector so that they do not face event competition. At the same time it becomes the responsibility of the family members to support these ladies with time and other household chores. Traditional thinking of male dominated society has to be overcome so as to develop a new path for the new women entrepreneurs.

Based on the research finding the following recommendations are made to the authorities who are regulating SHGs.

- The government and NGOs should take necessary steps for providing the proper guidance to needed people to get the microfinance loan.
- The Banks can provide proper assistance for filling the loan application forms.
- Further, the bank formalities should be simplified. The single window system may be introduced for granting microfinance loans to the Self Help Groups.
- The proper training should be given to SHG representatives and animators regarding the bank loan formalities.
- Further, the schemes announced by the government are not reaching the SHG members. Hence, it is necessary to circulate all the new schemes to the rural people through proper monitoring systems and guidance.

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Study of consumer purchase behaviour and satisfaction on online food delivery services platforms during COVID-19 lockdown in India

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Abstract

India recently witnessed the one of the biggest lockdown in history because of COVID-19 situation. Providing essential goods and services to 1.3 billion people during lockdown is not easy task but this made possible by online services providing organisations. COVID lockdown does not stop Indian online food delivery platforms from delivering their services in fact they amplified their operations to serve their consumers better and play a vital role in their consumers life. The present research aim to examine consumer purchase behaviour and satisfaction on Indian online food delivery platforms during COVID-19 lockdown in India. Relationship between perceived usefulness, consumer purchase decisions, and follow healthcare measures during delivery of food by online food delivery platforms, consumer satisfaction and retention tested to accomplish the objective of examine consumer purchase behaviour send satisfaction. Primary data for the study collected through online structured questionnaire between May–June 2020. Simple random sampling method used to collect data from 140 respondents .Descriptive statistics and Z-test applied. On apprising the proposed model, four out of four hypothesis supported. Study concludes that consumers were satisfied with Indian online food delivery platforms services during COVID-19 lockdown and they showed repurchase intentions.

1. Introduction

Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is responsible for COVID -19 pandemic in India. First case of COVID-19 in India reported on 30th January 2020. On 22nd March, India observed a 14-hour voluntary public curfew followed by total mandatory lockdown in COVID-19 hotspots and all major cities at the instance of Prime Minister Narendra Modi. Entire 1.3 billion of Indian population was under lockdown from 24th March 2020 to 1st June 2020 in phase's I-V of lockdown. During this lockdown government only allow the supply of essential goods across the nation, healthcare and other essential services.

Online food delivery services in India are in a nascent stage but possess the immense potential for growth. As per ResearchAndMarkets.com's recent report Indian online food market will be USD 21.41 Billion by 2026 from USD 4.66 Billion in 2020. Online food delivery works on two delivery types i.e. Aggregator & Cloud Kitchen. Aggregator like Swiggy, Zomato, Uber eats, foodpanda etc. which allow consumer to compare and order food from different restaurants. Cloud kitchen establish exclusively for food deliveries or take away.

Role of online food delivery services during COVID-19 lockdown in India-

During lockdown in India, lot of the people working in the food industry lost the jobs and many more were on the verge of losing the jobs. In COVID lockdown for Indian food industry online food delivery services platforms are blessing. Many restaurants, food joint sustained in COVID lockdown just because of online food delivery.

Because of hectic schedule and growing disposable income many urban Indians prefer ready to eat online food. Students, bachelors who are staying far from home mainly depended on the online foods delivery services during lockdown time.

2. Literature review.

Yeo , et al. (2017) in their paper, “Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services” examined the structural relationship between convenience motivation, post-usage usefulness, hedonic motivation, price saving orientation, time saving orientation, prior online purchase

experience, consumer attitude and behavioral intention towards OFD services. Paper conclude that there is a positive relationship between attitude towards OFD services and behavioral intention towards OFD service.

Suhartanto, D et al., (2018) in their paper, "Loyalty towards Online Food Delivery Service: The Role of E-Service Quality and Food Quality" highlights influence of food quality and e-service quality on consumer loyalty towards online food delivery OFD service. Study concludes that there are direct effect of food quality on online loyalty, but not E-service.

Nayan & Hassan (2020) examine the consumer satisfaction for online food service delivery system on Malaysian consumers. Authors find out that most of the respondents from this study satisfied with the online food service delivery system especially by Food Panda Service and Grab Food Service because this systems are easy to use and delivery time is equitable.

Annaraud & Berezina (2020) in their research paper "Predicting satisfaction and intentions to use online food delivery: What really makes a difference?" Studied the consume satisfaction and behavioural intension toward Online food delivery (OFD) in American consumers. Authors found that consumer satisfaction affected by food quality, consumer service, control, and service fulfilment. Consumer satisfaction have a strong positive impact on behaviour intension to online food delivery.

3. Objective, hypothesis design and research model

3.1. Objective-

1. To understand the relationship between perceived usefulness and following healthcare measures during delivery of food with consumer purchase behaviour
2. To find out factors affecting the consumer purchase decisions
3. To study relationship between consumer purchase behaviour and Consumer satisfaction and repurchase intension

3.2. Hypothesis Design-

H1: There is relationship between perceived usefulness and consumer purchase decisions

Perceived usefulness includes the delivery of food on committed time, available of food in allowed time period in lockdown and good service support in COVID India lockdown.

Consumer purchase decision includes online food services platform would be first choice to buy the food, encourage others to buy food from online food services platform and always prefer online food services platform over the other available alternatives in pandemic situations like COVID.

H2: There is relationship between following COVID healthcare measures during delivery and consumer purchase decisions

Following COVID healthcare measures related to online food delivery platforms includes but not limited to contactless delivery of food, using mask and COVID protective equipment by delivery person while handling the food and following other COVID guidelines issued by WHO or ICMR in workplace and during delivery

H3: There is relationship between consumer purchase decisions and consumer satisfaction and repurchase intention

Consumer satisfaction and repurchase intention includes consumer satisfaction with online food delivery platforms, the experience of consumer with online food delivery platforms and intention of repurchasing from online food delivery platforms

H4: There is relationship between following COVID healthcare measures during delivery and consumer satisfaction and repurchase intention

3.3. Research Model

The researcher proposed the hypothetical research model given in figure 1

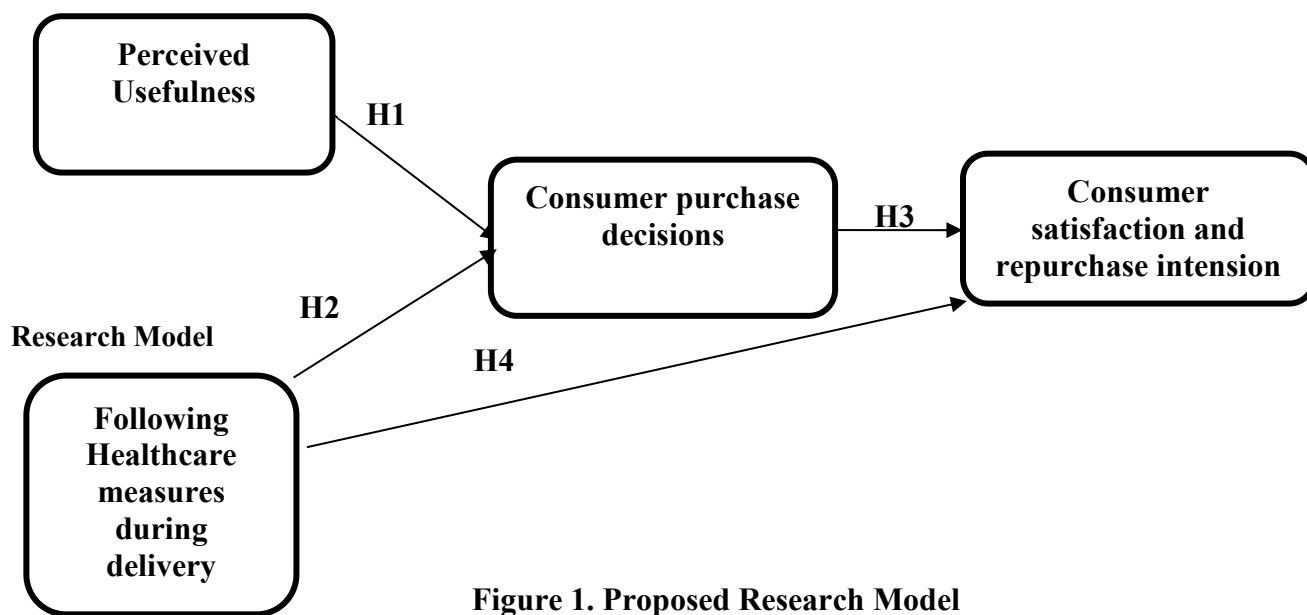


Figure 1. Proposed Research Model

4. Research methodology

4.1. Questionnaire developmen-

Five-point Likert scale anchored type used to designed the questionnaire, responses recorded on scale from 1 (Strongly disagree) to 5 (strongly agree). All items tested for Validity and reliability criteria through Cronbach alpha.

4.2. Subjects, Sample size and data collection

Data collected using the online surveys i.e. Google forms in Mumbai and suburbs. People over the age 18 year who use online food delivery service platforms used as subjects.

4.3. Data Analysis and result

IBM SPSS version 22 used for purpose of descriptive analysis, testing reliability of questionnaire scale used in this survey and hypothesis testing using two tailed Z- test.

5. Data analysis, Hypothesis Testing and results

5.1. Descriptive analysis

Table 1. Demographic data of respondents

Demographic	Item	Subject	
		Frequency	Percentage
Gender	Male	112	80%

	Female	28	20%
Age	Above 18 year	52	37%
	Between 30-45 year	60	43%
	Above 60 year	28	20%

5.2. Reliability Analysis-

Table 2. Scale reliability analysis

Variable	Item	Cronbach's alpha
Perceived Usefulness	3	0.75
Follow Healthcare measures during delivery	3	0.78
Consumer purchase decisions	3	0.72
Consumer satisfaction and repurchase intension	3	0.74

Danesh et al. (2012) recommend the reliability testing to ensure consistency and stability of result over the time and reliability can be asses using the Cronbach's alpha coefficient. Danesh et al. (2012) also mention that scale could considered as reliable if alpha values is above 0.7. Calculated alpha value for all variable mentioned in Table 2 is above 0.7 indicated good scale reliability and validity.

5.3 Hypothesis testing-

Table 4. Two tailed Z-test result for Hypothesis testing (Note. *Significant level at 5 %.)

Two tailed Z-test			
Hypothesis no	Calculated value	Tabulated value*	Results
H1	2.03	1.96	Supported
H2	3.43	1.96	Supported
H3	2.93	1.96	Supported
H4	4.45	1.96	Supported

From table 4 all calculated values are greater than tabulated value at significance level of 5% hence Hypothesis H1, H2, H3 and H4 are supported. The results shown in table. 4 indicate that perceived usefulness has a positive and significant effect on consumer purchase decisions, following COVID healthcare measures during

delivery positively influence consumer purchase decisions, consumer purchase decisions positively influences consumer satisfaction and repurchase intention and following COVID healthcare measures during delivery positively influences consumer satisfaction and repurchase intention

6. Conclusion and discussion-

It found that during the coronavirus lockdown in India, initially maximum respondents refrain themselves from ordering food online because of COVID infection fear but afterward they started ordering food online. Big online foods services organisations like Swiggy, Zomato, and Dominos etc. used the promotional tactics of the safe delivery promise by following ICMR/WHO COVID healthcare guidelines. Online food delivery platforms following the COVID healthcare guidelines in their daily operations like use of masks and other recommended PPE (Personal protective equipment) in coronavirus breakdown, they also providing the contactless deliveries which encouraging consumers to buy food online. Food availability at allowed time (in lockdown), deliveries in committed time and excellent service support also encourage consumers to order foods online.

Overall consumers are satisfied with online pharmacy services and shown reorder intension from online food delivery services platforms. Following the COVID healthcare guidelines during food deliveries is the main factor, which help online food delivery services platforms to gain consumers trust in COVID pandemic time.

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Role and Importance of Microfinance in Capacity Building of SHGs with reference to NABARD initiative

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Abstract:

The Microfinance sector grown rapidly over the last decade in India, it has been considered as an important tool for financial inclusion in bringing untapped population into formal banking sector. Microfinance played a very important role in capacity building of lower income society.

NABARD played a significant role in creating alternative credit delivery mechanism to the poor called microfinance schemes. NABARD granted permission to various microfinance institutions to provide integrated microfinance services of savings and credit at an affordable rate in capacity building of SHGs. This study is conducted to understand the role of microfinance in achieving the objective of capacity building of SHGs. In this paper researcher tries to emphasis on the role and impact of microfinance institutions in capacity building of SHGs.

KEY WORDS: Microfinance, SHGs, Capacity building

I. Introduction:

It has been more than two decades that the Microfinance sector supported SHGs, which are formed by the low-income and unserved groups to get collateral-free credit at affordable prices. Microfinance institutions are one of the strongest pillars in the holistic development of the SHGs through various schemes and innovations. Microfinance emphasis as pre microenterprise stage of capacity building of the low-income group. Microfinance institutions in India have made remarkable headway in developing microfinance for capacity building of SHGs. The tremendous growth in microfinance is due to the continuous efforts of NABARD

SHGs in India

SHGs are small informal group of 10 to 20 individuals, who are similar with respect to social and economic background and come together voluntarily for promoting savings habits among members and for a common cause capacity building of group members. The pool of savings of members are mobilized within the group in the form of loans by it to its members for urgent needs or such other purposes as decided by the group.

II. Literature review:

Dr. Suman Kalyan Chaudhury, (April 2014), accordingly to researcher Microfinance encompasses the provision of financial services and the management of small amounts of money through a range of products and a system of intermediary role that are aimed at low-income clients.

Johnson, S. and Rogaly, B. (1997), The research used the development evaluation framework for impact assessment of projects, pioneered by the Inter-American Foundation. It was evidenced that microfinance as a development intervention has some level of impact on grassroots development. The impact is of direct benefits to individual operators of SMEs and their families. These included positive impact on basic needs; knowledge and skills; employment and income; and assets.

Hulme and Mosley (1996), the research indicates that when loans are related to a growth in resources, when borrowers are persuaded to provide in low-risk profit producing deeds and when the poor are motivated to keep and save; the susceptibility of the poor is eliminated and their poverty condition increases.

Prof Mohi ud Din Sangmi, Prof Syed Javed Iqbal Kamili (October 2016), Researchers observed in this study that microfinance development has a significant impact on poverty alleviation of microfinance beneficiaries. Education dimension has gained significant progress in urban microfinance beneficiaries compared to Rural Microfinance beneficiaries; the scheme is equally poised in the Rural Urban areas of the Kashmir Division regarding Poverty alleviation.

III. Objective

To understand the role and impact of microfinance in capacity building of SHG in the country

IV. Research methodology:

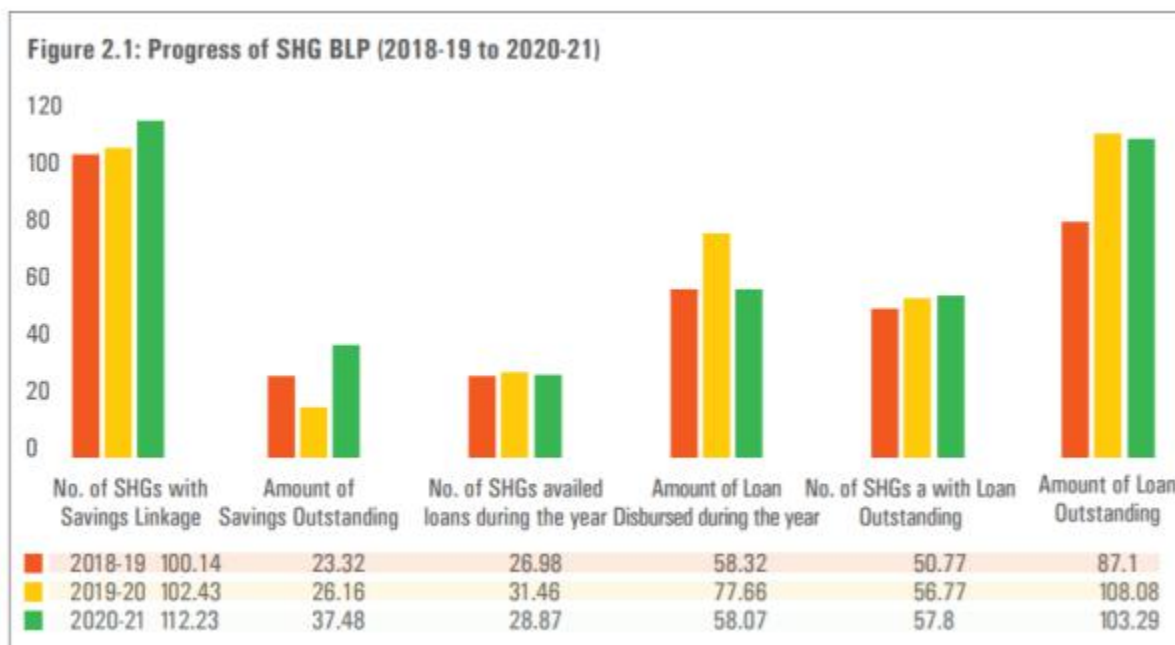
The study is purely based on secondary data collected from various journals, articles, working papers, NABARD reports, World Investment Reports, Asian Development Bank’s Reports, various Bulletins, Economic and Social Survey of Asia and the Pacific, Reports on Economic Policy and World Bank websites, IMF and various MFIs.

V. Review of Microfinance sector:

There are two distinct approaches in microfinance for giving microfinance in India, Self-Help Group – Bank Linkage Programme (SHG-BLP), and the Micro Finance Institution led approach.

1. of SHG Bank Linkage Programme

The SHG-BLP program has definitely an example of achievement of a microfinance program globally with an outreach to 13.87 crore families, providing social, economic and financial empowerment to the rural poor.



Sources: <https://www.nabard.org/auth/writereaddata/tender/SoMFI-2020-21.pdf>

The above table is showing year-wise progress from 2018–19 to 2020 - 21 in savings and credit linkage of SHGs under the SHG-BLP.

In 2020–21, additional 9.8 lakh saving linked SHG at all India level was reported the growth in the SHG at all India level registered to 9.5% compared to 2.3% in 2019 – 20. There was a positive growth registered at the regional level in 2020–21

Sr. No.	Regions	Total no of SHG	No. of SHGs having loan O/s	SHGs having loan O/s (%)	% Share of distribution
1	Northern Region	6,09,808	1,43,275	23.50	2.48
2	North Eastern Region	6,33,714	1,64,421	25.95	2.84
3	Eastern Region	31,22,424	22,52,039	72.12	38.96
4	Central Region	13,45,575	3,68,271	27.37	6.37
5	Western Region	15,50,176	3,12,913	20.19	5.41
6	Southern Region	39,61,703	25,39,325	64.10	43.93
	Total	1,12,23,400	57,80,244	51.50	100.00

Sources: <https://www.nabard.org/auth/writereaddata/tender/SoMFI-2020-21.pdf>

Agency	Sanctions during 2020-21		Release during 2020-21		Cumulative Sanctions as on 31 Mar 2021		Cumulative Releases as on 31 Mar 2021	
	Amount	No. of SHGs to be promoted	Amount	No. of SHGs savings linked	Amount	No. of SHGs to be promoted	Amount	No. of SHGs savings linked
NGOs	654	6470	427.57	9811	38043.8	700652	15599	544497
RRBs	0	0	0	0	1764.38	61656	666.9	55288
Coop. Banks	0	0	23.15	534	1294.22	66782	609.33	59975
IRVs	0	0	0	0	455.18	26350	78.25	12313
Farmers Clubs	0.13	10	0.13	0	46.13	5138	20.45	4469
PACS	41.2	800	42.94	1199	669.61	14925	95.57	3311
SHG Federations	0	0	0	0	25.4	200	12.37	46
NGOs – MFIs	172.13	2569	37.7	1126	337.13	5869	41.7	1126
Total	867.46	9849	531.5	12670	42635.9	881572	17123	681025
Women SHG Scheme (in 150 LWE affected and backward districts)								
Anchor NGOs	NA	NA	651.64	18	20438.1	204381	13943	129167

Sources: <https://www.nabard.org/auth/writereaddata/tender/SoMFI-2020-21.pdf>

NABARD has initiated various interventions to strengthen the program from time to time for providing access to a range of financial services by supporting NGOs, Federations of SHGs, CBs, RRBs, NGO-MFIs, CCBs, PACS, Farmers' Clubs, Individual Rural Volunteers (IRVs) and so on. NABARD continued to implement the scheme for promotion and financing of Women Self-Help Groups in 150 identified Left Wing Extremism (LWE) and backward districts of the country. As on March 31, 2021, 2.11 lakh WSHGs were promoted/savings linked and 1.29 lakh WSHGs was credit linked to banks.

Vi. Conclusion

NABARD had taken various initiatives for making Microfinance strong root for the progress of the economic development of the needy population. It is considered a significant tool for eradicating poverty and for capacity building sustainably. At present, microfinance is growing magnificently across the globe because of its substantial impact on poverty improvement. Microfinance has a positive impact on capacity building of the SHGs in the areas of financial discipline and social requirements in country.

Vii. Reference

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[World Bank Document](#)

SELF HELP GROUP (SHG'S): AN EFFECTIVE TOOL FOR EMPOWERMENT OF WOMEN

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ABSTRACT

Women's empowerment through the Self Help Group as a focal and apple production in determining status of women. The objective of the analysis is intended to reproduce the social impact of the self-help group of women to investigate the changes in the SHGs social clause, to assess the influence of the SHGs on the social status of individuals. The results point towards positive and significant impacts of SHG participation on empowerment at the community level, which suggests that SHGs offer an effective space for women to share information and raise awareness about women's rights.

The concept of SHG services the principle, 'by the women, of the women and for the women'. Self-help groups are voluntary associations of people with common interests formed to achieve collective social- culture and economic goals and formed democratically without any political affiliations. Such groups are organized for mutual help and benefit implication on the overall development of women. SHGs enable economic, social, political and psychological empowerment of women. Women participation in Self Help Groups have obviously created tremendous impact upon the life pattern and style of poor women and have empowered them at different levels not only as individuals but also as members of the family members of the community and the society as whole. They come together for the purpose of solving their common problems through self-help and mutual help. The more attractive scheme with less effort is "Self Help Group" (SHGs). It is a tool to remove poverty and improve the women entrepreneurship and financial support in India.

KEY WORDS-Self Help Groups (SHG's), Women Empowerment, NABARD, Bank Linkage Programme (BLP)

INTRODUCTION

SHG become a tools of a change for women's life. SHG's as a vehicle of "Self-Help" to encourage of self-employment and poverty alleviation. SHG's scheme initiated by NABARD for development of rural and semi-rural area and emphasized on self-employment of women. So this SHG's movement is main vehicle of revolution in rural credit delivery system in India by providing an effective tool for financial credit to rural poor people for their socio-economic empowerment.

SHG generally started by the NGO's with anti-poverty agendas SHG's and bank-linkage is considered as one of the best micro-finance NABARD supporting the self-help group and Bank Linkage Programme since, 1992.

MEANING OF SELF HELP GROUP (SHG's)

SHG's are small voluntary groups that are formed by people of related committee or a village based financial mediatory committee usually composed of 10-20 local women. The member make small regular saving contributions for few months and used this capital for lending purpose of their own members or other villagers. These SHG's are 'Linked' to Banks for delivery of micro finance credit.

