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RESEARCH ARTICLE :

Extent of production and marketing of the produce and reasons for success or failure of the SHGs

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SUMMARY : The present study was conducted in Dapoli and Guhagar tahsils of Ratnagiri district (Konkan region) and Baramati and Indapur tahsils of Pune district (Western region) of Maharashtra. The sample constituted of 120 SHGs heads from 12 villages. With regards to the average capital investment made under different activities, 'dairy' stood first with the investment of Rs. 2.15 lakh. This was followed by 'mess' (Rs. 1.81 lakh), 'goat rearing' (Rs. 1.57 lakh), 'others' (Rs. 1.39 lakh), 'retail shops' (Rs. 1.36 lakh), 'snacks centre' (Rs. 1.33 lakh), 'tailoring' (Rs. 1.13 lakh), '*Masala* making' (Rs. 1.09 lakh), 'syrup making' (Rs. 0.97 lakh), 'preparation of diwali stuffs' (Rs. 0.91 lakh), '*Shevai* making' (Rs. 0.77 lakh). The capital investment with respect to the trades namely, 'fish selling', 'vegetable cultivation' and '*Papad* making' was comparatively low, that is, Rs. 0.41 lakh, Rs. 0.56 lakh, Rs. 0.62 lakh, respectively. Four-fifth (80.83 %) of the respondents experienced, 'low participation of members in the group' as constraint. Followed by 'members are irregular in attending the meetings' (53.53 %) and 'lack of organization of training programme' (47.50 %). The other constraints faced by the respondents were, 'lack of encouragement from society members for taking up group activity' (40.83 %) followed by 'the schemes for welfare of woman folk are not executed properly' (34.16 %) and 'lack of proper guidance by implementing agencies' (13.33 %).

KEY WORDS :
Extent, Production, Marketing, Reasons for success, Failure, Self-helf groups

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BACKGROUND AND OBJECTIVES

The rural poor are in-capacitated due to various reasons such as most of them are socially backward, illiterate, with low motivation and poor economic base. Individually, a poor is not weak in socio-economic term but also lacks access to the knowledge and information, which are the most important components of today's development process. SHGs are novel and innovative organizational set up in India for the woman upliftment and welfare. All woman in India are given chance to join any one of SHGs for training and development, so as to be prospective entrepreneur and skilled worker. The SHGs are promoted by the government as if woman in India may not be resourceful enough to be entrepreneurs. When the SHGs arrange training facilities to carry out certain kind of work which are suitable for woman in India, bank must arrange

financial assistance to carry out manufacturing and trading activities, arranging marketing facilities, while the governments will procure the product of SHGs, arrange for enhancing the capacity of woman in terms of leadership quality and arranging for the management of SHGs by themselves, so as to have administrative capacity. A social movement with government support, SHGs becomes more or less a part and parcel of the society. The data pertaining to existing status of SHGs in Konkan and Western Maharashtra was scanty. Hence, the study entitled, "Extent of production and marketing of the produce and reasons for success or failure of the SHGs", was conducted with the following specific objectives.

– To know the extent of production and marketing of the produce.

– To understand the reasons for success or failure of the SHGs.

RESOURCES AND METHODS

The present study was conducted in Konkan and Western region of Maharashtra state. There are good number of Self-help groups (SHGs) operating through Lead Bank accounts in Ratnagiri and Pune districts of Maharashtra. Looking to this fact, the Konkan region and Western region was purposively selected for the present study, because the concept of self-help group was implemented on a large scale and there was a considerable awareness among the people. A research design is the arrangement of conditions for collection and analysis of the data in a manner that combines relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which research is conducted. It constitutes the blue print for the collection, measurement and analysis of data. As such, the design includes an outline of what the research will do from implications to the final analysis of data. The exploratory survey research design was used for the present study.

Considering the objectives and other aspects of the study, it was decided to select those SHGs which were established during 2005 to 2010, so that, the status on employment and income generation can be assessed.

Based on the maximum number of SHGs, two tahsils from each selected district were purposively selected. Thus, the total number of tahsils selected for study was four, namely Dapoli and Guhagar from Ratnagiri district and Baramati and Indapur from Pune district. Village wise list of woman SHGs from Dapoli, Guhagar, Baramati and Indapur tahsils was collected from Panchayat Samiti, Lead Banks and Mahila Arthik Vikas Mahamandal (MAVIM). Based on maximum number of SHGs, three villages from each tahsil were selected. Thus, total villages selected for the study were 12. Based on village wise list of SHGs, ten SHGs from each village were selected making the total sample of 120 SHGs. Thus, 120 heads of SHGs were selected as a sample.

The data were processed and tabulated by using simple frequency, and the parameters like percentage, mean and standard deviation, as well as, the't' test were used.

