

Assesment of factors influencing economical sustainability of women self-help groups

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ABSTRACT : The study, “assessment the factors influencing economical sustainability of women self-help group” was conducted in three districts of Odisha namely, Cuttack, Puri and Khurda. About 240 women were selected randomly as respondents being members of SHG. Data were collected through personal interview method by using a pre-tested interview schedule and attempt was made to know the factors influencing economical sustainability of women self-help group. It was found that cohesiveness, co-operation, technical support, training, financial management, income generating programme, marketing are the major contributing factors for sustainability, whereas the least contributing features were found to be production and incentives.

KEY WORDS : Economical, Sustainability, Women, Self-help group

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