SHG's formed for savings and credit facilities. SHG helps to those women who socially and economically backward women to become self-reliable and self-determinant. Through, SHG increase the income of women as well as improve in social status of women. SHG's solves the women's unemployment problem by making them self-employment.

Gender discrimination and inequality addressed SHG plays an important role to realisation of importance of women and their empowerment. SHG promoting financial independence and leads to women improvement and empowerment of women.

MEANING OF WOMEN EMPOWERMENT

The word empowerment means increase in social, economic, political and intellectual strength of an individual empowerment leads to increase in confidence of an individual in all its capacity.

Women Empowerment defined as promoting women's sense of self-worth, their ability to determine own choice. Empowerment of women starting from where women firmly self-determine and taking independent decision at her own without any fear and fever of others.

Through, SHG movement it improves confidence in economic empowerment, social-culture empowerment, political empowerment, and psychological empowerment of life of women.

LITURATURE REVIEWS

1. Dr. Preema Rose Nichlavose Jincy Jose (2017): SHG Initiatives on Socio Economic Status of Members and there is a need to build the preparation programs given to the SHG individuals with respect to the self-improvement and enterprising expertise advancement.

2. Kondal's (2014): Based on the analysis of women empowerment through SHGs in Gajwel, the major finding of the study is that there is a positive impact of SHGs on women empowerment.

3. Paltasingh (2014): The SHG-bank linkage and bottlenecks in the implementation of such initiatives. Policy measures have been recommended in the concluding section that can contribute to women's empowerment.

4. Kundu K.K.et al., (2006): SHG attempted to research the performance efficiency have found that commercial banks facilitated for the success of the rural economically backward sustainable way. SHGs have cultivated the habit of thrift and built confidence as well.

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OBJECTIVES

1. To study on SHG as effective tools for women empowerment.
2. To study on benefits through SHG's.
3. To study on Role of NABARD SHG's - Bank Linkage Programme.

BENEFITS OF SHG's-

- Social integrity
- Gender Equality
- Financial Inclusion – Economic Empowerment
- Banking Literacy
- Improving efficiency of Government Scheme
- Create various sources of employment
- Impact on health care
- Increasing in better standard of living
- Increasing in marketing skills
- Impact on infrastructure facilities

- Reason for development of rural areas
- Awareness of new technologies
- Entrepreneurship development
- Increasing school enrolments, etc.

NABARD's SHG BANK LINKAGE PROGRAMME (BLP)

SHG Bank Linkage Programme is a major plank of strategy for delivering financial services to poor people in India and facilitate the financial services and self-confidence in rural poor, through savings and lending from own funds of the SHG's.

This unique initiative is very cost effective and fastest growing micro finance in the world, which enabling more than 100 million poor household access to sustainable financial services from banking system.

Lending to SHG's included by banks as part of their lending to weaker sections of society. The recovery rates of loans are good and banks found that transaction cost of reaching poor through SHG's is generally lower rather than direct lending by bank.

In the year of 2020-21, NABARD takes pride that SHG's- Bank Linkage Programme which is largest microfinance programme in the world and there were around 112 lakh savings linked SHG's covering over 13.8 crore poor households. According to NABARD statistics reported recovery rate of more than 80% of loan by SHG's and bankers are happy about the recovery performance of SHG portfolio.

RESEARCH METHEDODOLOGY

This study is descriptive in nature and mainly based on secondary sources of data. The required data was collected from various annual reports, websites of NABARD, municipal websites, related journals & articles for relevant study.

CONCLUSION

Women Self Help Group in India have risen to extraordinary challenges of COVID-19 [Coronavirus] pandemic. In over 90% of India's districts, SHG's women are producing facemasks, running community kitchens, delivering essentials food supplies, sensitizing people about health and hygiene and combating misinformation.

Women's SHG's are being supported by Government of India's National Rural Livelihoods Mission (NRLM), which is co-financed by the World Bank. NRLM has scaled up the SHG, Model across the states and union territories of country.

Role of women in economic development is an indicator of economic independence, social status and securities. Usually working women are respected by household members and society, too. They have self-esteem and knowing more about the issues happing around the world.

Women groups have proved that they bring about the sea change on mind set of very conservative and traditional bound illiterate women belonging to rural areas. Women's empowerment is possible through development of SHG. SHG identified as a best sources of financial assistance for women faster and cheaper rate by having bank linkage programmes. SHGs have increasing the habit of savings among its members.

SUGGESTIONS

1. Provide Minimum Educations: As most of the members of SHG are illiterate. So, SHGs take up initiative to give minimum education to uplift their state.

2. Morality Discourage: Primitive thinking and social obligations are sometime discourages to women from participating in SHGs and which limiting their economic avenues.

3. Need Bases Approach: Commercial Banks and NABARD in collaboration with State Government need to continuously innovate and design new financial products for these groups.

4. Monitoring Cell: There should be need to establishment of separate SHG monitoring cell in every state. The cell should collect both qualitative and quantitative information.

5. Government's Role: Government plays an important role of facilitator and promoters to create a supportive environment for growth and development of SHG movement.

6. Creation of Law: Law should be there to protect the SHG's and create awareness.

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Expanding the Economic Rights: Welfarism, Start-up India and Poverty

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Abstract

In order to benefit from the demographic advantage that India possesses, expanding the economic rights of an individual becomes crucial. Welfare schemes that can lead people out of the menace of poverty are an excellent start to usher in a prosperous India. The initiative by the government of India and numerous state governments to promote 'Start-up India' has the potential to encourage entrepreneurship among the youth across the nation and lift millions of people out of poverty. If effectively implemented, government schemes have proved beneficial for vulnerable sections of society to get into the mainstream and live their lives with dignity.

Keywords: Start-up India; Poverty; Government schemes; Entrepreneurship; Welfarism

Introduction

The government of India, over the years, has introduced several government schemes for improving the living standards of people living in India. Poverty is described as "pronounced deprivation in well-being" or 'inability of individuals to access a Minimum Level of Acceptable standard of living in a society (Misturelli and Heffernan, 2008). Poverty is something that is experienced by millions of people in the world. It is a result of an interplay of several factors; some factors impact more than others. Poverty in Asia and Africa, in particular, can be safely related to colonialism (Nkrumah and Nkrumah, 1965). It is that epithetic state of a human being where one cannot make her/his ends meet. The Impacts of poverty are multi-faced and prolonged. Dependency theory or Marxist interpretation of the cause of poverty in the third world is suited to India and Africa in particular (Ghosh, 2019). For Europe, India was but a cash cow. They entered as traders and became masters of her land and people. Exploitation being their main concern thus left India in a state of destitution. In the post-independence era, policymakers in India took a keen interest in addressing the cause of poverty at the forefront and introduced several schemes and policies to alleviate the poor sections of society. Some of the schemes and policies did a commendable job, whereas other failed to prove better (Goel and Rishi, 2012). Adopting a mixed economic setup with a tilt toward socialism was the first policy towards egalitarianism in society. The five years plans were five-year challenges to address the most pressing concerns of India. Poverty is a multi-dimensional issue, and tackling the issue of poverty is very complex. It occurs in various forms and dimensions, thus making the errors of omission and commission very high—the romanticised view of poverty being the state of mind. Since the first five-year plan initiated by the government in 1951, removing poverty has been a top priority (Planning Commission, 1951). Every consecutive five years, the plan has seen a renewed effort to alleviate poverty. The more world has changed, the more has it remained the same. This is particularly true in the case of India. The government of India was well aware of the fact that poverty is the major stumbling block for the country's development. While, on the one hand, India saw IT, space and digital revolution, yet the problems of the weak section are more or less the same. 'Sadak, Pani, Bijli slogans' still are relevant in the political setup of India. India is a country of wild contrasts, and the inequality between rich and poor is still on the rise. Worse is that the dream of an egalitarian society seems to be an unrealistic fancy. It is not that the government of India and the people of India are not trying to get rid of poverty, but poverty has more or less become a vicious circle that poses a 'Chakravyuha challenge' (Subrahmanian, 2018) for both government and the people. One of the significant reasons for not solving poverty in India is corruption, rampant on both high and lower levels

(Narasaiah,2005). India ranks 78th corrupt nation out of 175 countries, according to the 2018 Corruption Perceptions Index reported by Transparency International. India's corruption Rank averaged 75.67 from 1995 until 2018, reaching an all-time high of 95 in 2011 and a record low of 35 in 1995 (Special Correspondent, 2020).

Poverty happens to be one of the most complex issues globally as there is no single foolproof solution, programme or policy to get rid of it. Poverty may convey different ideas for different people, but in the simplest of terms, we can say that poverty refers to the inability of a person to meet the basic needs of life such as food, clothing, shelter and other necessities to sustain a dignified life. Those who cannot afford these essential criteria are considered flawed. Poverty is not the result of a single particular event or force; it is multi-dimensional (Bourguignon and Chakravarty, 2002). Besides, there is a lack of a sustainable solution to permanently eliminate poverty, say disease, natural disaster, loss of job, and so on rolls back the people from above poverty line back to below poverty line. This work attempts to highlight a positive co-relation between lifting people out of the poverty and role of 'Start-up India' and welfarism in making the goal possible.

Methodology

Secondary data from various government websites, news agencies, research papers and blogs were read and analysed in compiling this study.

Discussion and Findings

Since its inception, the constitution of India is committed to the idea of a welfare state (Kumar, 2005). The idea of a welfare state was one of the foundational principles for India's independence from Britain. The preamble of the constitution of India, the fundamental rights and the directive principles of state policy uphold the status of India being welfare-oriented in nature. It is rightly said that a welfare state regards itself as an agency of social service rather than an instrument of power. Directive principles of state policy though not enforceable, holds critical importance in the functioning of the state, and no sane government can ever do away with these principles. The essence of a welfare state is a close connection between the government and its citizens. India's economic rights boomed in the post LPG era as the Indian government launched effective programmes to liberalise, privatise and globalise its economy, which was considered a move towards naked capitalism (Mohsin, 2020). This expansion was followed by the widening of social rights, which were instrumental in safeguarding the rights of the deprived sections of the society, and thus, it may be said that a move towards capitalism in 1991 had a welfarist mood hidden in it. The notion of welfare towards the people by the government of India does not come at the discretion of the government, and it is instead a constitutional obligation for the ruling party to ensure welfare to her people. Besides, in India, no party can ever cancel out or be submissive about securing the welfare of her people because of the nature of its electoral politics. Since the late 1990s, the Indian state has extended the ambit of social and financial rights for its natives initiated major assistance activities (Srivastava, 2008). In total, these measures (powerless as they might be) have woven well-being nets for social insurance and give simple underpinnings of a welfare state.

The concept of the welfare state has gained vast acceptance among Indian voters for almost the last three decades. It is the educated Indians who are more pronouncedly active in making India adopt more directive principles of state policy. It has been rightly said that a political party can only ignore the directive principles of state policy if it does not want to return to power. So since the very first general elections of 1952, the demand for the DPSP to be materialised could be seen in the manifestos of the various political parties, and the aspirations from the government kept on expanding and rising. The government of India and the state governments have been put into practice several programmes like IRDP, JRY to eradicate poverty in India. While the objectives of these programmes may be commendable, they are based on a non-affective principle that spending money is in itself a necessary and sufficient condition for poverty alleviation. This belief has weakened the potential role of non-monetary programmes and the practical and mass effect they likely would

have on the masses. It has been noted by many agencies working on the ground that monetary policies and incentives create a sense of dependence upon the government or any external agency, and it harms the poor people in the long run. Though this belief is contested, non-monetary policies and programmes certainly have a practical part to alleviate our society's poor section (Weisbrod, 1966). One of the essential things that are need of the time is making the concerns of the poor common or 'mainstreaming the poverty concerns' by renovating the policies of all government departments under the close supervision of NITI Aayog.

Furthermore, at the same time, the importance of non-monetary policies should be kept in mind alongside the budgetary schemes. If non-monetary policies and budgetary schemes are closely monitored, and their interrelation is kept in mind while formulating the anti-poor programmes, it may demonstrate positive results. Poverty is many-sided, apparent by conditions that include lack of nutrition, lack of shelter, unclean living conditions, unacceptable and inadequate clean water supplies, poor solid waste disposal, low educational achievement, and the absence of class education, chronic ill health, widespread social instability. 191 UN member states unanimously committed to reducing poverty through signing Millennium Development Declaration in 2000.

Start-up India is about creating a prosperous India. It provides opportunities for those people who aspire to start a business of their own but do not have adequate assets. Lest their talent and potential go to waste, this government scheme comes to their rescue. Thus, Start-up India is about innovation, employability and proactive way of tapping the potential of youth. In the words of Prime Minister Narendra Modi:

"Start-up India is a revolutionary scheme that has been started to help the people who wish to start their own business. These people have ideas and capability, so the government will give them support to make sure they can implement their ideas and grow. Success of this scheme will eventually make India, a better economy and a strong nation." (Hindustan Times, 2021)

Government schemes such as Start-up India are instrumental in encouraging young people in India not to depend on government jobs and instead become employment givers and not employment seekers.

Conclusion

Oxfam and different NGOs have been very vocal in making the masses aware of the moral indecency of the world's deepening social and financial partitions. There is something profoundly unfair about a framework that enables 850 million individuals to go hungry, while millions on the other side of the world suffer from obesity. Outrageous imbalance of wealth and income incites disbelief amongst the ordinary people, as it goes against the fundamental general belief held that all individuals have equal rights. Addressing poverty and inequality is necessary if countries are to live up to their commitment under the international human rights framework established by the UN to fulfil the vision of equal civil and political rights and pursue the 'progressive realisation' of economic, social, and cultural rights. All government schemes meant to uplift the poor should be put to rigorous examination before their implementation on the ground. This examination is crucial lest the loopholes present in the scheme may be misused and the benefits of such schemes will not reach the intended target population.

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SGH's and Women Empowerment in Pandemic Era

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ABSTRACT:

In recent years, SHGs have become a significant movement in India. The Self-Help Group (SHG) movement in India has been working in empowering women and eradicating poverty in the rural and urban areas. Many women in India strongly believe in the movement and hold it responsible for improving their livelihoods. Self Help Groups (SHGs) the women are now participating in all productive activities and are at par with men. The monthly income of the women is in the rising trend properly matching with their monthly expenditure. levels of self-confidence and self-esteem of women increased indicating positive changes. The women in SHGs emerged as more assertive of their rights, in particular when dealing with the local community and on social matters which illustrated during the pandemic

Important Words: SHG , women empowerment , NABARD

Women bear an unequal share of the burden of poverty globally, due to societal and structural barriers to equality. Women's empowerment is a process in which women challenge the existing norms and culture in efforts to promote their wellbeing Empowerment is an active multidimensional process to enable women to realize their identity, position and power in all spheres of life. Empowerment provides a greater access to knowledge and resources, more autonomy in decision making, greater ability to plan lives, more control over the circumstances which influence lives, and freedom from customs, belief, and practices.

India's Social Help Group[SHG] movement has evolved from small savings and credit groups that sought to empower poor rural women, into one of the world's largest institutional platforms of the poor. Today, 67 million Indian women are members of 6 million SHGs. The genesis SHG in India can be traced to formation of Self-Employed Women's Association (SEWA) in 1970. ¹ Though SEWA began in urban areas, since the late 1980s it has been successfully spreading into rural India using innovative structures, such as crafts and producers' groups, self-help groups (SHGs) ,etc. Self Help Groups are voluntarily formed informal groups consisting of 10-20 members who are encouraged to save on regular basis. They use the pooled resources to meet the credit needs of the group members who are neighbours and have common interest. The groups are democratic in nature and collectively make decisions. Regular savings, periodic meetings, compulsory attendance, proper repayment, and systematic training are the salient features of the SHG. ²

The Reserve Bank of India (RBI) has been pursuing its goal of financial inclusion since the 1950s to bring in lower sections of society into formal, safer credit circles . As an integral strategy of a successful poverty alleviation program to secure access to finance vast changes to rural policy under the patronage of National Bank for Agriculture and Rural Development (NABARD) has started in early 1980's. The SHGs operated as a sort of microcredit institution.— towards a common fund to be used to lend to members in times of need. Under the Microfinance institutions[MFI]initiatives, there are two main channels to deliver credit to those at the bottom of the pyramid- via a relationship-based banking model or via a group-based model where individuals come together and apply for loans as a group. The National Bank for agriculture and Development (NABARD) opted for the second model in its SHG-Bank linkage program. ³ Under this program, groups of men and women come together to form a Self-Help Group (SHGs) in which each individual contributed a fixed amount at regular intervals to the common pool. Once a substantial amount of capital has been accumulated, the money is lent to the group members in a cycle. The repayment mechanism works though social interaction and peer pressure.. An advantage in this model is that a minimum voluntary savings is necessary.

NABARD along with RBI permitted SHGs to have a savings account in banks from the year of 1993 paved the way for the SHG-Bank linkage program. The SHG Bank Linkage Project has blossomed into the world's largest microfinance project and had become an excellent model for rural poverty alleviation and women empowerment **4** . It is interesting to note that more than 90 per cent of the SHG members are women. The model initiated to deliver affordable doorstep banking services as part of financial inclusion drive in India.

In 1999, Government of India, introduced Swarn Jayanti Gram Swarozgar Yojana (SGSY) to promote self-employment in rural areas through formation and skilling of SHGs. **5** The programme evolved as a national movement in 2011 and became National Rural Livelihoods Mission (NRLM) – world's largest poverty alleviation programme .Women's SHGs are supported by (NRLM) which is co-financed by the World Bank. NRLM has scaled up the SHG model across 29 States and 5 Union Territories(except Delhi and Chandigarh). of the country, reaching more than 67 million women. The women have saved \$1.4 billion and leveraged a further \$37 billion from commercial banks. **6** NRLM facilitated universal access to the affordable cost-effective reliable financial services to the poor like financial literacy, bank account, savings, credit, insurance, remittance, pension and counselling on financial services.

Though this programme witnessed lower loan defaults by its members in its earlier years, bad loans have been increasing in the recent past due to various reasons. The NPAs of the SHG-BLP surged from ₹.423 crore in 2007-08 to ₹4,524 crore in 2018-19. NPAs reached a peak level of 7.40 per cent in the FY 2014-15 and later fell to 5.19 per cent as on March 31, 2019. This situation of bad loans have been further accentuated on account of Covid-19 pandemic **7**

In the last year union finance minister announced Rs 1.76 lakh crore stimulus package to fight COVID 19. It included doubling of collateral free loans to women SHGs from Rs 10 lakh to Rs 20 lakh. It was estimated that it will help 63 lakh SHGs covering 7 crore families. **8** Normally loans are given at a ratio of 1:4 (deposit:loan), i.e. loans generally are 4 times to savings, which may go up after successful track records. According to NABARD report, March 31, 2019, there were almost one crore SHGs in India covering 12 crore families with deposits of Rs 23,324 crore. Out of this 50% SHGs (50.77 lacs) had availed credit with loans with outstanding of Rs 87,098 crore. **9** When compared to Women SHG , there are nearly 44.61 lakh women SHGs as on March 2019, and had loan outstanding of Rs 79,232 crore. Out of this portfolio, only Rs 3,605 crore is Non-Performing Assets(NPA). So, women SHGs have a gross NPA ratio of 4.5%. This is less than half of Gross NPA %, in Indian banking system in the last fiscal.**10**

Corona-Driven opportunities

Though the coronavirus has thrown many challenges to the members of SHGs with regard to conducting physical meeting, mobilising savings of the group, rotating the money for internal lending among the members, depositing the physical cash towards repayment of loans, and maintaining hard copy of records. But digital channels, have come to great rescue Further NABARD identified that COVID-19 pandemic has affected 68 percent of agriculture and its allied activities and stated that is giving top priority to help this sector.

Community Kitchens

During the lockdown a massive number of informal workers lost their livelihoods and food supply chains got disrupted in many areas. It was a great opportunity for SHGs as they set up over 10,000 community kitchens across the country to feed stranded workers, the poor, and the vulnerable. **11**

In Kerala, the Kudumbashree network, one of the country's earliest community platforms of women consisting of 4.4 million members and several years of catering experience, was government's natural choice to run a number of these kitchens. Given the massive nature of the challenge, these groups are now running 1,300 kitchens across the state.**12** In Jharkhand, SHGs are helping district administrations identify pockets of hunger and starvation so efforts can be made to improve them.

Meeting the shortfall in masks, sanitizers and protective equipment

Groups across the country worked ferociously to make up the shortfall of masks and personal protective equipment (PPE). In Odisha, rural women engaged in stitching school uniforms, now sewed masks. In the initial phases, these women produced more than 1 million cotton masks, helped equip police personnel and health workers to fight the pandemic but also could sustain their livelihoods.

Thus more than 19 million masks have been produced by some 20,000 SHGs across 27 Indian states, in addition to over 100,000 litres of sanitizer and nearly 50,000 litres of hand wash in a critical juncture when the country faced the pandemic. **13** Since most of the production is decentralized, these items have reached widely dispersed populations without the need for complex logistics and transportation.

Enhancing awareness about the Pandemic

The women SHGs helped in curbing rumour and misinformation in the pandemic period. The women used systematically their vast network of WhatsApp groups and provided critical support to the government and the people in need. They have become major assets to government at various levels.

Offering banking and Pension services

Since lockdown restricted access to finance options, SHGs women who also worked as banking correspondents have emerged as a vital resource. Regarded as an essential service, bank sakhis have continued to provide doorstep banking services to far-flung communities, in addition to distributing pensions and enabling the neediest to access credits into their accounts through direct benefit transfers (DBT). **14** Banks have given these women special orientation and provided them with financial incentives to enable them to continue to work during the lockdown.

The strength of India's rural women continues to be essential in building back economic momentum after the most critical period is over, because the SHG members have overcome the digital divide by operating their cash transactions through electronic banking; they were able to handle and meet their peers through social/digital media without meeting in person; they tried maintaining their records in e-Shakti (a digital initiative of NABARD for maintaining SHGs' books of accounts, thereby improving their credit score). Thus women SHGs had avenues to market their products through Amazon, Flipkart, etc., thereby generating more revenue to repay their bank loans on time. Most importantly, SHG members are now ready to get online training in respect of financial/digital literacy, group dynamics, market linkages, risk management, and ethics etc.

Conclusion

Thus during the pandemic, the women were not only at the centre of development but were able to sustain their livelihoods, as many faced economic constraints. In these extraordinary times, these women's groups played a critical role in supporting the communities in the fight against the Covid 19 virus at the grassroot and local level. Thus it can be said that SHG is an effective instrument to empower women socially and economically. Experience, awareness, education and competence, self-motivation, encouragement from family and society contribute to empowerment of rural women in both condition and position of women. With the increasing numbers of SHGs day by day, women assertive of their rights with increasing self confidence and self esteem, women can hence play an important role in national development.

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Role of self-help groups during the pandemic

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Abstract

Self-help groups comprise of 7.14 crore rural Indian women operating across 28 states and six union territories of India

The government has leveraged their strengths such as a decentralized structure, solidarity networks, local knowledge and trust of the community to make available masks, sanitizers, food, banking services and dissemination of information to the widely dispersed population without the use of complex logistics for transportation. Statistical data has been given to authenticate the points presented.