OBSERVATIONS AND ANALYSIS

While designing the study, it was decided to estimate the details about capital investment and production of different SHGs, so as to throw the light on the returns of different enterprises. However, during data collection it was noticed that, there was wide range of activities undertaken by the groups. Furthermore, few of the trades like mess, tailoring, snacks centers etc. were of service nature. In some of the cases, it was not possible to estimate the total production made by a particular group. Hence, the details with respect to the groups wherein such estimations were possible have been worked out and the same are given in Table 1.

Present production status :

With regard to the average capital investment made under different activities, 'dairy' stood first with the investment of Rs. 2.15 lakh. This was followed by 'mess' (Rs. 1.81 lakh), 'goat rearing' (Rs. 1.57 lakh), 'others' (Rs. 1.39 lakh), 'retail shops' (Rs. 1.36 lakh), 'snacks centre' (Rs. 1.33 lakh), 'tailoring' (Rs. 1.13 lakh), '*Masala* making' (Rs. 1.09 lakh), 'syrup making' (Rs. 0.97 lakh), 'preparation of diwali stuffs' (Rs. 0.91 lakh), '*Shevai* making' (Rs. 0.77 lakh). The capital investment with respect to the trades namely, 'fish selling', 'vegetable cultivation' and '*Papad* making' was comparatively low, that is, Rs. 0.41 lakh, Rs. 0.56 lakh, Rs. 0.62 lakh, respectively.

In respect of the average quantity produced, it becomes clear from Table 1 that, dairy (12,800 lit), *Shevai* making (4,500 kg), fish selling (3,600 kg), *Papad* making (2,750 kg), syrup making (2,316 lit), preparation of diwali

stuffs (1,920 kg) and *Masala* making (1,875 kg) were the enterprises wherein the average production could be quantified.

Marketing channels used by different groups :

While analyzing the data, it was noticed that, the trades like retail shops, snacks centre, mess, tailoring, flour mill, *Zardoshi* work on *Saree* and parlour out of other activities (n= 27) are service type enterprises. Hence, these trades were not considered, while working out details on marketing. The details with respect to the remaining activities have been worked out.

Overall marketing channels used :

The data pertaining to marketing channels used are given in Table 2.

It is noticed from Table 2 that, at overall level, cent per cent of the respondents had used 'producer – consumer' channel for marketing their produce. In addition to this, 19.58 per cent had marketed their goods using 'producer – retailer – consumer' channels.

Marketing place used by different groups :

Overall marketing place used :

The data pertaining to marketing place used are given in Table 3.

It is revealed from Table 3 that, more than four-fifth (86.02 %) of the respondents have sold their produce in 'local market', while 33.33 per cent of the respondents have sold their produce in 'weekly bazaar'.

Reasons for success or failure of the SHGs :

An attempt was made in the present study to understand the reasons for success or failure of enterprise as perceived by the members of the SHGs. The findings in this regard have been classified as general and selected trade wise, so as to have proper understanding about the cause. This would also help

Table 1 : Distribution of the respondents according to their present status of production

Sr. No.	Activities	Average capital investment (Rs.)	Average quantity produced	Average rate (Rs.)
1.	Vegetable cultivation	55,789/-	N.A.	N.A.
2.	Dairy	2,15,000/-	12,800 lit.	27/-
3.	*Papad* making	62,125/-	2,750 kg.	175/-
4.	Goat rearing	1,56,600/-	N.A.	N.A.
5.	Retail shops	1,36,200/-	N.A.	N.A.
6.	*Masala* making	1,09,160/-	1,875 kg.	180/-
7.	Snacks center	1,33,333/-	N.A.	N.A.
8.	Mess	1,81,250/-	N.A.	N.A.
9.	Tailoring	1,12,500/-	N.A.	N.A.
10.	Fish selling	40,500/-	3,600 kg.	85/-
11.	Syrup making	96,500/-	2,316 lit.	130/-
12.	Preparation of diwali stuffs	90,600/-	1,920 kg.	200/-
13.	*Shevai* making	76,665/-	4,500 kg.	45/-
14.	Others	1,39,400/-	N.A.	N.A.

N.A.: Not Applicable

Table 2 : Distribution of the respondents according to overall marketing channels used **(n = 93)**

Sr. No.	Marketing channels	Respondents	
		Number	Percentage
1.	Producer – consumer	93	100.00
2.	Producer – retailer – consumer	19	19.58

Table 3 : Distribution of the respondents according to overall place of marketing used **(n = 93)**

Sr. No.	Marketing place	Respondents	
		Number	Percentage
1.	Local market	80	86.02
2.	Weekly bazaar	31	33.33

suggesting proper solutions considering particular trade.

General reasons for success or failure of the SHGs:

The details on this aspect have been presented in Table 4.

It is noted from the Table 4 that, four-fifth (80.83 %) of the respondents experienced 'low participation of members in the group' as constraint. Followed by 'members are irregular in attending the meetings' (53.53 %) and 'lack of organization of training programme' (47.50 %). Other constraints faced by the respondents were, 'lack of encouragement from society members for taking up group activity' (40.83 %) followed by 'the schemes for welfare of woman folk are not executed properly' (34.16 %) and 'lack of proper guidance by implementing agencies' (13.33 %).

