

Motivational factor of farm women behind shift towards self help group

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ABSTRACT

In the present study, attempt has been made to know the motives behind shift towards self-help groups in Junagadh district of Gujarat state. Based on review, motivational factors result related to awareness building were more than half (83.50 per cent) of the SHG women motive to generate income; with respect to status building motives, majority (77.00 per cent) of SHG women attracted due to self-interest; among NGO development, majority (89.50 per cent) of the SHG women motivated other self-help groups; as regards the motives related to media, majority (60.00 per cent) of SHG women were motivated through televisions; majority (71.50 per cent) of SHG women were motivated through personal and institutional concern.

Key words : Self help group, Motivation, Empowerment

INTRODUCTION

The concept of the self help groups (SHGs) stands to underline the principle “for the people, by the people, and of the people”. Self help group is a small economically homogeneous and affinity group of rural poor women which voluntarily agrees to contribute to a common fund to be lend to its members as per the decision of the group which works for groups solidarity, self and group awareness, social and economic empowerment in the way of democratic functioning (Kumar 2007; Mishra *et al.*, 2002). Now-a- days a more number of farm women are joining the self help groups. Considering the above facts, the present study was an attempt to explore the motivating factors of farm women in Junagadh district of Gujarat state.

MATERIALS AND METHODS

A multiple random sampling technique was used for the study. The present study was conducted in Junagadh district of Gujarat state. Among 15 talukas of Junagadh district, three talukas *viz.*, Vanthali, Keshod and Kodinar were selected randomly. Total 200 respondents were selected from 20 SHG group of 10 members from each SHGs purposively from the above three talukas. In light of the objectives, the interview schedule was prepared. The data were collected by personal interview of the respondents. Statistical tools such as frequency, per cent and rank were employed to analyze the data.

RESULTS AND DISCUSSION

The findings obtained from the present study have been discussed under following sub heads :

Motivational factor behind shift words self help group:

The efforts have been made to know the motives behind shift towards self help groups. The motivational factors were enlisted in five different categories and the SHG women ask to mention the motives behind shift toward self-help group. The results are being discussed here as:

Awareness building:

Among awareness building concern motives, half or more respondents reported the motives *viz.*, to generate income (83.50 per cent) was rank first followed by get recognition (67.00 per cent), to learn new things (51.50 per cent) and to serve drudgery (35.00 per cent) were the motives reported by majority of the SHG women and were ranked second, third and fourth, respectively. Hence, it can be said that most of the SHG women were daily labour and they started new business like handicraft, making soap and detergent and dairy cooperative to generate income. Secondly, they considered general motives to get recognition to new concept of new thing. Some of the motives to reduce drudgery and exploitation of women.

Status building:

With respect to status building motives, self interest (77.00 per cent) was rank first followed by self reliance (57.00 per cent), self respect (43.50 per cent), self esteem (32.50 per cent) and were ranked second, third and fourth, respectively motivational factor behind shift toward self help groups.

It can be concluded from the above results, the majority of SHG women attracted toward self help group due to self interest in activity of self help group, training

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