Introduction

Self-help is the best help. Under self-help groups all people with common problems come together with the objective of finding solutions to the problems, this is an effective strategy for poverty alleviation focused on micro credit and income generating activities and also community-based rehabilitation programs.

Women form 48.04% of the population in India. (1) Empowering women empowers the family that is at the grass root of the society. To have an empowered nation it is therefore essential to empower the base

The lockdown brought the wheels of the economy to a halt it is during these difficult times that the women-based self-help groups have emerged as an important medium of reaching across the length and the breadth of the country and to the widely dispersed population which has been socially marginalized.

The World Bank's National Rural Livelihood Mission was launched in 2011 and renamed Deen Dayal Antyodaya Yojana in 2015 it is a 750-million-dollar project to mobilize poor rural women in self-help groups

This paper analyses how poor rural women have been instrumental in production of mass sanitizers, dissemination of information regarding protection from the virus, operating community kitchens and providing doorstep banking.

Statistical table- 1

<https://www.nrlm.gov.in> (on 18th August 2021)

Blocks covered- 6766

Self-help groups promoted (in lacs) 70.5

Households mobilized into self-help groups (in lacs) 774.2

Number of community cadre 326 268

Masks manufactured by SHG 168 927 854

Sanitizers manufactured by SHG (in liters) 51 3059

Community kitchens operated by SHGs 122682

There are 7.14 crore women associated with self-help groups having an area of operation of 28 states and 6 union territories

(Source <https://ncbi.nlm.nih.gov/books>)

Activity wise details

1)Banking services

NRLM has trained and deployed more than three lakh community resource persons CRPs considered as pillars of the program the provided doorstep delivery during crisis between 25th March to 1st July 2020 6934 bank sakhis from 14 States conducted 83.6 3 lakh transactions under Pradhan Mantri Garib Kalyan Yojana amount into rupees 1845 crores and transfer rupees 30957 crores under Pradhan Mantri Jan Dhan Yojana to 20.6 5 crore women account holders during April May June 2020 (2) (Sinha 2020)

Bank sakhis are providing doorstep banking services to far-flung communities distributing pensions and enabling the need to access credit in their accounts through direct benefit transfer

2)Community kitchens

The poorest of the poor have been the worst hit during the pandemic they have lost means of livelihood and are returning to the villages at such a time community kitchen of self-help groups have risen to face the challenge of feeding the hungry, the ill bedridden and quarantined people

Self-help groups have setup 10000 community kitchens to feed stranded workers, the poor and vulnerable. In Kerala Kudumbasree with 4.4 million members and several years of catering experience behind them are running 1,300 kitchens across the state .In Jharkhand ,where poverty is high self-help groups are helping district administration to identify pockets of hunger and starvation

3)Communication and dissemination of information

Women are using their vast network of WhatsApp groups to disseminate information to curb chaos and confusion .Kudumbasree is spearheading the government break the chain campaign by raising awareness about hand sanitizers ,social distancing through phones, posters.

In Bihar one of India's poorest States Jeevika the state government self-help group platform is spreading awareness about hand washing quarantine and self-isolation through leaflets songs videos and phone messages.

Women are running help desks and delivering essential food supplies to the elderly and quarantined. They are manufacturing masks sanitizers protective equipment's at local levels and ensuring distribution of the same. The decentralized structure of the self-help groups primary and secondary level federations consisting of 10 to 20 women members ,operating on a massive scale spanning across the length and the breadth of the country give them immense potential of using this solid network comprising of social capital, local knowledge and the trust of the marginal social economic group of which they are a part has made it possible for supplies to reach the needy far and wide without the use of complex logistics and transportation costs NRLM has organized large-scale online training on prevention of spread of covid-19 and these CRPs relayed awareness to the lowest tiers of self-help group members and communities in villages .NRLM suggest more than 5 crore SHG members have been trained during this period(source MoRD 2020:54-5)

4)State wise SHG work during pandemic

In **Odisha** Government selected SHG members undergo training in disaster management, rescue measures and first aid in the wake of cyclones. SHG run community kitchens in **Bihar Jharkhand Kerala Madhya Pradesh Odisha and Tripura**. SHGs provide dry rations and groceries and deliver these to homes using vehicles provided by NRLM (GoI2020). In addition, SHGs helped deliver maternal and adolescent health and nutrition related items during the lockdown.

Dealing with migrant workers -The problem of migrant workers has emerged as a result of the lockdown .10 million migrants were estimated to be stranded across the country. 450 million migrants work in the informal sector SHGs have come to the help of these migrant workers as well. (<https://www.ifad.org/en/web>)

Jharkhand tribal empowerment and livelihood project SHG formed as a part of IFAD supported initiative prepare Quarantine facilities for migrants ,cook for them ,help distribute supplies, assess their needs and help them to access various government schemes .It includes daily collection of essentials from members and distributing to the migrants in need. In **Maharashtra** SHGs affiliated with Mahila Arthik Vikas mahamandal are supporting the state governments Shiv bhojan thali scheme to provide meals to migrant and daily workers in need.

In **Nagaland** beneficiaries and need farmers of FOCUS are setting up community kitchens. Kerala and Odisha were the first age to start engaging SHGs in producing masks and running community kitchens .From March 15th 2020 Haryana and Himachal Pradesh mobilized largest percentage of SHG women in the state in production activities .Mask production per SHG was highest in Kerala. SHG women in Kerala Gujarat, Bihar, Uttarakhand and Andhra Pradesh produced more than 1,000 masks for SHG producer (source <https://womensgroupevidence.org/shgs-and-covid-19-challenges-engagement-and-opportunities-indias-national-rural-livelihoods-mission>)

5)SHG and covid protocol- SHGs is meet physically these regular meetings and activities have stopped during the lockdown ministry of rural development recommended SHG members follow physical distancing guidelines evidence shows that groups collective identity and functioning may be limited without physical meetings and performing social activities (Source Majumdar Rao and Sanyal 2017 on the frontlines of scaling up a qualitative analysis of implementation challenges in ACD project in rural India policy research working paper 8039) . To keep groups operational some states like Maharashtra SRLM implementation staff has used virtual platform to trained staff on covid-19 responses but most basic SHG functions cannot be delivered through technology (based on World Bank seminar on SRLM responses to covid-19).

The 2015-16 national family health survey indicates that only 37% of women in rural India own mobile phone. Digital meetings may also be less effective than physical meetings in building group solidarity

Conclusion

During this period of pandemic it is the strength of the SHG network that has emerged as the backbone of the structure that has attempted to reach the most distant corners of the country and reach the most marginalized person in times of need despite their troubles their performance has been creditable.

Statistical tables 2

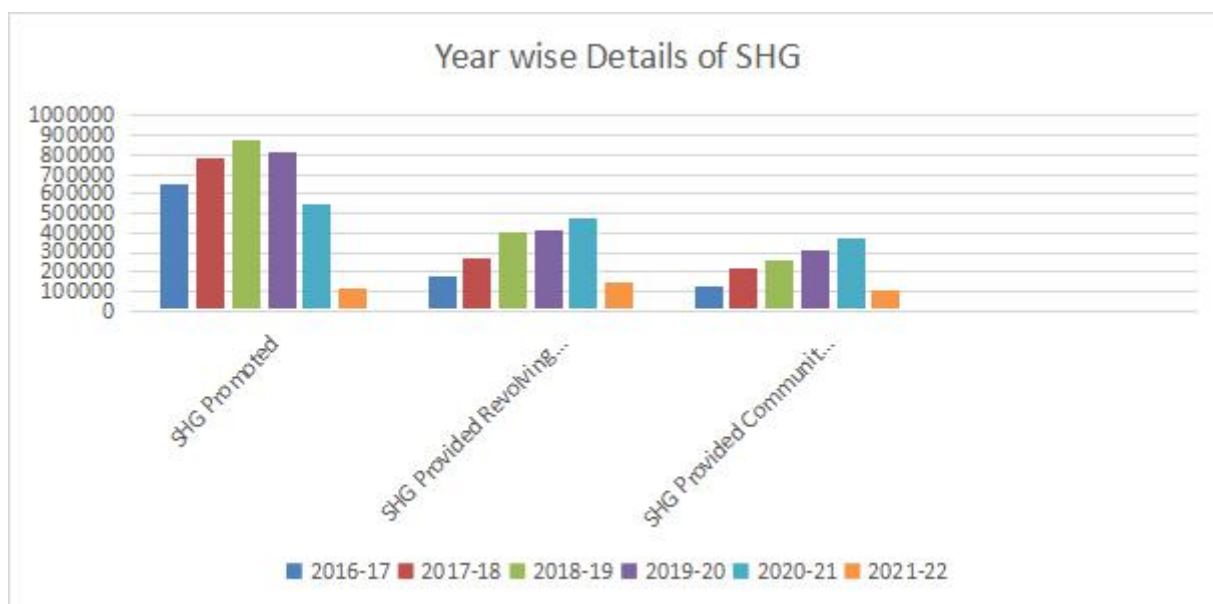
Source www.rural.nic

www.ruraldiksha.nic/RuralDashboard/NRLM_NEW.aspx

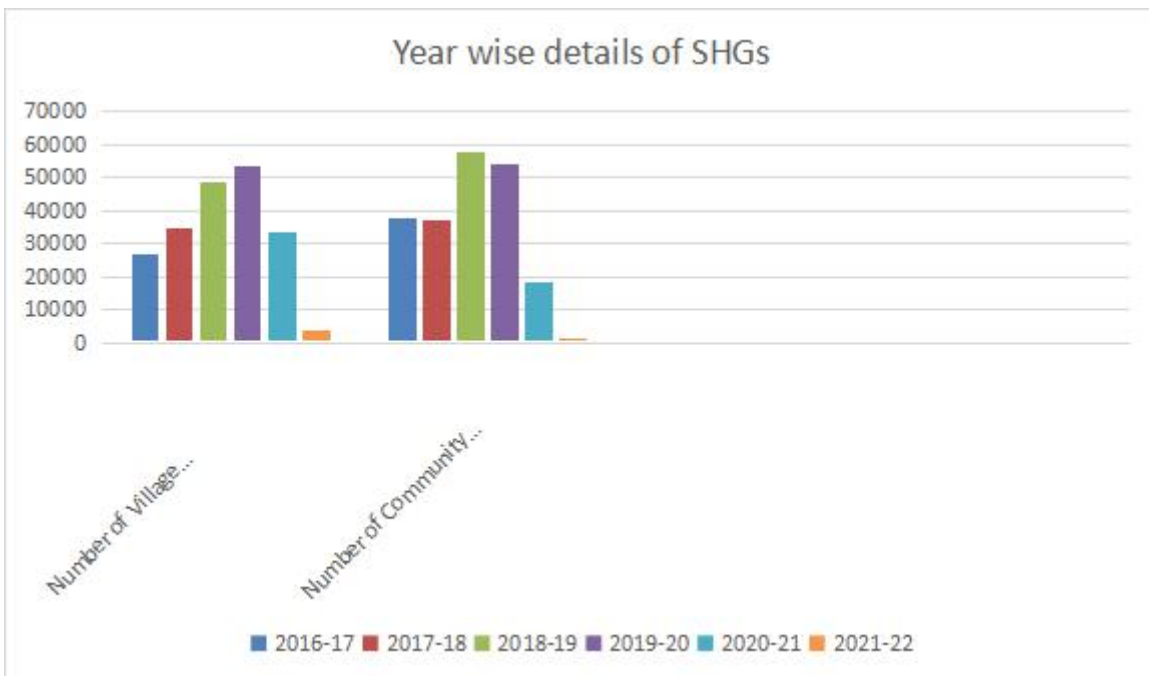
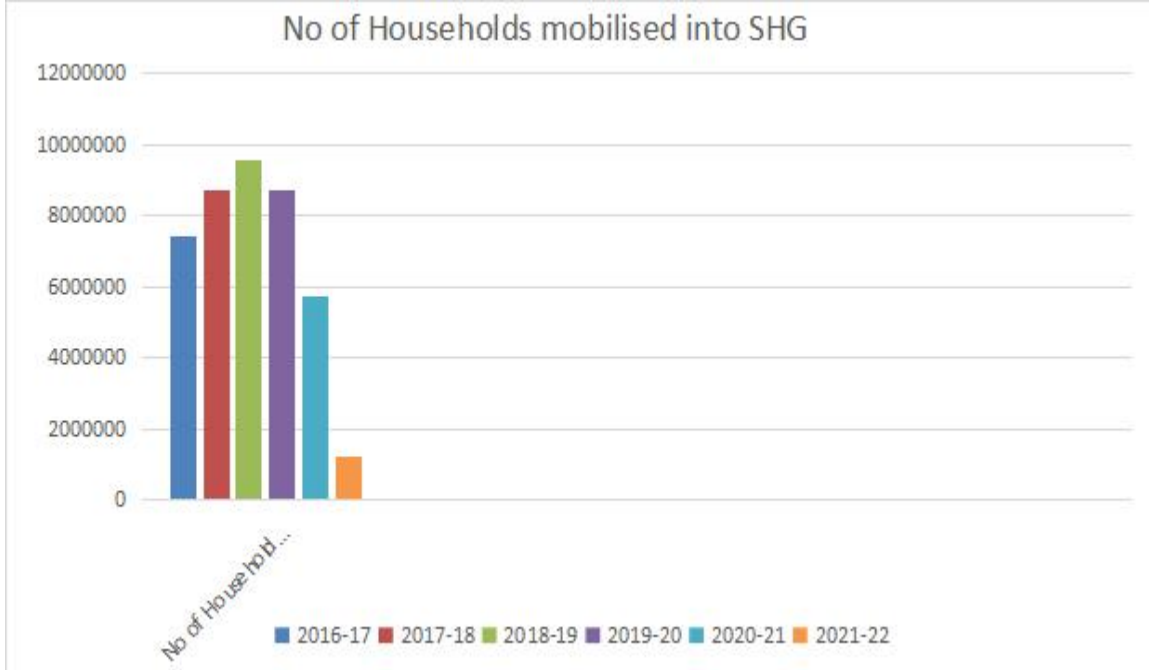
Accessed on 20/08/2021

Year	SHG Promoted	SHG provided Revolving Fund	SHG Provided Community Investment Fund
2016-17	52335	177365	124083
2017-18	785611	273049	217739

2018-19	872852	403300	258131
2019-20	817301	409833	305970
2020-21	549000	470338	371637
2021-22	119261	143410	103038



Year	No. of Households mobilized into SHG	No. of village organizations promoted	No. of community resource Persons developed
2016-17	7400983	27133	37616
2017-18	8714249	34747	36992
2018-19	9587952	49020	57707
2019-20	8700898	53823	54050
2020-21	5730020	33657	18659
2021-22	1206964	3963	1700



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HOW TO BUILD A SUCCESSFUL START-UP ONLINE DURING PANDAMIC (COVID -19)

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ABSTRACT

The business world is in a constant state of evolution.

From startups ideas to well-established ventures, companies' today need to be ready to turn-on or pivot as unpredictable markets could demand a shift in a business model. At times, it can seem difficult to weather these extraneous forces especially as a new venture. Starting your own business can change your life forever and can free you from a dull and unfulfilling job to give you the flexibility to work at home or in an office or shared workspace. Being an entrepreneur allows you to set your own hours to work, choose your own staff, and achieve the career path of your dreams. And if you make it right, making money and fun comes together. The purpose of this research is to identify the tips for a successful business, the technicalities included in the start-up and the role of government in it. This study will provide a validate information on starting a successful business start-up.

KEYWORDS-well-established ventures,extraneous,entrepreneur,government,technical

OBJECTIVES

- To identify the ways for a successful start-up.
- To study the technicalities in it.
- To understand the role of government.

RESEARCH METHODOLOGY

This study is based on secondary source of data. The sources includes information from internet and articles.

SIGNIFICANCE

This study will help to understand the tips and tricks required for a successful business startup, the technicalities included in the start-up business and the role of government in it through which one can start a successful venture.

LITREATURE REVIEW

According to a research based upon **Indian Online Start-ups: Can They Stand up Against the World** by **Keshav Kumar** gives a vast idea on start-ups and more precisely on start-ups in India. It compares the start-up ecosystem of India with other countries such as USA, Singapore, etc., which shows a gap in the start-up ecosystem in India and further elaborates the initiative taken by government. It also presents the current trends for start-ups in India, role of incubators and accelerators in it. Thus, the research helps to review the literature through the ecosystem and start up process in India and the world.

Start-up Structure

Starting a business is not an easy task. It takes courage, energy and determination. It requires for be honest with ourselves. Be honest with yourself. Does one have the courage to overcome an endless array of obstacles? Do they have energy to persevere during both good and bad times? Does one have determination to stick it out over the long run? If yes, then you're in for the adventure of your life. One will learn to tap inner resources he/she never knew they had and also one can gain a sense of fulfillment and satisfaction like no other. It would be the best of all, once you make it as an entrepreneur, you'll never have to work for anyone else again in your entire life.

❖ **Role of Government**

As India is the second largest population in the world many creative mind tends or contributes to become an entrepreneur. Looking at this, even the government plays a crucial role in the start-up ecosystem. At the dawn of 69th Independence Day of India, the Indian prime minister came up with a new initiative called as "Start-up India". Under this initiative, the government launched a program known as "IMADE" which gave an opportunity to Indian entrepreneurs to build over 1 million mobile applications start-ups. It also launched a scheme known as the "MUDRA" bank scheme which aims to provide micro-finance, low-interest rate loans to entrepreneurs from low socioeconomic backgrounds. Thus, government had and has a huge support system for the ones aiming to become an entrepreneur or dreaming for a start-up.

❖ **Technicalities involved in start-up**

Starting up a business can be a thrill and wildly fulfilling. However it can be a complicated process and can challenge you in a way you may have not imagined. Knowing the challenges and problem involved in your start-up can help you to prepare for the unexpected and possibly help avoid common pitfalls. This is the following barriers preventing business from a successful start-up:

1) Money problem

The majority of small businesses that fail to make it big are due to lack of capital required. According to U.S. Bank study 2004, 79 percent of small business failures cited "starting out with too little money" as one of the reasons for the business downfall. This often takes place because owners borrow based on their ideas of a successful business rather than borrowing for a worst-case scenario. A start-up business owner needs to be optimistic. Without adequate cash flow, slow sales or a downturn in the market can end the business.

2) Poor Marketing

A common problem for new business start-ups is to hurry to elaborate into printing the advertisements and giving radio commercial instead of knowing the target market and other market data. The costs associated with marketing and advertising can be expensive. If a business does not know who its target market is then it may be a waste of money to print these ads that may contain incorrect messaging or have them appear placed in publications that don't reach the company's target market.

3) Managing Work and Home

A business start-up requires a tremendous amount of time, commitment, a strong willpower. In addition to this the financial stress of a start-up business start-up business owners often face the problems in balancing the overwhelming demands of the company with the needs of their families. If the stress of the workplace spreads into the home, the business owner may feel pressure all around himself.

4) Trying to Do It Alone

A most common problem for most entrepreneurs is the belief that they can handle all of the start-up's operations by themselves. It may be a cost-effective way to run the business but operating the whole entire start-up business on your own may not be a wise idea or the best use of your time. Many small-business start-ups may not require full-time employees. But it's a good idea to have at least two teammates, a lawyer and an accountant, ready to help. With experienced, reliable assistance, you can avoid other common business mistakes. When it is time to hire staff, be careful with your choices as an employee plays an important role in the success of the business.

5) Poorly Priced Products Services

Although you may be competing with the big box stores, you will not be able to price tag like those stores. The nationwide and international companies obtain products at rock-bottom prices because of the sheer quantity of

goods their order and exclusive supplier contracts. Pricing your goods and services too low can delay the process of turning the profit. Instead of e in this way, list fair retail prices, and make sure your start-up excels in customer service. You also should have a convenient location and working hours.

❖ **TIPS FOR THE START-UP BUSINESS**

1) Act small, dream big

When starting a new venture in an emerging market or with an untested model, it's important to keep costs as close to zero as possible. Those who've bootstrapped their company know this better than anyone.

2) Investing mistakes

An entrepreneur should always make sure that he/she invests the capital wisely which should be cost effective and should be done smartly instead of making it a huge cost.

3) Being flexible is better than being right

An entrepreneur should be flexible which will allow him to be dynamic and adaptive for the new market trends.

4) Build a smart team

Instead of focusing on highly professional employees, the entrepreneur should start by hiring the employees who can at least be smart enough to deal with the ups and downs at the companies Initial stage.

5) Be passionate and start networking

In business, it is important to hang with the right crowd. The entrepreneurs should surround themselves by a diverse group of people who have tasted success and can be influential.

Thus, every start-up has to go through this initial phase for building a successful business start-up.

FINDINGS

All about the start-up and technical issues related to it and the role of the government in it.

CONCLUSION

Thus, it concludes that a successful start-up can be difficult if the entrepreneur has no idea. It can also lead to heavy losses if followed wrongly. Instead of being smart, experienced and adaptive.

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WOMEN EMPOWERMENT THROUGH SELF HELP GROUP IN INDIA AND ITS CHALLENGES

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Abstract

Living in male dominated society, woman often has to face challenges to recognize for things. Women are beautiful, efficient creator, systematic and capable of doing everything if they are given the opportunity which man gets. Throughout history, the central role of women in society has ensured the stability, progress and long-term development of nations. Men and women are no better or worse; they are just different. The role of women are changing with the change of scenario of the world. Women will be empowered if they are given freedom to be able to make choices and decide their own role. Women in rural areas are the most deprived. Hence, continuous growth in rural women empowerment has become imperative towards their financial independence.

The objective of self-help groups was to form the group of poor rural people especially women for mutual benefits. Self-help groups play a crucial role in improving the savings and credit and also in reducing poverty and social inequalities. . SHGs also show larger effects on women's economic empowerment when training is included. Such training could include basic education, health education, business or entrepreneurial skills training, training to build awareness of women's rights, or community development training.

This paper is an attempt to highlight that how self-help groups have played a crucial role & contributing to women empowerment who belongs to rural sector and challenged faced by the group.

Key words: Women empowerment, Economic independence, Women rights, self-help groups.

INTRODUCTION:

“When women are empowered and can claim their rights and access to land, leadership, opportunities and choices then economies grow, food security is enhanced and prospects are improved for current and future generations.”

Michelle Bachelet, Under-Secretary-General and Executive Director of UN Women

The contribution of woman in the transformation of society from underdeveloped to develop is not deniable. The role of women is at the front end of the chain of improvements leading to the families, the community's long-term capacity. They act dual role both in the family as well as society. The advancement of handful women at a glance showcases the glimpse of women empowerment. Domestic violence, female feticide, rape, molestation & eve teasing, unequal wages and gender inequality are the global reality, which hinders women empowerment. To deal with such issues woman have to be unite and fight for their rights.

Concept of Empowerment:

Empowerment is the authority given to the people to work independently and represent their interests in a responsible and self-determined way. It makes the people stronger and more confident.

Concept of Women Empowerment:

It refers to the process of empowering the women by giving them rights to have and determine choices, rights to influence social change for themselves and others, rights to have power to control their own lives both within and outside home.

Concept of Self-help Group:

Self Help Groups (SHGs) are small groups of poor people specially women. The ideal size of an SHG is 10 to 20 members. The members of an SHG face similar problems. They help each other, to solve their problems. SHGs promote small savings among their members. The savings are kept with the bank. This is the common fund in the name of the SHG. The SHG gives small loans to its members from its common fund.

SHGs 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 emergent credit needs of members of the group. A SHG is an informal association to enhance the member's financial security as primary focus and other common interest of members such as area development, awareness, motivation, leadership, training and associating in other social inter-mediation programmes for the benefit of the entire community.

Origin of Self-help Group in India:

In 1985, Self-help groups (SHGs) first emerged in Mysore Resettlement and Area Development Agency (MYRADA). The SHG movement, under the leadership of MYRADA, first started in the southern states. Over time several agencies like the National Bank for Agricultural and Rural Development (NABARD), the Reserve Bank of India (RBI), leading NGOs, as well as multilateral agencies like International Fund for Agricultural Development (IFAD) helped in the growth of the SHGs. NABARD in 1992, formed the SHG Bank Linkage Project, which is today the world's largest microfinance project. From 1993 onwards, NABARD, along with the Reserve Bank of India, allowed SHGs to open savings bank accounts in banks.

OBJECTIVES OF THE STUDY:

- 1) To study the role of self-help group in women empowerment.
- 2) To analyse the empowerment which women members get in SHGs.
- 3) To study the challenges faced by self-help group members.
- 4) To offer suggestion for betterment of women's empowerment through SHGs.

RESEARCH METHODOLOGY:

The research is based on secondary data. Secondary data was collected from various journals, articles, working papers, NGO reports web sites etc.

Self-help Group and Women Empowerment:

Self -help group improves the status of women in the society by their participation in decision making, enabling them to build their skill and confidence and increasing their incomes. SHGs support the women socially and financially. SHGs act as a great hope to women to become self-reliant. By the support of SHGs, not only the income of women increases but their status is also improved in the society which is ultimately the nation which reaps the advantage of socialism. The basic objective of this group is to inculcate the habit of saving and using banking facilities. Women save money but when it comes to investing, they lack confidence and also awareness especially in rural area. The primary way to beat the effect of growing rate of inflation is to invest the savings for a better return. These groups go a long way in motivating women to take up social responsibilities particularly related to women development. SHG helps them to support the family by increasing the resources that women used to meet their financial needs and also to reduce their financial burden.

CHALLENGES TO EMPOWERMENT THROUGH SELF HELP GROUPS:

The Women SHG has been playing a major role in both economic and social empowerment of women. They were primarily created to induce poor people to make small savings and to help in mutual aid by accessing banks and public services. But there are following challenges especially in rural area faced by the group.

- 1) Considering woman as an important and potential member of the family who can support their family during crisis situations.
- 2) Gender bias is widespread in rural areas. Girl child is not usually preferred and looked as the burden on the family. They get married as soon as they get puberty.
- 3) Sometimes the members of SHG are ignorant about the different schemes of assistance accessible to them. They are unaware of many schemes.
- 4) In some specific areas like managerial abilities and technical knowledge, due to lack of proper training the members of SHGs fail to compete with the strong units.
- 5) Normally SHGs purchase raw material in small units so they lack the benefits of large scale purchase like discount, credit facilities etc.
- 6) SHGS also face problem in marketing of their products due to absence of proper brand name, unattractive packing system, lack of adequate sales promotion etc.
- 7) Many married women are not in a position to associate with the group due to the shift of their place of residence. Thus there is no stability.
- 8) It is also observed that the strong member in the group often tries to exploit the ignorant and illiterate members.
- 9) Due to inefficient management and high cost in production, there is very low return in some groups which discourages the members.
- 10) It is also found that the agencies which give financial assistance to these groups cannot fulfil even basic requirement properly.

STEPS TO BE TAKEN TO MINIMIZE THE PROBLEMS FACED BY SHGS:

- 1) It is discovered that greater part of the individuals doesn't take an interest in the gatherings conversations. This might be because of absence of education and numbness. Hence endeavours are made to become friendlier and urged to take an interest in the conversations.
- 2) Non-Government Organizations (NGOs) can play an important role towards empowering of women entrepreneurs by providing them basic education, motivational training, and financial help and so on.
- 3) All the members in the SHGs may not have the same knowledge and proficiency. NGOs should spot the incompetent members of the SHG and impart appropriate training to them in order to improve their competency. And for this purpose, short term guidance programs can be organized at the panchayat level.
- 4) The Rural Development Authorities (RDA) should organize awareness camps about the different schemes of assistance to the participants in the SHGs.
- 5) Attractive savings and insurance schemes should be introduced to motivate the members.
- 6) More people specially poor and illiterate should be encouraged to join the group.
- 7) Electronic and print media need to come forward to promote the group.

CONCLUSION:

It can be concluded from the above study that self -help group is playing a vital role in the social, psychological as well as economic empowerment of women in India. However, a lot needs to be recognized in a broader dimension to reduce the gap between rich and poor. In so far as attaining aims of both empowerment and sustainability of women is concerned, it is a long-term aspect and cohesive efforts need to be spontaneously drifted out from each corner of the society.

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Challenges and Opportunities for SHGs in India Impact of Covid – 19.

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Abstract

Self Help Groups (SHGs) are voluntary groups of up to 20 - 25 women that come together on a weekly basis to pool savings and discuss issues of mutual importance. The pooled fund, deposited in the SHG's bank account is used to support women in the form of loans. SHGs are founded on weekly meetings and savings and their success or failure is partially based on the frequency of these activities. Currently India has approximately 71,35,107 SHGs according to Government data. The financial condition of SHGs was affected by the pandemic pushing them into debt. But women's SHGs have overcome this extraordinary challenge with immense courage and dedication through sustainable development and raising awareness.

Key Words: Self Help Groups, Covid - 19, Sustainable Development

Introduction

A SHG (Self Help Group) is a community-based group with 10 to 25 members. Members are usually women from similar social and economic backgrounds, all voluntarily coming together to save small sums of money, on a regular basis. They pool their resources to become financially stable, taking loans from their collective savings in times of emergency or financial scarcity, important life events or to purchase assets. The SHG, however, serves a function that goes well beyond finance; it is a source of collective action, mutual support and a spirit of friendship and community between two and a group of people. It provides a platform to impart knowledge and wisdom in the form of group discussions and informal conversations that women regularly engage in, thereby strengthening bonding and social capital. SHGs also draw on formal trainings imparted to them by the state and Civil Society Organisations (CSOs), to create awareness on various issues such as gender equality, livelihoods, health, gender based violence and so on.

In the 1990s, the National Bank for Agriculture and Rural Development in India started supporting self-help groups, and the Reserve Bank of India allowed the groups to open savings accounts with banks in 1993.

Objectives of the Study

1. To study the development of Self Help Groups.
2. To study the opportunities and challenges faced by SHGs post Covid – 19.

Research Methodology

The research design for the study is descriptive in nature. The secondary data have been gathered from published material in various books, journals, newspapers, business magazines.

Development of Self Help Groups

Sr. No.	State Name	Total SHGs	Percentage
1	ANDHRA PRADESH	764794	11%
2	ASSAM	299064	4%
3	BIHAR	991108	14%
4	CHHATTISGARH	202929	3%
5	GUJARAT	257403	4%
6	JHARKHAND	258678	4%
7	KARNATAKA	199819	3%
8	KERALA	242178	4%
9	MADHYA PRADESH	334839	5%
10	MAHARASHTRA	520165	8%
11	ODISHA	479907	7%
12	RAJASTHAN	188339	3%
13	TAMIL NADU	293049	4%
14	TELANGANA	407745	6%
15	UTTAR PRADESH	514491	8%
16	WEST BENGAL	892363	13%
	Sub Total	6846871	
NORTH WEST STATES			
1	HARYANA	46573	25%
2	HIMACHAL PRADESH	28117	15%

3	JAMMU AND KASHMIR	49692	27%
4	PUNJAB	26703	14%
5	UTTARAKHAND	34068	18%
	Sub Total	185153	
NORTH EAST STATES			
1	ARUNACHAL PRADESH	4002	4%
2	MANIPUR	2791	3%
3	MEGHALAYA	34455	37%
4	MIZORAM	7092	8%
5	NAGALAND	12319	13%
6	SIKKIM	5210	6%
7	TRIPURA	28495	30%
	Sub Total	94364	
UNION TERRITORIES			
1	ANDAMAN AND NICOBAR	992	11%
2	GOA	3083	35%
3	LADAKH	442	5%
4	LAKSHADWEEP	291	3%
5	PUDUCHERRY	3343	38%
6	THE DADRA AND NAGAR HAVELI AND DAMAN AND DIU	568	7%
	Sub Total	8719	
	Grand Total	7135107	

National Informatics Centre, Ministry of Rural Development, Government of India

In the union budget for 2021-22, the NRLM received Rs.13,678 crore, an increase from Rs.9,210 crore in 2020-21 (CBGA 2021: 55), representing the sharpest hike of 48% in this year's budget vis-à-vis the last year, of all programmes under the purview of the Ministry of Rural Development (Chatterji 2021). With this increased budgetary provision, the NRLM faces a landmark opportunity to pursue an inclusive road map for recovery, with gender equality at the core, to support and rebuild the lives of the same women SHG members that were a lifeline for communities across the nation during COVID-19.

Bad loans or non-performing assets were brought down through institutionalised community-based repayment mechanisms – committees of self-help group members who ensure that the groups are linked to banks and pay loans promptly – according to this 2020 World Bank note. In 2019-20, the National Rural Livelihood Mission had NPAs worth nearly Rs 2,300 crore (involving 218,419 self-help groups or 4.15% of all groups) – and equivalent to 2.43% of the total outstanding amount from self-help groups – National Rural Livelihood Mission data show.

Challenges and Opportunities for SHG: Impact of Covid - 19

The lockdown announced in March 2020, to curb the spread of the Coronavirus in India had a severe effect on the Indian economy. Rural economies were in distress, with supply chains cut off, labour shortages and rising unemployment. The lockdown has had immediate and disastrous effects on women and girls. Gender based violence is reportedly on the rise. Women's unpaid labour has increased along with the anxiety to feed their families. Cash flow is limited and with prevailing social distancing norms, collectivisation has come to a total halt. All regular meetings and activities at the SHG, VO and CLF have stopped, for an indeterminate period of time. Women not being able to move out of their homes (except for farm work), have lost spaces outside the home, such as SHG meetings, where they could come together and share intimate details of their private lives, including domestic abuse. With this space being closed, women have lost the space to share their experiences and have a community of support.

But SHGs has tried overcoming all these challenges by taking various initiatives and converting these obstacles into opportunities:

Sustainable Development

SHGs have emerged as frontline workers and the last mile connect between governments and the people during this crisis. SHG women are playing a pivotal role in responding to COVID-19 by preparing masks, hand sanitizers, PPE kits, distributing take home ration, disseminating COVID-19 related information and running community kitchens to feed the vulnerable. The role of SHGs has never been more important than now and can prove to be a rare silver lining in the distress that SHGs are dealing with.

Raising awareness

The SHGs are helping control rumour and misinformation. The women are methodically making use of their vast network of whatsapp groups to ward off chaos and confusion, providing critical support to the government in this hour of need. The recent devastating impact on migrant labour, where huge numbers of suddenly out-of-work families started walking back to their villages hundreds of miles away, shows how critical it is for authentic information to filter down to the grassroots," explained Varun Singh, the Bank's social development specialist.

Women's groups are also disseminating Covid related messages among hard-to-reach populations. In Kerala, Kudumbashree is spearheading the government's Break the Chain campaign by raising awareness about hand hygiene and social distancing through mobile phones, posters and weekly meetings. In Bihar, one of India's poorest states, Jeevika - the state's SHG platform – is spreading the word about handwashing, quarantine and self-isolation through leaflets, songs, videos and phone messages.

In Jharkhand, where large numbers of people migrate to other states to work, they are running a dedicated helpline for returning migrants and other vulnerable families.

Providing banking and pension services

Since access to finance is critical for people to sustain themselves during the lockdown, SHGs women who also work as banking correspondents have emerged as a vital resource. Deemed as an essential service, these *bank sakhis* have continued to provide doorstep banking services to far-flung communities, in addition to distributing pensions and enabling the neediest to access credits into their accounts through direct benefit transfers (DBT). Banks have given these women special orientation and provided them with financial incentives to enable them to continue to work during the lockdown.

"Their quick response to food insecurity and shortages in goods and services shows how this decentralized structure can be a vital resource in a time of crisis. The strength of India's rural women will continue to be essential in building back economic momentum after the most critical period is over."

Conclusion

Bihar, West Bengal and Andhra Pradesh constitutes majority of Self Help Groups in India. Covid – 19 has devastating effect on Self-help groups in India but they are trying hard to convert these obstacles into opportunities by conducting awareness campaign, undertaking sustainable development measures and providing banking and pension services.

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IPR and Patents

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Abstract

Small enterprises have become one of the most important sector of Indian Economy .They constitute over 90% of total industrial units, around 80% of total industrial employment, contribute nearly 39% of the industrial production and around 33% of country's export. Also, it has registered higher growth rate than the rest of industrial sector. Hence concerted efforts have been made from time to time to boost the development of small enterprises in the country. One of such measures taken by government is enactment of MSMED Act, 2006 and set up of a separate ministry of Micro Small and Medium Enterprises. As a result there has been continous growth in the number of MSMEs in the country.

However being small in size and strength, MSMEs faced various difficulties like problems of marketing, capital, technology, skilled manpower etc. It resulted in increasing rate of sickness, and ,in turn, closure of many MSMEs.

Then a question is how to strengthen this sector in country. One of the ways is to achieve competitive advantage by MSMEs. Knowledge and use of intellectual property rights (IPR) seems an effective way to achieve the competitive advantage. Evidences are available to mention that IPR help entrepreneurs in various ways and forms. For example, patents in the new technology help in the survival, trademarks in building consumer confidence and designs in creating buyer appeal.

Key words: *MSMED Act, IPR, MSMEs, competitive advantage, patents.*

1. Introduction:

- Although many of the legal principles governing intellectual property have evolved over centuries, it was not until the 19th Century that the term “*Intellectual Property*” began to be used. In the year, 1967, WIPO (World Intellectual Property Organization)was established by treaty as an agency of United Nations. By now few terms have been discussed in developmental forum so much as IPR. IP is a class of property arising from the activities of human intellect. Just any property whether movable or immovable, is legally protected to prevent it from being stolen, rights in an intellectual property created also needs to be protected. Thus the legal rights accrued on the intellectual property created are termed as “Intellectual Property Right ‘(IPR).”
- Intellectual property rights (IPR) are the rights given to persons over the creations of their minds: inventions, literary and artistic works, and symbols, names and images used in commerce. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.
- These rights are governed by the law on IPR of the country which grants such rights and can be enforced only within the boundaries of that country. For example, the rights secured by the grant of Patent in India can be enforced only in India.

2. Forms of IPR:

There are various forms of IPR. The Trade related Aspects of Intellectual Property Rights ,popularly known as TRIPS, in the WTO Agreement recognizes seven forms of IPR, namely, patents, trademarks, copyrights, geographical Indications, industrial designs, trade secrets, integrated circuits, and new plant variety.

3. Patents:

Patents are one of the oldest forms of intellectual property protection. The main purpose is to encourage technological and economic development by rewarding individual intellectual and creativity.

A Patent under the Act is a grant from government which provides, investors, the exclusive right to use, exercise, and vend the invention, for a limited period of time.

As per TRIPS (Trade Related Intellectual Property Rights, Article 33, the period of patent is 20 years from the date of filing the application for patent. At the end of Patent period, the government publishes the invention and it becomes part of the public domain. As one's exclusive rights, patents can be sold, licensed, transferred, and willed like other valuable assets.

One can patent processes, machines, manufactures, composition of matters, etc.

Patents are necessary because of the following reasons:

- **Promotes innovation:** When creations are protected, it, encourages the commitment of additional resources for further innovation.
- **Economic growth:** The protection of intellectual property leads to economic growth creates new jobs and enhances the quality of life.
- **Protection of rights of creators:** IPR is needed to safeguard creators and other producers of their intellectual commodity, goods and services. It grants them certain time-limited rights as well.
- It promotes innovation and creativity..
- It facilitates the transfer of technology in the form of FDI, joint ventures and licensing

4. Objectives:

- **IPR Awareness: Promotion and Outreach** - IPR is needed to create public awareness about the economic, cultural, and social and benefits of IPRs amongst all the sections of society.
- **Generation of Intellectual Property Rights so as** to stimulate the generation of IPRs.
- **Enforcement and Adjudication** - To strengthen the adjudicatory mechanisms for coping up with IPR infringements.
- **Human Capital Development** – It strengthens and expands human resources, for, research and skill building in IPRs.
- **Legal and Legislative Framework** - To have strong and effective IPR laws. It balances the interests of rights owners with larger public interest.
- **Administration and Management** - To strengthen the service-oriented IPR administration.
- **Commercialization of IPRs** to get value for IPRs.

5. Need of IPR for MSMEs

IPR is needed for MSMEs to prevent competitors from copying or closely imitating a company's product or services and creates organizational identity. It not only increases market value of the company but also provides access to new markets. Majority of countries in the world have strong IPR regime to power their industries. However, Indian MSMEs have not been able to use IPR effectively as a business tool.

6. Conclusion

IPR can be made more effective for MSMEs by organizing awareness and sensitization programmes at different places on regular basis. The required technical, consultancy and financial support has to be made more accessible. MSMEs that make use of IPR should be rewarded and recognized to further disseminate the importance of IPR for MSMEs.

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Self Help Group: Stimulus to Women Empowerment in Rajasthan

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Abstract

Introduction- Women plays an important role in moulding the economy of any country. If they are empowered, they become social and economically strong, decision maker and with good morale and motivation. Self-help group act as catalyst to empower them, they train, educate and make them self-dependent improving their quality of life and sustainable development.

Purpose & Method- This study was conducted to find out the impact of self-help group in empowering the women with focus on Rajasthan. Secondary data available on the websites, journals, newspapers, official reports were used to explore the benefits of the self-help group on the women

Conclusion- Self Help Group empower the women and motivate, educate and train them to become self-dependent and have a social and economic identity. Rural women have to face a lot of challenges in comparison to the urban women and SHG has turn out to be stimulus for same, providing them platform to explore and grow.

Paper type- conceptual

Keywords: self-help group, women empowerment, self-dependent, economic growth

Introduction

Women are an integral part of our society and their participation is required to improve economic growth of the country. They play multiple roles in their life as cook, teacher, guide, and their growth results in growth of their family, community and nation. We should not only focus on providing and reserving job opportunities for them but also to make them self-dependent and self-employed creating opportunities for them.

Self-help group plays a significant role in shaping the future of rural women as they are based and try to reach the rural and remote areas and aware the people while associating local people with them. They engage the people in projects which help them to generate income with the use of their talent and art and also actively operate social cause programmes. SHG train, educate and groom the people. And work for the overall development of the people associated with it. To make women self-dependent SHG play a vital role. Women are not aware of many processes and technology. SHG helps to mutually reap the benefits from the resources available. Help them to create self-confidence and the decision makers (Bansal, V., Meena, S. C., Bagri, R. K., & Meena, R. R. 2011).

Financial availability was the main constraint which restrict the women entrepreneur to explore their skills, SHG boost and help out them in this. Financial assistance received through self-help group have given more empowerment to the women. Government of Rajasthan is working on making these groups more professional. Informal money lenders charges high rate of interest from rural people dragging them into more debt but through SHG they get easy access to finance with easy repayment options and lower interest rates also giving them basic training and skills.

As per the database of National Rural Livelihood Mission, there are approx. 1,65,078 self-help group working in Rajasthan. The objective of the present paper is to find the role SHG in empowering the rural women of Rajasthan. The existing literature was referred. The present paper is a conceptual research paper. Secondary data available on various websites, reports, journals, new-paper article was used.

Literature Review

In a study done in Bikaner district 300 women were studied in which 150 were beneficiaries of 30 SHG were considered 150 non-beneficiaries. It was concluded SHG create a significant influence in changing the socio-economic status, even increase in their income were seen. (Singh, A., Sharma, S. K., & Henry, C. 2010)

Through the case study method author tried to evaluate the role of grooming training the women can help to uplifting the women in the society. The women knew the art but failed to encash them and turn out to be the leaders. They identify their self-worth and become self-reliant. (Ojha, J. K., & Mishra, B. 2013).

In a study conducted in Dholpur district, two dimensions were considered as participation economic and social decision-making process. It was concluded that there is positive effect of women associated with SHG group, make them both social and economic independent and boost their self-confidence. (Singh, U. 2016).

In this paper the author explored the impact of self-help group of Hindustan Zinc-Sakhi which was started in 2006. It was concluded that women are becoming more empowered as they are converting into independent micro entrepreneurs and even turning as decision maker for their family. This have resulted in increase in household income and quality of life. (Choudhary, A. S. 2015)

The author explored the role of microfinance institutes in improving the lives of rural poor people. 100 members of 25 SHG were selected for study. It was concluded that microfinance have positive impact on improving the economic conditions also such institutes should help the beneficiaries with services as financial literacy so that they can reap benefits from it. (Joshi, P., & Giri, A. K. 2016)

The author had the idea that the SHG empowers the women, women perception about their empowerment was studied. It was conducted on the women of rural Jaipur. Rural women are still facing the issues related to domestic violence, safety limiting the transformation of the women. SHG act as catalyst to empower them. (Mathur & Agarwal, 2017)

In a study SEM was used to interpret the relation between microfinance and women empowerment. The 38 SHG of Rajasthan were considered 500 women were studied. Factors of empowerment considered were economic, autonomy, network, communication and political participation, and social attitude. It was found that among all the factors economic factor plays the most important role in empowering the women. (Batra, S. 2018).

Study was done to find out the women empowerment in different social categories through SHG. It was found husband support women to join SHG but not the family support in same way. SHG have enhanced their knowledge and develop them economically and socially making them self-dependent. (Agrawal, D. H. G. 2018).

In this study author explored the dimensions of women empowerment through micro-finance given by SHG. Study have found positive relation between the economic and social empowerment through microfinance. (Solomon, R. 2021).

Findings and Conclusion

Microfinance and SHG are helping to make women more competent and help to boost the economy of the nation. (Jain, D., & Jain, B. (2012)). From the studies it was found that the women actively associated with SHG were seen to have good economic condition, motivation level, decision making capability and zeal to earn and learn. Women through SHG have outperformed in the tough times of covid as well, they have actively worked in manufacturing, delivering food, sanitizers, mask and other essential.

- ❖ Livelihood Pathshala are launched where women are given training and educated for operating poultry farming. These Pathshala gain its importance in covid- times and approx. six thousand families have joined

it. It guides them how to prevent the diseases and healthy stock. The main aim of these platform is to give additional platform to women to earn for themselves. (ANI, 2021)

- ❖ Under the start-up village entrepreneurship programme which was initiated in 2015-16, almost 52 % enterprises are owned and managed by women include beauty parlours, boutiques, garment, optical, grocery shops, canteen. The programme is operated in five districts as Ajmer, Chittorgarh, Baran, Tonk, Churu. The aim of this programme is to train and develop local pool of resources (TNN, 2021)
- ❖ Rajasthan government is working to bring all the SHG providing different services on the same platform so that it becomes easier and more convenient. From financial assistance to sell of products in new and innovative ways. This was started in pandemic (Iqbal, 2021)
- ❖ Government from time to time take initiative to promote SHG like it is planning to increase the collateral free loan amount from 10 lakh to 20 lakh. (Press trust India, 2021)
- ❖ Ministry of housing and urban affairs have launched a brand SonChiraiya for marketing of urban SHG products. (GN Bureau, 2021)

Rural women can come forward only when facilitated with the right platform and tools which continuously guide them and give them helping hand. The more power women have it creates economic stability for family, new avenues for society and more sustainable and stable economy. It is witnessed from the literature that the micro credit options available to the women's is the most important facilitating agent in women empowerment (Moodie, 2008). Self-help groups are turning out to be catalyst to the growth of the women and the remote sectors of the society They are continuously working to mould them in better. Even corporates are giving helping hands and more involvement of corporates will be beneficial. SHG got momentum when NABARD got associated with it. These organisation work with great social responsibility and gaining faith of the people too.

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IMPACT OF SELF-HELP GROUP ON WOMEN EMPOWERMENT WITH REFERENCE TO PALGHAR DISTRICT

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Abstract

An active participation of women in self-help groups shows the positive impact on women empowerment which leads to increase their standard of living, style of working etc. In rural India Self Help Group is good stage for a micro-finance. Earlier, there are several researchers who conducted a study on different aspects related women empowerment and the role of Self-Help group in economic development and it is revealed by reviews in the present paper. There are two main objectives of this paper. The first objective is to study the Socio-economic profile of sample group members. The second objective is to assess the impact of SHG on women empowerment after joining the Self-Help Group. With this purpose, the primary data was collected from household in Thane District. The data is analyzed with the help of percentage method. The major findings of the study are there is a positive impact of Self Help Groups on Women empowerment in Palghar District.

Keywords: Self-Help Group, Microfinance, Rural Women and Women Empowerment

1. INTRODUCTION:

Self-help group is a group where 10 to 20 members voluntary come together and they start to keep aside fixed sum of money for saving purpose. The members of this group are of homogeneous background that is economically and socially. Generally SHG is formed by poor family members. Hence in the rural, semi urban and urban areas the number of SHG is high. The group opens an account in a nearby bank. The members of these groups keeps on depositing their money over a few months until there is enough balance in their account so that they can take a loan from that money collected by the group. This helps to the members to become self-employed.

According to PRADAN, “A self-help group is an informal association of 10 to 20 rural women, socio-economically homogeneous, with a background of affinity, who meet regularly to transact the business of Savings and Credit. It mobilizes the savings from individual members and extends credit from the funds so mobilized, to the needy members for consumption and investment purposes. The primary purpose of the SHG is to facilitate the members to save and extend to them credit, as necessary. These funds may be supplemented by funds accessed from external institutions. The group may take up agenda other than savings and credit, for fulfillment of common interests, without diluting its primary focus. The operational guidelines of the group would be generated through participatory processes. For these purposes the group would maintain an accounting and documentation system as suitable” Particularly this study will be helpful to the rural poor women for getting self-employed, equality, self-reliance and empowerment. It is a window for access to better technology/skill up-gradation.

2. OBJECTIVES OF THE STUDY:

The present study pursues to inspect the impact of self-help group on the lives of women in Palghar District. The main objectives of the study are given below:

- 1) To study the Socio-economic profile of SHG members.
- 2) To study the impact of Self-Help Group on Women Empowerment.

3. METHODOLOGY:

Palghar district covers eight talukas that is Jawhar, Dahanu, Talasari, Wada, Vasai, Mokhada and Vikramgad. The primary data were collected directly from respondents by pre-designed interview schedule. Total 350 SHG member samples has selected by adopting stratified random sampling method. And the stratas are 8 talukas. For the data analysis, the tool of percentage has been applied.

4. REVIEW OF LITERATURE:

For gaining idea about the studies conducted on the research topic and to identify the research gap, review of literature has been made.

NABARD – On the NABARD Website under the title “ Micro Finance Institution in India” a detailed information is given on the emergence of micro finance institutions in the context of prevailing legal and regularity environment for micro finance operations. The text makes it clear that the public as well as private institution in India offer the micro finance services. The classification of micro finance is formal & informal institution is given. According to this classification IDFI's , commercial banks, RRBs & co-operative banks are formal. Micro-finance institutions which provides mFI services in addition to their general banking activities. They are referred as Micro-finance service provider. On the other hand informal MFIs undertake Micro-finance services as their main activity. The text also gives information about the requirement of mFIs about capital, foreign investment, deposit mobilization, interest rate, collateral etc. This text focused on the fact that micro finance alone is not sufficient for the empowerment of women. In conclusion, it can be said that the text has focused on the reality that micro finance is not a new concept but it is being used widely in the past few decade.

Fernandez and Ramachandran (1994) “Self Help Group approach in Karnataka” does not figure on the top of tables published by financial institutions that show the number of self-help group formed in each State. This is mainly because the tables capture data after 1991-92, When the SHG – Bank linkage Programme was launched by NABARD Myrada, a non - Governmental organization engaged in rural development, promoted several co –operative societies that were enabled to give loans to their members. This categorization has been summarized and adapted from the writings of Stuart Rutherford of Safesave, Dhaka, Bangladesh. In Myrada, the groups are called Self-help Affinity Groups (SAGs) to emphasize that membership is based on affinities that pre - date group formation. Large scale group formation with the state as the main promoter tends to lose sight of the affinity dimension.

N. Manimekalai and G. Rajeswari (2000) in their study "Empower of women through self-help groups", studied the women self-help group designed by the non-Governmental organizations in the rural area of Tiruchirappali District for the purpose of encouraging rural women through self-employment.

Bokil (1999), has prepared a case study on “Women Empowerment through Self Help Group” conducted by development support team, Pune. This study has been undertaken to bridge the gap between existing plentiful literature on rural self-help groups and the available scanty literature on urban SHGs. In this case study, the issue of women empowerment has been look through economic involvements. It tries to seek an answer to the question, “Can economic strength give women social, political & psychological power in society?” The DST conducted the survey of 28 groups in Pune. The case study displays positive suggestion that given an opportunity and space women respond very satisfactory and have a desire to change their lives. The women participated in the SHG programme in order to advance a habit of savings, access to easy credit, receive information and knowledge & to raise the interaction with fellow community women.

Kumar et. al. (2015), “An Overview of Microfinance in India” this paper targets at identifying the present position and role of microfinance in the development of India. It was studied that SHG's and MFI's are playing a dynamic role in delivery of microfinance services which leads development of poor and low income people in India. Though, slow development of graduation of SHG members, poor quality of group functioning, dropout

of members from groups etc., have also been reported different study findings in various parts of the country, which need to be taken into account while designing the road map for the subsequent stage of the SHG programme.

Kondal (2014), “Women Empowerment through Self Help Groups in Andhra Pradesh, India” The foremost discoveries in the study justify the greater role played by the SHGs in increasing empowerment of women, by making them financially strong, as well as it helped them to save amount of money and invest it further development. It is also found that the SHGs created confidence for social, economic self-reliance between the members in two villages. It develops the awareness programs and schemes, loan policies etc. However there is a positive impact of Self Help Groups on Women empowerment in Andhra Pradesh.

5. RESULTS & DISCUSSION:

Table 1, displays the distribution of age of sample respondents. There are total 350 sample respondents. From the table it is found that 44.29% of the respondents are from the age group of 31 to 40 years. Whereas, 28.86% samples are belongs from 21 to 30 age group. And 24.29% respondents come under the group of 41-50 years. Only 2.57% samples are from 51 to 60 age group. The majority of women in SHG are found from the age group of 31 - 40 years.

Table-1
Age of respondents

Age	Frequency	Percentage (%)
21 - 30	101	28.86
31 - 40	155	44.29
41- 50	85	24.29
51 - 60	9	2.57
Total	350	100

(Source: Field Survey)

Table-2
Social Status of respondents

Social Status	Frequency	Percentage
ST	52 50	14.86 14.29
SC	48	13.71
VJNT	40	11.43
OBC	179	51.14
Open	33	9.43
Total	350	100

(Source: Field Survey)

Table 2, refers to the distribution of social status of sample respondents. From the table it is revealed that 51.14% of the respondents are drawn from OBC category followed by 14.29% are from ST, 13.71% are from SC and 11.43% from VJNT category. Whereas, from Open category there are only 9.43% sample respondents. Accordingly, most of the respondents are drawn from socially downtrodden community.

Table-3
Marital Status of respondents

Marital Status	Frequency	Percentage
Married	275	78.57
Unmarried	10	2.86
Widow	15	4.29
Divorcee	50	14.29
Total	350	100

(Source: Field Survey)

Table 3, refers to the distribution of marital status of sample respondents. The table shows that 78.57% of respondents are married. 4.29% respondents are widow. And 14.29% of total respondents are of Divorcee. Whereas, only 2.86% respondents are unmarried. Therefore it clearly shows that there is a majority of married respondents.

Table-4
Educational qualification of respondents

Education level	Frequency	Percentage
Illiterate	10	2.86
can read & write	50	14.29
Primary (I-VII)	69	19.71
Secondary (VIII-X)	160	45.71
Higher Secondary (XI-XII)	44	12.57
Graduate & above	17	4.86
Total	350	100

(Source: Field Survey)

Table 4, shows the distribution of sample respondents by their education. It is observed that 45.71% of respondents are of secondary education. 12.57% with higher secondary education, 19.71% are of Primary

educated, 4.86% with Graduate & above educated. 14.29% respondents can read and write. And only 2.86% respondents are illiterate. The majority respondents are from secondary education level.

Table-5
Communication skill of respondents

Communication Skills	Frequency	Percentage
Increased	270	77.14
Constant	80	22.86
Total	350	100

(Source: Field Survey)

Table 5, refers to the distribution of sample respondents by Communication skills. It is observed that 77.14% of respondents are increased their communication skill with the others, they can communicate with their officers whereas 22.86% of respondents are not increased their communication skill.

Table-6
Income of respondents

Income (in Rs.)	Before joining SHG		After joining SHG	
	Frequency	Percentage	Frequency	Percentage
1- 5000	26	7.43	01	0.29
5001-10000	273	78	147	42
10001-15000	46	13.14	168	48
15001-20000	05	1.43	34	9.71
Total	350	100	350	100

(Source: Field Survey)

Table 6, shows the distribution of sample respondents by their monthly income. It is observed that before joining in SHGs, 7.43% of respondents got less than Rs.5000 followed by 78% of respondents got between Rs.5001 to Rs.10000 whereas, 13.14% of respondents got between Rs.10001 to Rs.15000 followed by 1.43% of respondents got above Rs.15001 to Rs.20000. After joining in SHGs, only 0.29% of respondents are getting monthly income less than Rs.5000 followed by 42% respondents gets between Rs.5001 to 10000, 48% of respondents are getting between Rs.10001 to Rs.15000. And 9.71% of respondents are getting between Rs.15001 to Rs.20000.

Hence from the table it clearly shows that the monthly income of most of the respondent's has increased because of joining self-help group.

6. FINDINGS OF THE STUDY:

The majority of rural women in Self-Help Group are found relatively from young group. The good thing is found that there is very less percent respondents are illiterate from study area. Whereas, maximum of rural women has done Secondary level education. Most of the respondents are from backward class. After joining SHG maximum respondents has increased their communication skill. The important finding of the study is the level of income of rural women has increased tremendously after joining Self-Help Group comparing to before joining Self-Help Group. It shows that Self Help Group is effectively working in the study area.

7. CONCLUSION:

Self-Help Group is an important technique which is very useful for rural women to get a power for their self-supportive activities. Self-Help Group is acting as a platform for providing a micro-finance to rural women. This programme clearly plays a central role for the lives of rural poor women. Self-Help Group key factor is to increase the income and savings level, and also the standard of living of rural women. It is a ladder for women empowerment. The impact of Self-Help Group not only on income generation but also on enrichment of rural women's self-confidence and economic and social development.

The study exposes that there is a positive impact of SHG on women empowerment after joining SHG. From the above, we can conclude that Self-Help Group plays a significant role for women empowerment which will lead to increase their standard of living, quality of life of their members, self-reliance and decision making power.

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Rural Women Self-Help Groups Spinning their Way to Empowerment and Economic Self-reliance through Banana Yarn

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Abstract

Women constitute about half of the world's population but their share in the economy and other development spheres remain neglected and they face various disadvantages. Women in developing countries like India face challenges like limited access to credit, lack of accessibility to resources, illiteracy, non-recognition and often disregard for their economic contribution both to the family and economy, poor healthcare and unemployment. Recognizing these challenges, Government of India (GOI) has introduced various programmes and policies, chief among which is - Self Help Groups (SHGs). This paper explores how rural women in various self-help groups (SHGs) are using the banana fibre industry as means to generate employment as enable their economic as well as social empowerment. Banana is an important crop of world and India is the largest producer, but banana crop also generates huge quantity of biomass in the form of pseudo-stem, leaves etc. and this biomass mostly of pseudo-stem is absolute waste in most of the states of India. Various rural women-SHG's are currently using fibre extraction technology on the wasteful harvested pseudo-stem and converting this into useful materials as well as reducing the ecological waste. Rural farm men/women have taken up this simple and remunerative income generating enterprise, from where they can earn additional income which improves its self-confidence and socio-economic status having an overall impact on farm families. The purpose of this paper is to understand how the banana fibre industry can be used as means to generate employment among rural women in self-help groups (SHGs) as enable their economic as well as social empowerment.

Keywords: Women, Empowerment, Self Help Groups (SHGs), Banana Waste, Banana Fibre

Introduction

“Think equal, build smart, innovate for change.”

~ International Women's Day 2019 Theme

This theme of International Women's Day 2019 brings out the need to find innovative methods to initiate gender equality and thereby ensure empowerment of women. This change is required to achieve the 2030 Agenda, as well as ensure the effective implementation of the new U.N. 17 Sustainable Development Goals.¹ The very foundation of a peaceful, prosperous and sustainable world depends on empowering women and ensuring gender equality as a fundamental human right.

Women constitute about half of the world's population but their share in the economy and other development spheres remain neglected and they face various disadvantages due to lack of empowerment. Labour Force Participation Rate (LFPR) shows the proportion of working-age women who are employed, or being available for work in the total labour force. Labour force comprises people ages 15 and older who supply labour for the production of goods and services during a specified period. Yet, data from the World bank shows that only 20.3% of Indian women are part of the labour force in 2019.

¹ The global role of women - Contributions to development. (2021, June 22). Global Volunteers. <https://globalvolunteers.org/global-role-of-women/>

Table 1: World Development Indicators: Labor force structure

Labour force participation rate				Labour force (ages 15 and older)				Labour force growth (%)
Male		Female		Total		Female		
% ages 15 and older		% ages 15 and older		millions		% ages 15 and older		
2000	2019	2000	2019	2000	2019	2000	2019	2010-19
83	75.9	30.4	20.8	396.8	494.7	25.6	20.3	0.7

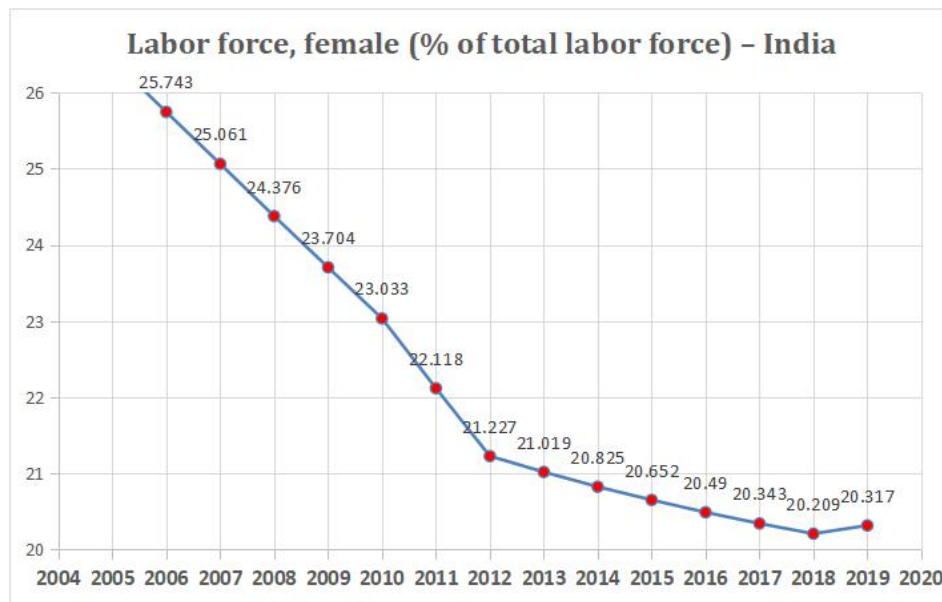
Source: The World Bank

Table 2: Percentage of Female Participation in Total Labor Force– India

Year	Percentage of females in total labour force
2004	26.261
2005	26.427
2006	25.743
2007	25.061
2008	24.376
2009	23.704
2010	23.033
2011	22.118
2012	21.227
2013	21.019
2014	20.825
2015	20.652
2016	20.49
2017	20.343
2018	20.209
2019	20.317

Source: The World Bank

Diagram 1: Labor force, female (% of total labor force) – India



Source: The World Bank

As per data from the World Bank, the female labour force participation rate (FLFPR) in India, which ensures economic empowerment as a key to gender justice has fallen from 30.27% in 1990 to 20.3% in 2019. A significant indicator of women's economic empowerment is Female workforce participation rate (FWPR) and it mirrors women's agency at home and beyond. The Covid-19 pandemic has likely exacerbated the issue—the lack of jobs in the informal sector is likely to have pushed many women towards unemployment.

Women, especially in rural areas of India are vital agents for development, as they play a pivotal role in bringing about transformational economic, environmental and social changes required for sustainable development. Yet in India, the rural sector especially in the unorganized sector, have limited access to productive assets and financial services.² Empowering them is crucial, for the well-being of these individuals, their families and their rural communities, as well as for overall productivity of the economy. In spite of this significant fact, even today in many parts of the world women lack opportunities and still lag behind those of men globally.

Recognizing these challenges, Government of India (GOI) has introduced various programmes and policies since Independence, chief among which is - Self Help Groups (SHGs) and other women's groups to improve gender equality and women's empowerment. This significant initiative by the Indian Government along with the non-governmental organizations (NGOs) was formed to help rural women find means of employment and thereby become self-reliant and escape poverty.

Statement of Problem

In many rural developing communities, women entrepreneurs play a significant role in helping with the family's finances, achieving food and nutrition security, supporting rural community livelihoods and laying a solid economic foundation for future generations. Yet, face challenges like limited access to credit, lack of accessibility to resources, non-recognition and often disregard for their economic contribution both to the

² Rana, R. (2021, August 22). The unknown, unheard lot of women farmers in India. The Logical Indian. <https://thelogicalindian.com/gender/women-farmers-in-india-30352>

family and economy, and unemployment. Under the pandemic situation, it is the need of the hour to generate more employment opportunities through unique sustainable ventures for rural women through Self Help Groups (SHGs) to reduce poverty.

Background of the Study

The last few decades have seen the rapid growth of the Microfinance sector and this was the brain child of Nobel Laureate Muhammad Yunus, who established Grameen Bank, Bangladesh in 1976 thereby laying the foundation of the modern Microfinance Institutions.

Microfinance is an economic development tool to banking services to the unemployed or low-income individuals or groups especially women who lack access to conventional banking and related services, to get the financial assistance to start new business ventures and participate in the economy. The main objective of micro credit to the poor is to assist them to work their way out of poverty by providing a wide range of services like savings, credit, insurance, payments and get other non-financial services like training, counseling etc. In India, NABARD has implemented and supported various Women SHG scheme (WSHG) brought out by the Indian government especially in rural backward areas through NGOs.

Spinning Banana Yarn- Ma Saraswati SHG Case Study

Various Self-Help Group SHGs like Ma Saraswati SHG in Lakhimpur Kheri along with Uttar Pradesh (UP) government and the Lakhimpur Kheri administration has initiated an idea for making village women financially independent by teaching them how to extract fiber from the discarded banana stems and make textiles, sanitary pads, mats, rugs etc. Banana fibre which is quite similar to jute or flax, is made by cutting the stem of a banana with the help of a machine. This unique initiative of making the village women self-reliant and financially independent, especially during COVID times, has on one hand, led to the use of crop waste, while on the other hand, rural women living in the village got another source of income.

Objectives of the Study

1. To study the role of SHGs in starting new initiatives for generating employment opportunities for rural women thereby enabling self-reliance paving way to women empowerment, helping to attain SDGs of reduced poverty levels, zero hunger and gender equality
2. To suggest policy measures for improving education, infrastructure, technology and increased access to financial resources for women SHGs

Rural Women Self-Help Groups Spinning Banana Yarn to Empowerment & Economic Self-reliance

Synthetic fibres which are manufactured using petroleum-based products have been found to be harmful, non-biodegradable and consume more energy and natural fibres like cotton, silk, flax etc. to be used in various applications as a substitute for environmentally hazardous synthetic ones. Consequently, there has been increased demand for developing natural agro-based fibers, like lotus fibre, banana fibres etc.

Banana is often called as ‘kalpatharu’ in South India due to multiple uses as all plant parts can be used for different purposes. Along with the very nutritious fruit, the plant generates a huge quantity of biomass waste in the form of pseudo-stem, leaves etc. Presently, due to lack of awareness on its uses as well as dearth of appropriate technology, a major portion of the banana pseudo-stem goes as an absolute waste in most of the states of India and its disposal is a major problem for farmers.

Table 3: List of Countries by Banana Production³

Sr. No.	Country	Production in Tonnes	Acreage in Hectares	Yield (Kg/Hectare)
1	India	29.124.000	846.000	34.425,5
2	China	13.324.337	430.046	30.983,5
3	Indonesia	7.007.125	139.964	50.063,7
4	Brazil	6.764.324	469.711	14.401
5	Ecuador	6.529.676	180.337	36.208,2
6	Philippines	5.829.142	456.641	12.765,3
7	Angola	3.858.066	131.455	29.348,9
8	Guatemala	3.775.150	78.206	48.271,6
9	Tanzania	3.559.639	468.47	7.598,4
10	Rwanda	3.037.962	322.009	9.434,4

Source: <https://www.atlasbig.com/en-in/countries-by-banana-production>

Banana is an important fruit crop of many tropical and subtropical regions of India, who is among the producers of bananas crop in the world. As of 2019, bananas production in India was almost 30 million tonnes that accounts for 26.02% of the world's bananas production. The Banana fibre also known as 'musa fibre' which is a biodegradable natural fibre is made from the bark of the banana plant. The characteristics of banana fibre is one of the strongest, durable natural sorbent fibres, has a very soft, supple and shimmer rand is very comfortable and durable to wear part from being biodegradable.

Bananas are harvested two to four times a year⁴ the farmers usually throw away the banana stem as waste.⁵ Around a billion tonnes of banana plant stems are wasted each year, despite research indicating that it would only take 37kg of stems to produce a kilogram of fibre.⁶ The discarded banana pseudo-stem has become a source of employment opportunities for rural Indian women who draw fibres from them. Using discarded

³ Countries by banana production. (n.d.). AtlasBig. <https://www.atlasbig.com/en-in/countries-by-banana-production>

⁴ Banana fibre - India is the world's largest banana producer. (2015, July 6). Textile & Apparel Business Solution & Marketplace - Fibre2Fashion. <https://www.fibre2fashion.com/industry-article/7589/banana-fibre-green-apparel-of-the-future>

⁵ How India can lead the shift from fast to green fashion. (2021, September 4). Mintlounge. <https://lifestyle.livemint.com/fashion/trends/how-india-can-lead-the-shift-from-fast-to-green-fashion-111630685937814.html>

⁶ Forget about cotton, we could be making textiles from banana and pineapple. (2018, August 18). the Guardian. <https://www.theguardian.com/sustainable-business/sustainable-fashion-blog/2015/mar/03/wearable-pineapple-banana-fruit-fashion-material>

banana stems, women from Self-Help Groups fulfil a dual role — reprocessing crop residue and reducing environmental waste and also providing livelihood to rural women.

Main Findings from the Case Study

1. Providing livelihood & employment to rural women:

This unique initiative by the SHG helps women to be gainfully employed and have another source of income. In the pandemic, as the work dried up, many daily wage earners found it difficult to earn enough for the daily needs.

The price of banana fibre ranges between Rs 180 to Rs 250 per kg and a profit of about 50% is being received at this price. With the increase in demand for this natural fibre mostly in the paper and textile industries, profits are also likely to increase. Encouraged by this, women from other self-groups of the region are being linked to this drive and preparations are being made to source extra machinery from Gujarat.

2. Financial freedom to rural women

The project, has brought financial freedom to village women who till recently were struggling to feed their children. Each banana stem yields about 100 grams of fibre, which can be extracted in 20 minutes. Workers are paid around Rs. 100 for every kilogram of fibre extracted and, on an average, each worker is able to extract at least four to six kilos of fibre a day, earning around Rs 400-600 a day. Many rural women are now employed, self-reliant and have a comfortable source of livelihood support their entire family, even in the pandemic.

3. Environmental Waste is reduced

When the bananas are harvested, the farmers usually discard the banana stem and clearing this biomass waste from the field requires an additional spending of Rs.5 per quintal. As a result of this unique initiative of the SHG, the discarded stems are reprocessed have become a source of employment to rural women who draw fibres from them. This path-breaking initiative has not just reduced the expenses of the banana agriculturalists, but also increased the income of rural women.

4. A cheaper alternative to synthetic fibres

Banana fibres are an excellent alternative to synthetic fibres which are manufactured using petroleum-based products have been found to be harmful, non-biodegradable and consume more energy.

Policy implications

- **Education:** The government and NGOs, working with the can help to improve the living and working conditions for women. They must focus on improving the literacy levels among rural women as this will automatically lead towards increased participation in SHGs.
- **Infrastructure:** The government and other agencies must invest in infrastructure development, to increase the access of the markets for the products manufactured by SHGs, which will in turn increase participation in SHGs.
- **Technology:** One of the main challenges faced by many SHGs is the lack of technology or expensive machinery. The government and other agencies must invest in technology and help these SHGs to mobilize machinery for production.
- **Financial Access and Support:** As participation in SHGs leads toward the empowerment of women, government agencies and NGOs must provide help to SHGs to make them sustainable. Authorities must extend financial support and access, along with much needed guidance and extension services, to enable and motivate the SHGs to venture these activities which can be converted into income generation ventures.

Conclusion

“Women Hold Up Half the Sky”.⁷

~ - an ancient Chinese proverb

Globally, women workers contribute to the economic growth and sustainable livelihoods of their families and communities. Yet, seventy percent of the world’s poor are women. Women particularly benefit from microfinance programmes like self-help groups as it helps empower women from poor households to make this contribution.

Self-Help Group (SHG) initiated as a self-employment programme, to eradicate poverty and bring economic empowerment in the country. The new sustainable initiatives like extraction of banana fibres from banana cultivation wastes help to empower women financially as well as socially and also to enhance women's health through increased knowledge and awareness on health issues, financial security during health emergencies and also reduces environmental waste etc. Now, more than ever, these rural women - many of whom who are facing the poverty trap due to the pandemic– need newer business ventures to create employment opportunities through the SHGs to live lives of self-help and solidarity.

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Organic Farming and Manufacturing of Healthy Food Products: Way Out of Poverty for Women SHGs in India

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Abstract

Developing country like India is plagued by poverty and gender inequality since independence. Several policy measures have been adopted by the Government of India to deal with these problems-of which, SHGs need special mention. Women groups engaged in economic activities have the potential to deal with poverty and become financially independent and empowered through the provision of knowledge, skills and competencies that underpin sustainable agriculture. This paper tries to investigate how organic farming and manufacturing of healthy food products made from indigenous inputs can help women SHGs in addressing poverty and gender inequality among rural women in India. This study has identified that women SHGs with proper training and community networking can develop into an organic and healthy food hub promoting indigenous food items capable enough to improve nutrition outcome among the rural community, reduce poverty and inequality contributing to a healthy workforce.

Key Words: *Self Help Groups, Poverty, Organic Farming, Sustainable Agriculture, Healthy food.*

Introduction

The elimination of poverty and gender inequality has been a major challenge since independence and remained one of India's crucial national development agenda to create a just and equitable society. Poverty, a rural phenomenon which is largely prevalent in under developed and developing countries is detrimental to the growth and development of any nation. "Poverty is pronounced deprivation in well-being" World Bank (2000) and comprises many dimensions. It includes inadequate income and the incapability to obtain even the basic goods and services required to live a dignified life. Poverty arises when people lack key capabilities, have inadequate income or education, poor health, insecurity, or low self-confidence (Amartya Sen (1999). Global MPI 2020 Report ⁸ shows that out of 107 countries, India ranked 62nd and 27.9% ⁹ population were identified as multi-dimensionally poor, of which 36.8% and 9.2% belong to rural and urban areas respectively. Eliminating poverty and income disparity is necessary for a country to achieve growth and development. The following table shows the poverty as per the official estimates.

Table:1 Poverty Estimates in India as per the official estimates

Year	Poverty Ratio (Expert Group-Rangarajan)			Poverty Ratio (Expert Group-Tendulkar)		
	Rural	Urban	Total	Rural	Urban	Total
2009-10	39.6	35.1	38.2	33.8	20.9	29.8
2011-12	30.6	26.4	29.5	25.7	13.7	21.9

Source: GOI (2014)

⁸ Country Briefing 2020: India; Global Multi-Dimensional Poverty Index (MPI) Launched in 2010 by the United Nations Development Program (UNDP) and the Oxford Poverty and Human Development Initiative (OPHI), the MPI is a measure of multidimensional poverty covering more than 100 developing countries.

⁹ As PER Global MPI 2020 Report, Headcount ratio per World Bank S 1.9 a day was 21.2% in 2011 and national measure was 21.9% in 2011.

Statement of the problem

Poverty has several manifestations which include hunger, malnutrition, inadequate access to education, harmful living conditions, insufficient physical security, and deficient participation in social activities. Even after 75 years of independence, India still couldn't get rid of poverty and gender inequality which is a matter of concern. Removal of poverty and inequality is very much needed as these are delimiting factors obstructing the progress of a nation. Uprooting poverty and inequality require an inclusive effort from gender perspective as women forms a vital part of the Indian Economy, both at the national and the household levels. Larger share of women earnings compared to men are generally utilized for basic family maintenance and welfare which help in dealing with poverty. Since women's contribution in tackling poverty is significant, better income and employment opportunities to women through SHGs will act as a catalyst in this regard. Even though women undertake large share of domestic care work, these unpaid care work has been unrecognized and undervalued for its contribution to the economy. For the progress of a nation, women's effort should be duly recognized and they need to be economically independent.

Objectives of the study

1. To understand the initiatives by selected SHGs in agriculture and in the manufacturing of healthy food products.
2. To identify the role of SHGs in reducing poverty and gender inequality through undertaking economic activities.
3. To suggest policy implications to promote employment and community development through women SHGs.

Significance of SHGs in poverty alleviation

Self-help groups have become the vehicle of change for the poor and marginalized especially in rural areas. SHGs refers to an informal group of women from same socio-economic background who come together voluntarily to achieve a common purpose. Through regular savings the members accumulate a common pool of funds and lend to the members to start various income generating activities. Several women SHGs are involved in activities like organic farming and production of healthy foods have contributed to reduction in poverty and inequality.

Majority of Indian population depends on agriculture and allied activities for their livelihood. However, around 80 per cent of farm work is undertaken by women in India (Oxfam, 2018) and they constitute over 42 per cent of the agricultural labour force in India (NCAER, 2018). The increased feminisation of agriculture arises from expanding migration of men from rural to urban areas, resulting in women holding multiples roles as cultivators, entrepreneurs and labourers (GOI 2018). Even though the participation of women in both farm and non-farm activities are significant, their contribution is less recognized as it is treated as an extension of unpaid domestic work creating additional burden on household responsibilities.

Self Help Groups can act as an engine of growth by involving women in various income generating activities rather than confining only to domestic work which is not considered as an economic activity as it doesn't provide an income to them in spite of spending their time and effort. SHGs plays an important role in community development and income generation by engaging women in self-employment activities like organic farming and production and marketing of agro-based indigenous healthy food products which promotes health and well-being of the society. Healthy workforce is a prerequisite for a country to develop, as health and productive capacity go hand in hand. The entrepreneurial potential of women from across the country in the organic food segment has to be tapped properly for the well-being of the family as well as society as a whole.

Organic farming by women SHGs under ATMA,¹⁰ Goa-A Case Study

Agriculture forms the foundation of Indian economy with India being one of the largest producers of farm products in the world. Since independence India undertook several measures like Green Revolution which helped in increasing agricultural productivity and to resolve the food shortage problem. But farmers became largely dependent on chemical fertilizers, pesticides etc. which had its negative effect on the natural resources and environment. It is high time to revert to our traditional agricultural methods which use organic fertilizers to improve the productivity in farm products.

As per the available statistics, India ranks eighth in terms of World's Organic Agricultural land and first in terms of total number of producers (Willer et.al, 2020). According to the Bureau of Indian Standards-2016, 'Organic agriculture is a type of farm management which creates a habitat to achieve sustainable productivity without the use of external chemical inputs and fertilizers'. In other words, it refers to cultivation dependent on green manure, compost and biological pest control and other natural ways. It also protects and preserves the ecological biodiversity; maintain soil fertility and environmental health.

Organic farming has been adopted by several developing countries and has helped in contributing to sustainable development of agriculture. One among the organic farming methods includes the use of vermi compost. Vermicompost is made with the help of earthworms and the species used for this project was *Eisenia foetida*¹¹. It is an excellent, nutrient-rich organic fertilizer and soil conditioner used in organic farming has gained popularity both at industrial and domestic level because it provides a way to treat organic wastes more quickly. Under the leadership of ATMA, local women Self Help Groups were trained in vermicomposting techniques. This could fetch them better employment and income and could also supply farmers with organic manure which could promote manufacturing of chemical free agricultural products. ATMA through SHGs in Kirlapal Dabala and Marad Dharbandora¹² area has taken much effort to convert Goan fields organic. This can be expanded on a large scale among several SHGs and with due marketing techniques, this manure can be sold to various parts of the country. In the present day where people are more health conscious, these activities can fetch a huge market and organic farming can be extensively adopted by farmers across the country which will produce a healthy future generation.

Women SHGs' venture to manufacture healthy food products using local inputs-A Case Study

Majority of farmers in Uttarakhand belong to the category of women and the place has high potential to develop as an organic hub as the farming in the state is characterized by insecticides and pesticides free cultivation process. Kirti Kumar¹³ encourages and educates local tribal women to become food entrepreneurs by focusing on the production of healthy nutritional foods prepared from indigenous crops through associating with regional self-help groups (SHGs). Training is given to women groups to produce nutritious food items using indigenously available inputs like fruits, crops, vegetables, flowers and other farm products such as malta, plum, peach, apricot, rhododendron flower.

The women from SHGs were also trained to produce various healthy products like iron rich ragi laddos, barfis and other healthy snacks. Iron rich laddos produced from ragi and banyard millets were distributed among Anganwadi health workers and girl students from government schools who were largely anaemic.

¹⁰ ATMA (Agriculture Technology Management Agency) is a society of key stakeholders involved in agricultural activities for sustainable agricultural development in the district. It is a registered society responsible for technology dissemination at the district level.

¹¹ <https://agricoop.nic.in/sites/default/files/Success%20Story%20-%208.pdf>

¹² <https://agricoop.nic.in/sites/default/files/Success%20Story%20-%208.pdf>

¹³ A food scientist working at Krishi Vigyan Kendra in Tehri Garhwal district of Uttarakhand and also the Brand Ambassador of "Beti Bachao Beti Padao", Govt. of Uttarakhand.

Acknowledging this novel initiative, the State Government has given approval to replicate to other parts of the state. The State Government has recommended a GI tag for the healthy Ragi Barfi¹⁴. They also produce 'Urja' a ready-to-use energy powder meant for undernourished children along with several other healthy snacks like nutria bars and other therapeutic foods for pregnant and lactating mothers. Apart from this, they also produce various organic products like multigrain atta, grains and other crops.

Presently more than 1000 women from various SHGs manufacture several nutritional and healthy food based on traditional and organic materials available locally. Kirti was given the 'Virangana Tilu Rauteli Award' for her contribution in changing the lives of hill women living in remote areas and for developing their entrepreneurial skill and empowering them¹⁵. Being organized into collective enterprises allows women to pool their assets, skills and other resources to produce goods and services of higher quality and quantity.¹⁶

Findings

The case studies clearly indicate that appropriate training and capacity development programmes can help the SHGs in their self-employment activities and better labour force participation. By involving in income generating activities, women can be made independent and empowered as their productive endeavours make them capable enough to take apt decisions. Most important finding is that women should select those ventures which produce goods with locally available resources without compromising on environmental degradation and pollution. Such healthy organic products should be popularized and this in turn can help in the formation of healthy children, workforce and eventually a healthy community which in turn can help in the progress of a country. The involvement of women actively in producing chemical free nutrition rich products can help in dealing with malnutrition which is one of the major problems faced by marginalised sections especially the women in rural areas.

Policy Recommendations

1. Government should take measures to promote and develop organic farming and thereby promote the production of healthy products by women SHGs. Women involved in domestic activities and cooking can spend their expertise to produce healthy snacks using locally available products which can be a source of income and economic independence. Such activities can reduce poverty, environmental pollution and contribute positively to health and nutrition of the people. Women groups should be given training for capacity building as well as adequate technological and financial support to carry out their entrepreneurial activities to achieve self-reliance and become empowered.
2. Government should also create awareness among the people regarding the health benefits of using the organic indigenous food products which in turn can increase their demand leading to its increased production. This eventually can result in more women employment in these areas of production.
3. Government should initiate measures to bring about partnership among various institutions like the government, private sector and the community as a whole to promote such activities.
4. These policy measures can eventually lead to sustainable development of agriculture by reshaping agriculture and food systems by concentrating on organic methods of cultivation and production of healthy food items using indigenous products.

¹⁴ <https://www.newindianexpress.com/good-news/2020/sep/06/uttarakhand-woman-shows-taste-for-success-with-food-entrepreneurs-2193024.html>

¹⁵ <https://www.newindianexpress.com/good-news/2020/sep/06/uttarakhand-woman-shows-taste>.

¹⁶ UN Secretary General, Ban Ki-moon, quoted in *UN Secretary-General announces first-ever High-Level Panel on Women's Economic Empowerment* – UN Women, 21st January 2016, available at:

<http://www.unwomen.org/en/news/stories/2016/1/wee-high-level-panel-launch>, accessed 25th August 2021.

Conclusion

SHGs should involve in the production of organic, nutritious goods, highly demanded by those people who are increasingly aware about their health and nutrition. Everyone irrespective of caste, creed, gender, geographical location deserves access to healthy, affordable food and quality nutrition care. Health is directly associated with human welfare and is an instrument for raising income levels through increased productive capacity. Proper nutrition and diet can be made available to the poor and marginalized sections with the help of local products at an affordable price. Framing sound policies at the local, regional, national and international levels aimed at pro-poor and gender-inclusive development strategies should accelerate investment in indigenous agro-based food products and organic methods of cultivation to tackle poverty and inequality. Such activities can eventually result in achieving the Sustainable Development Goals one, two and five such as end poverty, end hunger and achieve gender equality respectively.

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A STUDY ON ROLE OF WOMEN'S SELF- HELP GROUPS DURING COVID-19 PANDEMIC

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ABSTRACT

The Indian micro-finance sector has developed substantially in the past decade. Self-Help Groups are swiftly evolving as powerful social tool for socio-economic empowerment of the rural poor in the country. In India, the thought of the development of SHG was conceived by the NABARD with launching of the SHGs and the Bank linkage programme in the year 1992. Self Help Group (SHG) is a small voluntary organisation of less than twenty people either registered or unregistered rather from the same socio-economic background. They solve their problems through mutual help. Self Help Groups (SHGs) appear as a significant strategy for empowering women and to alleviate poverty. This study is based on secondary data only. The aim of this study is to highlight the role of women's Self-help groups during Covid-19 pandemic.

Keywords- Women Self-Help Groups, NABARD, COVID-19

INTRODUCTION

Self- help groups (SHGs) play fundamental role in poverty eradication in Indian villages. Self-help group is a program introduced by the government to alleviate poverty, create employment opportunities leading to overall economic growth. Self-help groups primarily formed for reaching the poor efficiently, specifically rural women. Banks and other financial institutions are giving financial assistance mainly microfinance for their establishment and active working. These groups have brought enormous modifications in women's lives. They serve as link between members and the formal microfinance institutions and commercial banks. SHG are the central form of microfinance in India. They are managed by their associates, with fluctuating degrees of external aid (Vasanth & Thaiyalnayaki, 2015). The philosophy of Self-Help Group (SHG) allows massive potentialities to offer some different and innovative ways for such state to get rid of rural poverty. The SHG-Bank linkage programme, later on recognized as the Indian Microfinance Model, was officially introduced in February 1992 following a set of guidelines passed by National Bank for Agriculture and Rural Development (NABARD) and Reserve Bank of India (RBI). (Samal & Mohopatra, 2016)

"Women at the center of development has been an important story in South Asia. In these extraordinary times, when we are all united in our fight against the Covid 19 virus, these women's groups are playing a critical role," said Junaid Ahmad, the World Bank's country director in India.

"Across the country, women's SHGs have risen to this extraordinary challenge with immense courage and dedication," summed up Alka Upadhyay, Additional Secretary in India's Ministry of Rural Development, which manages the NRLM.

REVIEW OF LITERATURE

Joshi G (2019) in his research paper identified the social and economic factors influencing the women involvement in self-help groups (SHGs). The research was conducted in Nainital district of Uttarakhand (India) in 2018. Using Multi-stage purposive and stratified random sampling method primary data was collected from both self-help group and non-self-help groups women members using survey method.

The outcomes illustrate that factor including age, education, family type and distance from the market have a significant influence on the involvement of women in SHGs. Also, there is a significant variance in both these values which proposes that the value of the empowerment index gets considerably improved after joining the SHGs.

Mishra (2016) investigated the problems faced by the SHGs in Puri District. Using the multi-stage sampling method primary data was collected using well-structured and pre-tested interview schedule from 528 beneficiary respondents from 264 SHGs. Also, four non-SHG were covered for comparative study. The major problem faced by them was timely availability of finance followed by marketing. They also faced product and quality issue, infrastructure and facilitator's support problems.

Vasanth & Thaiyalnayaki (2015) analysed the various challenge of women self help groups members towards marketing. Using convenience sampling method data was collected from 300 respondents using a survey. Maximum SHG members were engaged in the production of food products and were using fairs and exhibitions to sell out their product. Selection of product, price negotiation and trading the products lower than the cost price creates major challenge in marketing the products. Lack of satisfactory return creates income generation challenge. The study revealed a positive relationship between the challenges faced by SHG in marketing the products and income generation activities. Regression analysis depicted that educational qualification, Marital status and income after joining SHG has substantial association with challenges of SHGs in marketing their products.

S.Ravi & Dr. P. Vikkraman, (2011) in their study highlighted the growth of Self-help groups in India. From 225 groups in 1992 to some 16, 18,456 groups that have taken loans from banks. About 69.53 lakhs SHGs have obtained access to proper banking system through SHG-bank linkage programme and 90% of these groups are only women groups. This system is very appropriate to the poor and helpless women community in the society. It also protects them from exploitation.

OBJECTIVES OF THE STUDY

The principal objectives of this paper are:

- 1) To understand the concept of Self- Help Groups (SHG).
- 2) To highlight the role of Women's Self-help groups during Covid-19 pandemic.

RESEARCH METHODOLOGY

The research design for the study is descriptive in nature. This study is based on secondary data only. The secondary data have been gathered from published material in various journals, books, Annual reports of NABARD, Reports of surveys by private institutions and Blogs on SHGs.

CONCEPT OF SHG

According to NABARD SHGs are small informal group of 10-20 individuals, who are homogenous with respect to social and economic background and come together voluntarily for promoting savings habit among members and for a common cause to raise and manage resources for the benefit of group members. However, in hilly tracts / regions and predominantly tribal dominated areas where communities are dispersed, smaller groups of minimum 5 members are also formed into SHGs. The internal savings mobilized by the group are then lent by it to its members for emergent needs or such other purposes as decided by the group.

ROLE OF WOMEN'S SELF-HELP GROUPS DURING COVID-19 PANDEMIC

In the middle of an unprecedented lockdown to defeat the coronavirus, women's self-help groups (SHGs) have come to the forefront. In over 90 percent of India's districts, left from the attention of the metropolises, SHG

women are manufacturing facemasks, running community kitchens, distributing essential food supplies, briefing individuals about health and hygiene and fighting misinformation.

Meeting the deficit in masks, sanitizers and protective equipment

Women SHG across the nation are working furiously to make up the deficit of masks and personal protective equipment (PPE). In Odisha, for instance, poor rural women who were previously involved in sewing school uniforms are now sewing masks in the pandemic. These women have produced more than 1 million cotton masks, aiding equip police personnel and health workers, while gaining something for themselves.

More than 19 million masks have been manufactured by some 20,000 SHGs across 27 Indian states, in supplement to over 1,00,000 liters of sanitizer and nearly 50,000 liters of hand wash. Since making is decentralized, these items have reached widely-dispersed populations without the requirement for intricate logistics and transportation.

Running community kitchens

During the lockdown, massive numbers of informal workers lost their livelihoods and supply of food chains was disrupted in few areas. SHGs had set up over 10,000 community kitchens across the nation to feed stranded workers, the unfortunate, and the vulnerable. In Kerala, the Kudumbashree network, one of the nation's initial community platforms of women with 4.4 million members and various years of catering knowledge behind them, were the government's normal choice to run a number of these kitchens. These groups have intensified their efforts to face the challenging time and are now operating 1,300 kitchens throughout the state. They also provide food to those who are in quarantine.

Raising awareness

Women SHGs also help in curbing rumor and spread of wrong information in the vicinity. Women's groups are also spreading Covid related messages to people leaving in remote areas. In Kerala, Kudumbashree is leading the government's Break the Chain campaign by raising awareness about hand hygiene and social distancing through mobile phones, posters and weekly meetings. SHG are spreading the word about handwashing, quarantine and self-isolation through leaflets, songs, videos and phone messages. Some groups also run a dedicated helpline numbers to help migrant's worker and other vulnerable members.

Providing banking and pension services

Access to finance is of utmost importance during lockdown for individuals to survive in the pandemic. Women SHG have appeared as a crucial resource as they work as a banking correspondent. Considered as an important service, these *bank sakhis* have sustained to provide doorstep banking services to wide-ranging communities. They also distribute pensions and empower the needy people to access credits into their accounts through direct benefit transfers (DBT). Banks provided these women with special orientation and financial incentives to support them to continue to work throughout the lockdown.

CONCLUSION

Women Self Help Groups in India have ascended to the extraordinary challenge of COVID-19 (Coronavirus) pandemic. They are meeting deficits in masks, sanitizers and protective equipment, running community kitchens, fighting misinformation and even providing banking and financial solutions to widespread communities.

Women's SHGs are being backed by Government of India's National Rural Livelihoods Mission (NRLM) which is co-financed by the World Bank. NRLM has risen up the SHG model across 28 States and 6 Union Territories of the nation, reaching more than 67 million women. The women have saved \$1.4 billion and leveraged a further \$37 billion from commercial banks.

Women's SHG have shown that their decentralized structure can be a vital resource in time of emergency. They will continue to be an important element in building nation's economy post pandemic period. Self-Help Groups are micro-organizations, but their influence is macro.

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New Trends for Business in SHGs: A Case Study of Mahi Panchayat of Kandaghat Block, District Solan, (HP) SHGs for Women.

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Introduction

Self Help Groups have been a part of rural employment in India since 1985 (Nair,2015). While the purpose of these groups is to employ and empower rural populations, especially individuals that either have no economic means; or those who are employed in non- economic activities, their success rate so far has been debatable(Deininger and Liu, 2019).

In 2021, on the occasion of the Fiftieth Anniversary of Statehood, the Government of Himachal Pradesh attempted to reboot the Self Help Groups in various rural pockets throughout the state, with a special focus on reviving handicrafts, while providing money and economic incentives to rural women. The present case study attempts to analyse this new trend for self-help groups in business with respect to women of Mahi Panchayat of the Kandaghat Block of District Solan, where women of 13 Self Help Groups of Mahi Gram Panchayat have been employed in basketry using pine needles.

For the purpose of this study several individual members of the said SHGs were personally interviewed and supervising authorities were consulted. Also, the data records with these groups and in charge of Himachal State Emporium was accessed. Through this study, therefore, an attempt has been made to understand how successful this endeavor has been in the economic emancipation of the women involved and how sustainable this venture is in terms of raw materials used and objects made.

What is a Self Help Group?

In order to evaluate the success of the Self Help Groups in question, it first becomes imperative to understand what a Self Help Group is and what marks its beginning in the Indian economic scenario. A Self Help Group (hitherto abbreviated to SHG) can be defined as a self-governed, peer controlled information group of people with similar socio-economic background and having a desire to collectively perform common purpose (cf. Kabeer, 2005). Most SHGs are found in India and other Southeast Asian countries, where they generally consist of a group of people, who work on daily wages in a loose grouping or union. The underlying idea of these groups is to encourage self-employment and poverty alleviation.

In SHGS, members may also make small regular savings contributions over a few months until there is enough money in the group to begin lending. Funds may then be lent back to the members or to others in the village for any purpose. In India, many SHGs are linked with banks for the delivery of micro-credit, thus, allegedly serving as a vehicle of change for the poor and marginalised.

The history of SHGs dates back to 1985 from the actions undertaken by the Mysore Resettlement and Area Development Agency(MYRADA) (Fernandez,2006). The SHG Movement, under MYRADA, started in the southern states. There is general awareness in these states, especially among women, regarding thrift and importance of cheap credit. By 1986-87 there were around 300 SHGs in MYRADA Projects. Over time several agencies like the National Bank for Agricultural and Rural Development, the RBI, leading NGOs, as well as

multilateral agencies like International Fund for Agricultural Development (IFAD) helped in the growth of the SHGs. The history of SHGs can be broadly studied in two phases:

Phase-I (1987-1992): In this phase, NABARD was the main agency for helping out SHGs. NABARD undertook measures to assist MYRADA through a grant of Rs. 1 Million in 1987.

Phase-II (1992-present): In this phase, the linkage of SHGs and banks was done, with the unstinting support of RBI as well as IFAD, by March 2005, credit had been extended to about 1,628,456 SHGs, with a cumulative membership of about 24 Million families. In 1999, Government of India, introduced Swarn Jayanti Gram Swarozgar Yojana (SGSY) to promote self-employment in rural areas through formation and skilling of SHGs. The programme evolved as a national movement in 2011 and became National Rural Livelihoods Mission (NRLM) – world’s largest poverty alleviation programme. Today, State Rural Livelihood Missions (SRLMs) are operational in 29 states and 5 UTs (except Delhi and Chandigarh). NRLM facilitated universal access to the affordable cost-effective reliable financial services to the poor like financial literacy, bank account, savings, credit, insurance, remittance, pension and counselling on financial services (Fernandez,2006).

Having discussed the history and the underlying notions of SHGs, it is now important to understand the relevance of these microfinance bodies for women, before evaluating how it becomes relevant for the case study in question.

Women and Self Help Groups in India

Numerous studies have debated the significance of SHGs for the economic empowerment of women, especially in the case of India, where, on an average, rural women have little or no access to economic means. Most rural women are still dependent on male counterparts for economic sustenance and are still largely self-employed or employed as casual labour in agriculture (Srivastava and Srivastava,2010).

Economic empowerment through SHGs, provides women the confidence for participation in decision making affairs at the household-level as well as at the community-level. It has been observed that SHGs have been beneficial in the effective mobilisation of unutilized and underutilized resources of the community (Kapoor,2019). Leaders and members of successful SHGs bear the potentiality to act as resource persons for different community developmental initiatives. Active involvement in different SHG-initiatives helps members to grow leadership skills. Evidence also shows that often women SHG leaders are chosen as potential candidates for Panchayat Pradhans or representatives to Panchayati Raj Institution (PRI) (Mohindra et al., 2008). Besides this, it has been observed that SHGs multiplier effect in improving women’s status in society as well as in the family leading to improvement in their socio-economic condition and also enhances their self-esteem. Thus, while SHGs in India suffer from several challenges, such as, lack of proper knowledge or backlash from patriarchal mindset of the rural societies, occasionally compounded by problems of lack of rural banking facilities (only 1.2 lakh bank branches and over 6 lakh villages), on an average, such groups have had a positive impact on the socio-psychological growth of women in India and their significance in women empowerment cannot be entirely overlooked. With this analysis in focus, the next section will look at the case study of the SHGs in Kandaghat and evaluate its benefits as well as the challenges its members face, especially given the pandemic situation. For the purpose of this, several members of the SHGs were interviewed to form a thorough understanding of the advantages of SHGs in this regard, beyond the textual analysis of existing body of research from similar studies elsewhere in India.

Case Study of the Pine Needle Weaving SHGs in Kandaghat Block

Before discussing the case study, it is imperative to note that similar SHGs, involved in the same activity, that is, basketry using pine needles, has been promoted and encouraged all over the state under the aegis of the State Government of Himachal Pradesh and Himachal Emporium from January 2021. Under this initiative, women are initially trained and then encouraged to sell their ware, either locally in temporary stalls or through

intermediaries like Himachal Emporium and the Tourism Department in a fashion similar to rural cooperative societies. The present study narrows down its focus to groups located in the Kandaghat block of Solan District, in southern Himachal Pradesh.

Kandaghat is a block as well as a tehsil of Solan District, located along 30.983°N 77.117°E. It is an administrative subdivision also. It mainly consists of sub-mountainous region, with an altitude varying from 1500 to 3000 meters. The Block Headquarters is situated at a distance of 16 kms from the District Headquarters and 30 kms from the State Headquarters. The National Highway also serves some parts of this block. Kandaghat Block has 260 villages, with a total geographical area of 20120 hectares. According to the Primary Data Abstract Tables of Himachal Pradesh, compiled by the Office of the Registrar General and Census Commissioner, India Ministry of Home Affairs, Government of India in 2021, the total population of Kandaghat Block is 40,529 out of which 20957 are male and 19572 are female. From this block, the area of Mahi Gram Panchayat was selected for the purpose of this paper and the following subsection will discuss its socioeconomic profile.

Socio Economic Profile of Mahi Gram Panchayat in Kandaghat Block

The area was selected because SHGs were running successfully in this region with this new trend of making artefacts with pine needles, a cost-free raw material, available locally due to the abundance of pine forests in the region. The sample consisted of 124 women of 13 SHGs. Each SHG has 10-15 members. All SHGs meet on 17th of every month in the Gram Panchayat of Mahi, Kandaghat Block to discuss the agenda of loan distribution and collection of savings, which is Rs. 50 per month. These SHGs are linked to United Commercial Bank, Kandaghat, District Solan. The UCO Bank charges 12% rate of interest on its loan to the members and the SHG charges only 2% rate of interest from the members. However, the SHG can finance a small amount of loan to the members not more than Rs. 10,000. For a bigger amount the members have to approach the linked bank i.e. UCO bank through the local *Pradhan* of the SHGs. Interview with the *Pradhan* revealed that this project was started in 2016 in the area, with 20 women by the Tourism Department. The instructor imparted 5 days' training to the women and they purchased the products made by the trainees themselves. From time to time the Department contacts the group for the exhibition and the stalls to be installed in various fairs and festivals and arranges for their boarding and lodging and stalls. However, where the local fairs and festivals are concerned, they have to bear all expenses, which they meet with the interest money and other savings, like the unspent amount which the SHGs received from the government for infrastructural expenditure for their workplace. Upon interviewing the instructor of the project, it was learnt that the entire experience of learning and imparting training was beneficial to many women, including her. Most rural women in the region barely matriculate and have no exposure beyond rural life. However, this new trend in business has enabled village women to earn as well as gain the practical knowledge of marketing in real life situations, thus empowering them both economically and socially. Rural women do not get the opportunity to see the world outside and they remain in their shells throughout their lives. However, through involvement and participation in the SHGs, they happen to learn new things and earn enough to help their families in times of need.

Adding to this is the easy availability of pine needles and the fact that women incur no costs in obtaining the raw material required. Pine needles are available in the forest, where these women go daily for fodder for their cattle and wood for fuel. Also, since pine needles are the main cause of forest fires in the region, their use by women for basket-weaving reduces the threat, albeit marginally. Pine needle weaving does not require expensive, technical training and the resultant products are environmentally friendly, bio-degradable and non-toxic for storage of foodgrains and cooked foodstuff. Additionally, their unique shapes and designs, as well as the wide range of products made by these women using pine needles, ranging from *chapati* boxes to pen stands and even rakhis has a wide appeal for tourists and local urban consumers. Thus, the case study reveals that not only was this new business trend useful in bringing a cheap and bio-degradable substitute for plastic products in

market, it also had the far reaching benefits of empowerment and self-sustaining employment for hithertofore economically excluded rural women.

Conclusion

The present case study clearly reveals that with the help of new trends in their product, the monthly incomes of the members of SHGs have increased. The art of making artefacts from pine needles is less technical, easy to make, no cost is involved in making it and it is easily marketable. The labour invested in making pine needles products gives them total benefit. They can easily procure the raw material and work on it while teaching their children. They are earning because of this and their attitude towards better living has changed.

With the help of SHGs and this art they have strengthened their household income and increased their purchasing power. Awareness about family health and nutrition has improved. They are active participants in outdoor activities and social and national functions. They use mobile phones and see YouTube to get new ideas for their artefacts. They have managed to sell their products in the open market through a vendor who they pay commission to from a certain amount of their sale. These women are not only making their livelihood but also creating employability for the others. Also the easy marketability of pine products as opposed to food products like pickles and chutneys, that do not have much market in the absence of food standardisation and on account of suspiciousness of the consumers with respect to their quality and hygiene, is an added benefit in the women's favour.

The case study would be remiss in its scope if it does not discuss the problems faced by these rural women entrepreneurs. The members of the SHGs are not able to arrange for a shop without the help of administration. In the open market, the rent is too high to afford for them. So, they need Government help but so far, they have not been successful. If they get a sale point, it would be easy for them to sell their product and increase their income.

Secondly, the interest rate given to them on their small savings is 3-4% whereas the interest rate charged on their loans is 12% by the linked bank. At the time of opening accounts of the members of SHGs, the bank had promised to charge interest at 7% with a return rate of 5%, which sadly has not been honoured yet.

Nevertheless, despite access to proper marketing facilities, the SHGs of Mahi Gram Panchayat of Kandaghat have fared well for themselves and are constantly striving to popularise their ware and reach out to more potential customers.

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Microfinance: A Poverty Elevation for SHGs

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&

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Abstract

Microfinance is the practice of extending a small loan or other form of credit, savings, checking, or insurance products to individuals who do not have access to this type of capital. This allows individuals who are living in poverty to work on becoming financially independent so they can work their way into better living conditions. A Self-Help Group is a socially and economically homogenous group of 10 to 15 people who voluntarily come together to achieve common goals. Up to 2006 in India 22 million SHGs were financed by the banks. A total of 165 million poor people have gained access to bank credit. More than 90% of members involved are women. SBI has given credit to 11 lakh SHGs, most of them are women SHGs. Micro finance has emerged as an important tool for improving and vitalizing the economy by reducing the poverty. SHGs help the poor households to realize their dreams by engaging them in some economic activities which can give some return on investments.

Keywords: SHGs, Microfinance, Credit.

Introduction

MFIs are the pivotal overseas organizations in each country that make individual microcredit loans directly to villagers, micro entrepreneurs, impoverished women and poor families. An overseas MFI is like a small bank with the same challenges and capital needs confronting any expanding small venture but with the added responsibility of serving economically marginalized populations. Many MFIs are creditworthy and well-run with proven records of success, many are operationally self-sufficient.

Rural Marketing is the process of developing, pricing, promoting, distributing rural specific goods and services leading to exchanges urban and rural market, which satisfies consumer, demand and achieves organizational objectives. Most of the women belonging to the SHG take up economic activities related to agriculture and allied activities. The main activities are vegetable and flower cultivation, milk and milk products, handicraft and handloom production. Public private partnership is adopted in promoting opportunities for SHG members by accepting them as dealers for the sale of products manufactured by MNCs. The companies in return help the SHGs in giving training in finance management, packaging and pricing of the products. These methods can be adopted by all SHGs, which can empower them economically which in turn can empower their members. One of the SHGs of women is formed to enable women below poverty line to have an access to micro finance so that they can live with dignity. Bridge Trust an NGO, has started and motivated more than 4000 poor women in Thane district to form 370 SHGs. These SHGs are formed by the women belonging to below poverty line for mobilizing, savings and the habit of thrift is taught to them through educating them. These SHG take up projects such as starting micro enterprises, and income generating activities such as goat rearing, poultry, carpentry, masala and papad, candle making, vermin composting etc. Thus SHGs help the women for economic empowerment. Microfinance institution is a financial institution specializing in banking services for low-income groups or individuals. A microfinance institution provides account services to small-balance accounts that would not normally be accepted by traditional banks, and offers transaction services for amounts that may be smaller than the average transaction fees charged by mainstream financial institutions. Microfinance is increasingly being considered as one of the most effective tools of reducing poverty. Microfinance has a significant role in bridging the gap between the formal financial institutions and the rural poor. The Micro

Finance Institutions (MFIs) accesses financial resources from the Banks and other mainstream Financial Institutions and provide financial and support services to the poor.

REVIEW LITERATURE

Microfinance is generally seen as a way to fix credit markets and unleash the productive capacities of poor people who are dependent on self-employment. The microfinance sector has grown quickly since the 1990s, paving the way for other forms of social enterprise and social investment. But recent evidence shows only modest average impacts on customers, generating a backlash against microfinance. This paper reconsiders the claims about microfinance, highlighting the diversity in evidence on impacts and the important (but limited) role of subsidies. The paper concludes by describing an evolution of thinking: from microfinance as narrowly construed entrepreneurial finance toward microfinance as broadly construed household finance. In this vision, microfinance yields benefits by providing liquidity for a wide range of needs rather than solely by boosting business income. One of the study made by Dr. K.C. Sharma high lighted about the challenges and status of micro finance in India. He has specifically explained the different dimensions of micro finance such as out reach, sustainability, impact and regulations in Indian context. Mr. Aloysius Fernandez the Padmashree awardee who pioneered SHG movement in Bangalore in 1980s is of the opinion that micro finance can play a crucial role in development of rural India. He being the promoter of an SHG called Myrada got about Rupees one million from NABARD to train the members of SHG and match their savings. He says micro finance can play a crucial role only when poor get access to resources, market, political power, confidence, management skills, and social class.

OBJECTIVES OF THE STUDY

The main objectives of the study are:

1. To study the impact of microfinance in rural trade.
2. To find out the outreach of micro finance in India and study the changes that took place in the economic status of the SHG members after credit linkage with the bank
3. Also to find out the limitations of SHGs in financing.

Features of SHGs:-

- ❖ Small savings will be collected which ensures the habit of thrift among the customers. This is true especially in the case of women customers.
- ❖ 98% of the members make savings regularly as per the norms given by SHGs.
- ❖ Majority of consumers in India about 90% of members of SHG are women and they are very prompt in repayment compared to their other counter part.
- ❖ It is formed with simple rules.
- ❖ The end use is not so rigid which makes the facility quite interesting.
- ❖ Micro financing is a most effective strategy to neutralize poverty and SHGs are the medium through which savings can be mobilized.
- ❖ SHGs improve the self confidence and self esteem of members.

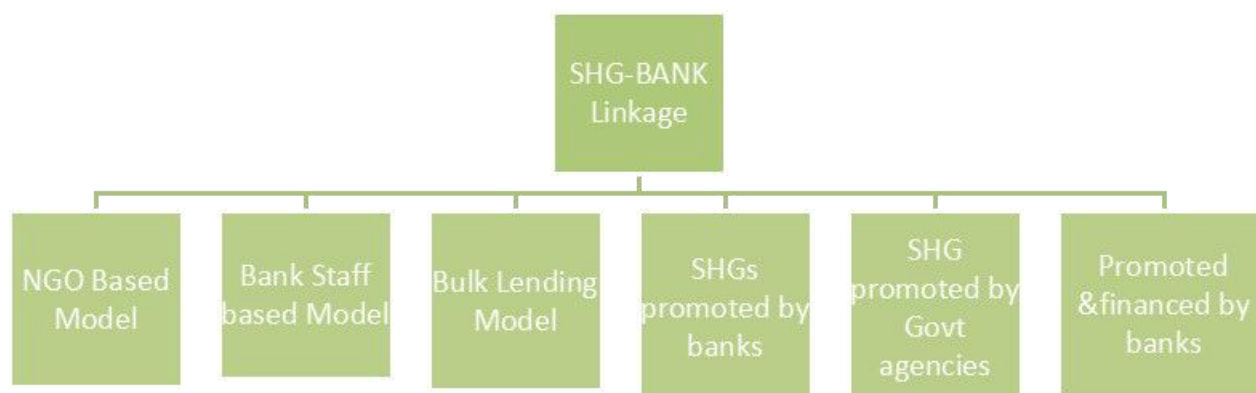
Structure of Micro financing in India

Some Statistics:

In India the SHG –Bank linkage is the largest single micro finance program which has got an outreach of 59.5% in the year 2008. These SHGs are essentially informal associations of 10-20 people formed with a common objective, raising and managing their collective savings for the benefit of all members. According to NABARD, the number of participating banks in the SHG linkage was 585 that included 44362 branches of

commercial banks, 158 RRBs and 340 co-operative banks. The banks will monitor the functioning of SHGs and evaluate them. On this basis banks give credit about four times of the savings of SHGs. The savings bank account as well as the loan account will be maintained by the bank in the name of the group.

The SHG- Bank linkage can function in three different models which can be represented diagrammatically as follows :-



(Source: Researcher's own Contribution)

NGO based Model: In this model the NGO will be taking initiative in forming the group and connecting them with the banks. Banks will be giving loans and advances to the members of the group through NGO.

Bank staff Based Model: Under this model the bank staff themselves promotes the group and do the needful for the members. The RRBs have done commendable achievement in micro financing through this method.

Bulk Lending Model: According to this model groups are promoted by NGO and Micro finance Institutions (MFI). The NGO- MFI group will raise bulk amount of loan from the bank and banks charge some fee from the group while disbursing loans.

All these methods are working very well. But NGO based system is working with great success if the NGO is strong. How far micro finance will be suitable in the long run depends on quality of SHGs, rate of interest charged, and the subsidy offered by the Government. As per Bharat Microfinance Report of Sa-Dhan in March 2008, the 223 member MFIs of Sa-Dhan had an outreach of 14.1 million Clients with an outstanding micro finance portfolio of Rs.5954 Cr.

NABARD launched the Micro Enterprise Development Programme (MEDP) for skill development in March 2006. The basic objective was to enhance the capacities of matured SHGs to take up micro enterprise through skill up gradation. During 2007-08 394 MEDPs were conducted covering 9182 SHG members on activities like bee-keeping, mushroom cultivation, horticulture, floriculture, vermi-compost etc. Thus Micro-finance institutions will help SHGs in following ways:

- To improve the quality of life of the poor by providing access to financial and support services;
- To be a viable financial institution developing sustainable communities;
- To mobilize resources in order to provide financial and support services to the poor, particularly women, for viable productive income generation enterprises enabling them to reduce their poverty;
- Learn and evaluate what helps people to move out of poverty faster;

- To create opportunities for self-employment for the underprivileged;
- To train rural poor in simple skills and enable them to utilize the available resources and contribute to employment and income generation in rural areas.

CONCLUSION

Micro-loans are an important component of microfinance, but so is saving money. When people have their basic needs met, the natural inclination is for them to save the leftover earnings for a future emergency. This creates the potential for more investments and ultimately even more income for those who are in the developing world. Microfinance refers to small savings, credit and insurance services extended to socially and economically disadvantaged segments of society. It is emerging as powerful tool for poverty alleviation in India. India falls under low income class according to world Bank. It is second populated country in the world and around 70% of its population lives in rural area. 60% of people depend on agriculture as a result there is chronic underemployment and per capita income is only \$ 3262. This is not enough to provide food to more than one individual. The obvious result is poverty, low rate of education, low sex ratio, and exploitation. The poverty reduction has become the object of unprecedented attention at national and international level. The scheme of Microfinance has been found as an effective instrument for lifting the poor above the level of poverty by providing them increased self-employment opportunities and making them credit worthy. Thus the concept of microfinance gained growing recognition as an effective tool in improving the quality of life and living standards of poor people.

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SHG – Changing lives, Promoting and Sustainable development towards Women Empowerment

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Abstract

SHG plays a vital role in creating economic and social empowerment among women. The whole ideology behind is the reduction of poverty and increasing employment in rural as well as urban areas. SHG address the issues in the unorganized sector and brings tremendous result. It makes communities to earn sustainable livelihood and generate income through self employment. The development of SHG is mainly driven by Government creativities, policies and participation of NGOs provides added advantage and scale up their growth and improvement.

Key words : Empowerment, Poverty, sustainable and self employment.

Introduction

Women empowerment is an ideology of the government. Empowerment means not only economic development it also includes gender equality, social empowerment and self reliant. Women empowerment is improving the status, accepting, allowing women in every aspect such as education, economic, political spheres to create autonomy in their decision - making process. In recent past women empowerment is one most need based and priority list in the government of India.

Review literature:

N. Manasa , N Bhanupriya (2018) tells women empowerment refers to expanding the spiritual, social, political or economic strength of women and circumstances. It includes the creating self confidence. It is a multi-dimensional rehearsal that assists women improvement control over their lives. It is a process that encourages women to control their own lives, their networks and in their common public by subsequent up on issues that they characterize as imperious.

Self Help Group are formal and informal group of people, hailing from versatile socio-economic backgrounds, joining together to create effective plat form for a common cause, mutually agreed to earn sustained livelihood and attain financial safety. These groups in India known as SHGs women communities made tremendous growth in term of economic, financial empowerment, NABARD (National Bank for Agriculture and Rural Development) has taken this initiative forward, to facilitate sustained access to financial services for the unreached poor in rural areas through various micro finance innovations in cost effective and sustainable manner (NABARD – Micro Credit Innovation)

Features of SHGs

- A holistic approach, includes all aspects of self-employment ranging from making to marketing.
- Generally a group of 10-20 people living in the neighborhoods.
- SHGs are popular for women community and community development.
- Cost-efficient process as all activities are managed by the member.
- Low cost model, as mitigates risk.
- Maintainable income generation activities for livelihood.
- Make women socially active and transforms lives for betterment

- Strategy to motivate and introduces the concept of entrepreneurship among deprived communities.

Why SHGs require?

- To overcome inequalities of income, socio-economic disparities.
- To eradicate poverty and unemployment
- To reduce the illiteracy, thereby make communities self-reliance.
- To empower and uplift the women communities
- To encourage balanced partnership in growth and development of country.

How to achieve Economic Growth and Women Empowerment

It is to provide through technical skills, training, practicing of various traditional skills like teaching in rural areas, anganwadis, self-help group upliftment, special training for apparel design, compost making, sewing, handmade and small scale cottage industries etc. Also employment creation through Recycle, Reuse, Reprocessing of urban dry waste, sanitation of urban streets and providing livelihood to women in urban slums.

Every year government focusing and granting funds for women self-help groups, anganwadis and other women empowerment schemes. However, it need to enlighten how these funds are utilizing, and real growth was recorded, “nastriswatatryaamanrhatay” it’s for good olden saying, Now every stree (women) is for swataryamarhatay means every women must be given independence and autonomy in social, economic, financial areas to empower in all sectors through government supporting schemes.

Schemes introduced by govt. of India for women empowerment and self-help groups (SHG)

DAY- NRLM (Deendayal Antyodaya Yojana – National Rural Livelihoods Mission)

NRLM aims to create self sustain livelihoods by creating employment, enterprises, and diversifying opportunities in farm and non-forming sectors. This project beings the women communities into effective SHGs, enable them to access financial, banking and credit services . the schemes created be NRLM build capacities and skills to generate sustainable living. This project has diversified strategies by which vulnerable sections of the society (manual scavengers persons with disability and victims of humans trafficking) are brought into SHG network. The below image elucidates the framework of NRLM

Mahila E-Haat:

To meet the aspirations and goals of women entrepreneurs /SHGs and to up bring the talent among the fraternity, an E-commerce marketing plat from created to sell their goods and services. The program is launched by the ministry if women and child development, Govt. of India under Rashtriya Mahila Kosh. This online portal creates marketing between entrepreneur and seller directly, creating a hassle free environment. It can be accessed across the country, just by mobile leveraging Digital India and Start-up India initiatives. This portal sells wide range of 17 categories products ranging from organic groceries/staples to fashion design products, industrial products.

Pradhan Mantri Mudra Yojna (PMMY)

Popularly known as MUDRA loans. It provides loans up to Rs. 10 lakh, under 3 categories (SHISHU – up to 5000, KISHOR – 5000- 5 lakh, TARUN – 5 lakh to 10 lakh) to various non-corporates. These are disbursed through commercial banks, RRB’s, small finance banks, NBFC’, it offers extended financial support for multiple purposes such loans for vendors, traders, working capital, commercial transport vehicles, agri-allied non – farm activities. These loans primarily target micro-enterprises, helps in synergizing the the efforts of NRLM, DAY missions. These two missions enables rural households, gain self-employment, skill wage employments, in turn alleviate poverty and unemployment.

OBJECTIVE OF THE STUDY

1. To understand the various features of SHG's
2. To study the economic growth and women empowerment
3. To study role of women in economic growth

RESEARCH METHODOLOGY

This paper based on descriptive analysis and various secondary information sources from various research papers, journals and magazines. The international journal of innovative research and commerce, women and child development journal, various issues of Government of India and also includes websites of NABARD.

The category wise details of government support for women empowerment through assisting of loans under MUDRA yojana for the year 2017-18 is given below:

Rs (crore)

Category	2017-18		
	No of account	Amount sanctioned	Amount disbursed
Shishu	42669798	106001.6	104228.06
kishor	4653876	86732.16	83197.09
Tarun	806924	60943.34	59012.25
Total	48130593	253667.1	246437.39

It is inferred; from above statistics that there is significant impact by women entrepreneurs, in terms of no of accounts, amount sanctioned in shishu, kishor and tarun categories.

Other schemes for women empowerment by government of India

- Beti bachao Beti Padhao Scheme
- UJJAWALA: A Comprehensive scheme for prevention of trafficking and Rescue, Rehabilitation and Re-integration of victims of trafficking and commercial sexual exploitation.
- Ministry approves new projects under Ujjawala scheme and continues existing projects.
- SWADHAR Greh (A scheme for women in difficult circumstances
- Support to training and employment programme for women (STEP)
- Awardees of stree Shakti puraskar 2015 and awardees of Nari Shakti puruskar
- Awardees of Rajya Mahila samman and Zilla Mahgila Samman
- Mahila police volunteers
- Mahila Shakti Kendras (MSK)

Advantages of SHGs:

- Rural women unity and development

- Participation and contribution increasing of per capita income
- Morale and innovation will improve self-confidence for widow and single women through joining SHG's.
- Employment generation, strengthening of MSME's and cottage industries, marketing of rural products, hand made products.
- Government schemes implementation across the country.

Challenges faced by SHG's

- Lack of awareness about programs, initiatives by governments, among rural communities.
- Lack of awareness on marketing products, services, despite they are good at quality and low price.
- Cut throat competition from well established products, for similar and identical goods.
- SHGs may not procure raw materials at bulk, due to low finance structure and logistics.

Role of women in economic growth

The economic growth of country mainly depends on optimum utilization of resources which includes talent, the people of country possesses. The country should pay attention to their resources and draw the policies plan to economise those. There should be an atmosphere in a country where talented people, irrespective of their social status and gender should explore more opportunities for the growth. India produced world class women leaders who explored their talent in global forum.

Role and contribution of Self help groups in achieving Swatch Bharat Mission.

The Govt. of India started Swatch bharat Mission in the year 2014. The main aim is to urban cleanliness, waste disposal and eradication of open defecation in rural urban areas, construct public toilet. In these areas self help groups Re marketing tremendous work at gross root level. The SHG members actively involved in separation of dry waste and wet waste, door to door collection of waste, educate the rural and urban poor to avoid open defecation, maintenance of cleanliness at all urban slums. In pune, chattisgarh and Gujrat these Self – help groups making average monthly income Rs 12000 per group members through Reprocess, Reuse. Recycle of waste. Further sum of the SHGs cleaning temples and collecting waste generated in samples like flowers, flower garlands, tulasi leaves, coconut waste, agarbatti waste, cotton waste. They are reprocessing the same waste and converting into house hold goods and earning handsome amounts, so that the cleanliness with devotion creates devotional revolution in evolution of women empowerment in all areas.

Suggestions to achieve women empowerment

- Recognition of self help groups as small and medium scale enter prizes
- Banks funding instantly at lower rates
- Investment and foreign funds flow for these groups
- Establishment of special taskforce to monitor of growth and development of these groups, investment focus on new technical knowhow for operating and establishing MSME's (Micro, Small and Medium Enterprises) by self-help groups.
- Better promotion of schemes, spreading of Government initiatives especially to rural women community.
- Leadership concepts and decision making skills upgradation, value and rewarding system for best performance among SHG's. Future plan and budget support for more empowerment for women in SHGs.
- Inclusion of community audit and training, coordination for teams to monitor to monitor, improve and bring transparency to stake holders.
- Increase the scope of electronic transaction and train the people to access digital platforms hassle free.

Conclusion

Since decades the thought of women empowerment is in thought process only. In recent past government has taken proactive role in to encourage self-help groups to achieve the concept of women empowerment in real. However, illiteracy in women, cast and religion, male dominancy, lack of budgetary support, gender inequality and rural poverty are the basic hurdle in achieving the objective. So achieving of real women empowerment is not too far. Every citizen of India across the country must involve in the process irrespective of gender difference and they should understand the women empowerment will creates growth and development in every sector of the country and they are the partners in building our nation. In recent past every citizen of India fight for cleanliness. It's a leading example for unity and the way of success. This mission is accomplished through Self Help Groups, Anganwadis, urban slum up lipment Committees, NGOs. So, let's awake, raise and unite all citizens of India to work and aim for the dream of women empowerment reality.

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Deposits, Advances and Recovery Analysis of Telangana Grameena Bank

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Abstract

Regional Rural Banks (RRBs) play a significant role in the development of rural areas in India by providing financial assistance to agriculture, trade, commerce, industry and other productive activities in the rural area. Credit and other financial facilities are extended particularly to small and marginal farmers, agricultural laborers, artisans, and small entrepreneurs with a view to strengthening these activities in rural areas. The RRBS have more reached to the rural area of India, through their huge branch network. Now, RRBs become key financial institutions at the rural level which shoulders responsibility of fulfilling the rural needs of different types of agriculture credit in rural areas. Telangana Grameena Bank (TGB) is one of the rural banks in Telangana state. This paper attempts to understand the business operations like lending and recovery performance of Telangana Grameena Bank. The study is carried on with the help of ratio analysis which provides the clear-cut idea about the efficiency in the Business operation of the bank.

Keywords: Business, RRBs, Telangana Grameena Bank, Efficiency.

INTRODUCTION

Regional Rural Banks were established under the provisions of an Ordinance passed on 26 September 1975 and the RRB Act, 1976 to provide sufficient banking and credit facilities for agriculture and other rural sector. These were set up on the recommendations of The Narasimham Working Group during the tenure of Indira Gandhi's government with a view to include rural areas into economic mainstream. The development process of RRBs started on 2 October 1975 with the forming of the first RRB i.e., the Prathama Bank. Also, on 2 October 1975 five regional rural banks were set up with a total authorized capital of 100 crores, which later increased to 500 crores.

TELANGANA GRAMEENA BANK (TGB)

The Telangana Grameena Bank – TGB (formerly known as Daccan Grameena Bank - DGB) was established on 24-03-2006 by amalgamating four RRBs sponsored by state Bank of Hyderabad, viz, Sri Saraswathi Grameena Bank, Sri Satavahana Grameena Bank, Sri Rama Grameena Bank and Golconda Grameena Bank and introducing as Deccan Grameena Bank with head quarter at Hyderabad by giving various facilities like low rate of interests and best credit facilities etc. The Deccan Grameena Bank is covering 5 Districts in Telangana State, majority of them are backward districts i.e., Adilabad, Nizamabad, Karimnagar, Rangareddy and Hyderabad (Urban). The authorized share capital of the bank is Rs. 5 corers. The paid-up capital is Rs. 4 corers which is contributed by Government of India, Sponsor Bank i.e., State Bank of Hyderabad and Government of Telangana in the ratio of 50:35:15 respectively. The vision of the bank is to be the premier RRB in the state providing technologically advanced, committed and quality service in all spheres of banking and be the most trusted bank for rural development.

OBJECTIVE OF THE STUDY

1. To analyse the financial performance of Telangana Grameena Bank.
2. To identify the efficiency of business operation of Telangana Grameena Bank.

3. To study the credit mechanism of Telangana Grameena Bank.
4. To analyse the credit and deposit performance of Telangana Grameena Bank.

RESEARCH METHODOLOGY

This study is carried on for the understanding the business operation (lending and borrowing) of Telangana Grameena Bank. Ratio analysis has been used to identify the efficiency of business operation. The period of study is for five years i.e.,2015-16 to 2019-20.

RATIO ANALYSIS:

Ratio Analysis is a widely used tool of financial analysis. The term ratio refers to the numerical or quantitative relationship between two items or variables. This relationship can be expressed as percentage portion of number of fractions. The ratio analysis provides useful data to the management, which would hold them in taking important policy decision.

CREDIT - DEPOSIT (C. D. RATIO) RATIO:

Ratio between credit and deposit reveals the possibilities of utilization of available deposits in the form of credit. The higher percentage or ratio of credit deposits shows more benefits to the society through the credit mechanization in the contest of rural area or it reveals how much the rural have helped the rural development through credit. The lesser percentage of ratio of credit deposit shows its lesser benefits to the society. In the RRBs credit deposit ratio is higher than the commercial banks. This difference is there because the RRBs are based not only on deposits, but also on borrowing from their main object is to provide financial assistance in rural areas.

Credit-deposit of TGB During the period 2015-16 to 2019-20

year	Deposits	Advances	Credit-deposit Ratio in percentage
2015-16	5836.95	4560.27	78.13
2016-17	7036.09	5057.69	71.88
2017-18	7180.28	5903.55	82.22
2018-19	7711.73	7051.11	91.43
2019-20	8992.31	8487.97	94.39

Source: Annual reports of TGB

The above table shows the credit and deposit performance of Telangana Grameena Bank from 2015-16 to 2019-20. It shows that the C.D ratio has increased from 78.13% in the year 2015-16 to 94.39% in the year 2019-20.

RECOVERY OF LOAN AND ADVANCES OF TGB:

Recovery is an important ingredient of fund recycling and it accelerates the disbursement of loan. TGB made all possible efforts for recovering their dues. The poor recoveries of loans make the recycling of limited funds of the banks almost impossible and consequently, the profitability of the bank gets disturb.

Recovery Performance of TGB During the period 2015-16 to 2019-20

year	Demand	Collection	Overdue	Recovery in percentage
2015-16	24798064	22214168	2583896	89.58
2016-17	36008349	32592978	3415371	90.52
2017-18	39321633	33077186	6244447	84.12
2018-19	31455006	26942330	4512676	85.65
2019-20	40037556	33580940	6456616	83.87

Source: Annual Records of TGB

The recovery performance of TGB shown in the above table is shows that the Recovery ratio has increased from 89.58% in the year 2015-16 to 90.52% in the year 2016-17 but in the financial year 2019-20 it decreased to 83.87%. the overall recovery performance was not good during the period from 2015-16 to 2019-20.

AVERAGE OF C.D. RATIO & RECOVERY RATIO:

The average ratio of Telangana Grameena Bank regarding the credit deposit and recovery operation during the period of study are as follows:

Average of C.D. Ratio & Recovery Ratio

Credit-deposit	Recovery ratio
83.61	86.748

The average credit deposit ratio of TGB during the period from 2015-16 to 2019-20 is 83.61% reveals the good performance of credit deposit operation of Telangana Grameena Bank. From the above analysis we can conclude that the overall performance of the bank regarding lending and borrowing operation is not satisfactory.

FINDINGS AND CONCLUSION:

The advances of TGB were increasing trend during the period from 2015-16 to 2019-20.

Deposits of TGB were showing an increasing trend during the period from 2015-16 to 2019-20.

The Recovery performance of TGB were decreased during the period from 2015-16 to 2019-20.

The C.D ratio increased from 2015-16 to 19-20. High C.D ratio of TGB may be a favourable feature for rural development because the banks are in a better position to provide a large amount of finance to a large number of borrowers.

low Recovery performance of TGB may be unfavourable in recycling and accelerating the funds.

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A Study on Work-Life Balance of Women Employees in NABARD

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Abstract

W. E.B. DuBois nicely highlighted the strength of women in society when he said, "There is no force equal to a woman determined to rise." The world has witnessed the strength of women's unspoken diligence for generations. Women play an important role in society's social, economic, and political systems. Only when women are provided equal chances in every domain and access to a variety of services can a country's progress and development be fully realised. The purpose of this study is to shed some light on the idea of work-life balance and to describe its significance in relation to female employees of a public sector bank, the National Bank for Agriculture and Rural Development (NABARD). In July 1982, NABARD was established. It is an apex institution that plays a critical role in policy formulation and supplying rural financial institutions with refinancing facilities. This study focuses on NABARD female employees to see if they can maintain a sense of control and balance between their professional and personal lives. When it comes to employee performance, work-life balance is a critical area where establishing a balance between professional and personal life is critical.

Key Words: NABARD, Work life balance, Women Employees, Personal Life, Professional Life.

Introduction:

A country may be endowed with abundant natural and physical resources, as well as the necessary capital and technology, but it will be unable to make rapid progress toward economic and social advancement without competent people who can mobilise, organise, and harness those resources for the production of goods and services.

The quality of an organization's human resources determines its strengths and weaknesses, as well as the consumption of other organisational resources and the expansion process of modern economies. Employees, or human resources, are the most strategic resource because no other resource can be properly utilised to build prosperity for a country without this resource's active participation, contribution, and involvement.

Businesses and governments must strive for growth and progress, but individuals must also strike a balance between their personal and professional lives. This research focuses on work-life balance concerns for women employees at NABARD, its pervasive impact on their professional and personal lives, and factors that could help to achieve a better balance between the two.

In India, public sector banks play a significant role in terms of employment and investment. Because the primary goal of public sector banks is to serve the public, their success and growth are largely dependent on the performance of its personnel. NABARD is a government-owned bank. NABARD recruits both men and women in considerable numbers. The total number of women employed by this bank is fast increasing, and this percentage will continue to rise when senior executives retire.

Many women chose banking because of the wide range of opportunities and employment security available in public sector banks. In general, work-life balance refers to an individual's ability to excel both professionally and in their personal lives. When work-life balance is disrupted, women with several obligations are more

likely to experience stress. As a result, this research provides a chance to investigate the quality of women's work-life balance at NABARD.

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A brief summary on NABARD:

On the 12th of July 1982, NABARD was founded to implement the National Bank for Agriculture and Rural Development Act 1981, based on the Shivaraman Committee's recommendations. It was established as an apex Development Bank with the goal of improving loan flow for agricultural, small-scale industries, cottage and village industries, handicrafts, and other rural crafts. NABARD's headquarters are in Mumbai, Maharashtra, and it has branches all throughout the country.

NABARD's mandate is to promote all associated economic activities in rural regions, to assist integrated and sustainable rural development, and to ensure rural prosperity. The Rural Infrastructure Development Fund (RIDF), which was established in 1995-96, is also governed and administered by NABARD. Through the conduit of Self-Help Groups, NABARD plays a catalytic role in microcredit (SHGs). Several banks receive refinancing from NABARD for their term lending activities in agricultural and rural development.

Hierarchy of NABARD:

The NABARD Regional Office is led by a Chief General Manager, and the Head Office is staffed by Executive Directors, Managing Directors, and the Chairperson as mentioned in the below figure no. 1.

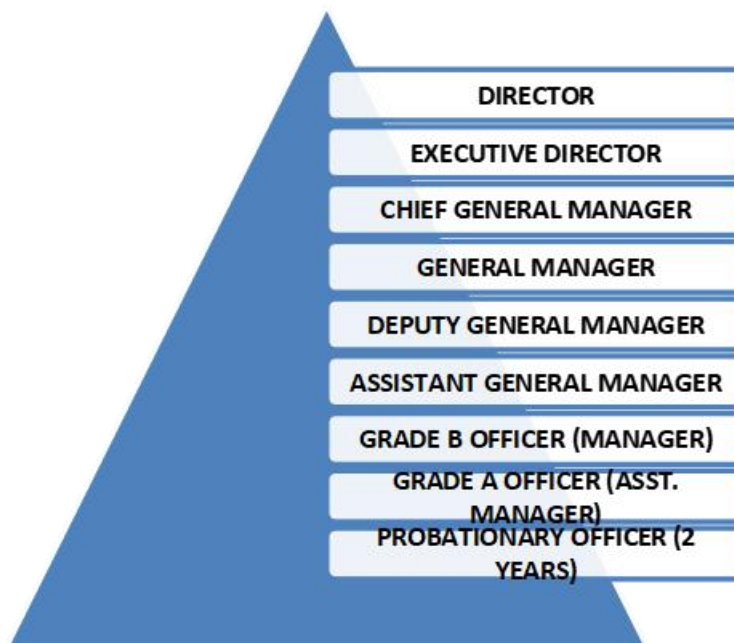


Figure No. 1

Work Life Balance and Women:

Work-life balance is viewed as a necessary for personal fulfilment to some level. Women have traditionally been regarded responsible for the majority of domestic duties. As the situation has changed, and there is now a significant increase in women working in the corporate world, work-life balance has become a hot topic.

It is both difficult and crucial for women to strike a balance between their career and personal lives. Both men and women are affected differently by work-life balance. The need of the hour is to strike a suitable balance between work and family life, as the number of working hours has increased and social activities have increased, affecting work-life balance.

Benefits to Women Employees in NABARD and Work Life Balance:

- NABARD staff who are women are given precedence in terms of posting, as they are saved from challenging district assignments. As a result, when most female employees join, they are sent to a home posting or a cadre in a nearby state.
- If both husband and woman work for NABARD, their postings will be in the same state or in the same region. Improved personal connection and family ties will be facilitated as a result of this.
- NABARD has ideal working hours, which are normally 9 to 5, allowing women employees to maintain a healthy balance between work and domestic responsibilities.
- NABARD works five days a week, which is particularly beneficial for women employees because it allows them to maintain a healthy balance between work and family life.
- The work-life balance of a NABARD Grade A or Grade B officer, whether male and female, is outstanding, as it is for any other employee in the banking or public sector. Weekends are off for NABARD Grade A and Grade B officers, as are paid leaves and plenty of vacation days. This, on the other hand, will ensure that they have enough time to spend with their family and friends, as well as explore other hobbies.
- For employees and their families, NABARD provides comfortable and well-maintained visiting officer's flats and guest houses across the country. As a result, the female employee can stay in the guest house with her family and handle both work and family life effectively.
- It is an open and honest organisation. There is no bribery. As a result, women employees will be able to avoid unwanted politics and exploitation, resulting in less distraction. This will ensure that their work and personal lives are fulfilled, comfortable, and satisfying.
- Finally, as compared to peer organisations in the field, NABARD delivers a reasonable work-life balance, which leads to enhanced attention, motivation, and job satisfaction among women employees who know that their work and family obligations are being addressed.

Conclusion:

The concept of work-life balance instils a sense of motivation in today's environment, and it is a genuine factor. In the fast-paced banking system, achieving a work-life balance and establishing a balance between professional and personal life is a struggle for an individual. Organizations must invest in work-life balance efforts to help female employees for the benefit of the individual, the firm, and society as a whole.

Employee absenteeism and stress are reduced, and productivity is increased, when employees have a healthy work-life balance. It aids the organisation in attracting and keeping skilled employees. Work-life balance rules that are implemented properly help to reduce employee turnover, resulting in lower recruitment and training costs. In reality, it improves the organization's return on investment by allowing employees to stay for longer periods of time.

This research has aided in the knowledge of the work-life balance of NABARD's female employees. NABARD's human resource practises are excellent and methodical, allowing female employees to balance their professional and family lives without trouble. Various elements like as posting/transfer, work hours, weekend offs, paid leaves, ample vacation days, guest house facilities, transparent organisation, and so on help women employees at NABARD maintain a high level of morale and motivation. This also drives the increase in job security as a result of organisational cooperation and support through policies that promote work-life balance.

As a result, policies that promote work-life balance enable people to meet their professional and personal obligations.

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