Trade wise reasons for success or failure of the SHGs :

The information on this aspect has been presented in Table 5.

It is revealed from the Table 5 that, in case of vegetable cultivation more than two-third (68.42 %) of the respondents experienced constraint namely, 'lack of suitable market for produce' followed by 'limitation in running the enterprise round the year' (63.15 %). Regarding dairy showed that, cent per cent of the respondents experienced, 'low rate for produce in the market' followed by 'produce is highly perishable' (77.78 %), 'lack of transport and storage facilities' (66.67 %). A critical look at *Papad* making revealed that, three-fourth (75.00 %) of the respondents experienced, 'breakage during transport leads to low returns' followed by 'labour intensive activity' (50.00 %) and 'heavy competition in the market' (37.50 %).

With respect to goat rearing it was found that, more than four-fifth (83.33 %) of the respondents experienced, 'lack of training in advanced management practices'. In respect of retail shops constraints experienced by the respondents were, 'low margin in enterprise' (80.00 %), 'market fluctuations pose problems' (60.00 %). The constraints experienced by the respondents of *Masala* making activity were, 'difficulty in procuring quality spices' (66.66 %) followed by 'raw material is costly' and 'high competition in the market' (33.33 % each). Fish selling faced major constraints like 'seasonal availability of raw material' (100.00 %), 'perishable nature of the products' (62.50 %).

Tailoring showed that, the respondents experienced the constraints, 'ready-made garment industries have hampered the enterprise' and 'requires skilled labour' (50.00 % each) and 'requires considerable investment' (33.33 %).In case of preparation of diwali stuffs showed that, the respondents experienced the constraints, 'breakage during transport leads to low returns' (80.00 %), 'seasonal nature of activity' (60.00 %), 'labour intensive activity' and 'low keeping quality' (40.00 % each).

Thus, it can be concluded that, by and large the reasons are situational in nature focusing on packaging, storage and working force. Few of the reasons were related to thorough knowledge, raw material and market competition. This could be attributed to the profile of the respondents and the place where they are working.

Conclusion:

All the quantity produced by different SHGs were sold in the local market with minimum involvement of middle men. Comparatively less production by the SHGs might have made it possible. However, proper marketing facilities need to be provided in the nearby areas, so that the SHGs can be encouraged to go for large scale production.The findings regarding the reasons for success or failure of the SHGs in general indicated that, most of the reasons were related to self and the society. Efforts need to be made by implementing agencies, as well as

Table 4 : Distribution of the respondents according to general reasons for success or failure of the SHGs (n = 120)

Sr. No.	General constraints	Respondents	
		Number	Percentage
1.	Low participation of members in the group.	97	80.83
2.	Members are irregular in attending the meetings.	64	53.53
3.	The schemes for welfare of woman folk are not executed properly.	41	34.16
4.	Lack of encouragement from society members for taking up group activity.	49	40.83
5.	Lack of organization of training programme.	57	47.50
6.	Lack of proper guidance by implementing agencies.	16	13.33

Table 5 : Distribution of the respondents according to trade wise reasons for success or failure of the SHGs

Sr. No.	Trade wise constraints	Respondents	
		Number	Percentage
Vegetable cultivation (n = 19)			
1.	Lack of suitable market for produce.	13	68.42
2.	Limitation in running the enterprise round the year.	12	63.15
3.	More dependency on nature.	9	47.36
4.	Low rate for produce in the market.	7	36.84
5.	Lack of storage and transport facilities.	4	21.05
Dairy (n = 9)			
1.	Low rate for produce in the market.	9	100.00
2.	Produce is highly perishable.	7	77.78
3.	Lack of transport and storage facilities.	6	66.67
4.	Requires day and night supervision.	5	55.55
5.	Labour intensive activity.	4	44.44
6.	No knowledge in advanced dairy management practices.	2	22.22
***Papad* making (n = 8)**			
1.	Breakage during transport leads to low returns.	6	75.00
2.	Labour intensive activity.	4	50.00
3.	Heavy competition in the market.	3	37.50
Goat rearing (n= 6)			
1.	Lack of training in advanced management practices.	5	83.33
2.	No knowledge regarding feed management.	3	50.00
3.	Animals are sensitive to diseases.	3	50.00
4.	Labour intensive activity.	2	33.33
5.	Non-availability of grazing land.	1	16.67
Retail shops (n = 10)			
1.	Low margin in enterprise.	8	80.00
2.	Market fluctuations pose problems.	6	60.00
3.	Losses and damage during transport.	4	40.00
4.	Heavy competition in market.	3	30.00
***Masala* making (n = 6)**			
1.	Difficulty in procuring quality spices.	4	66.66
2.	Raw material is costly.	2	33.33
3.	High competition in the market.	2	33.33
Fish selling (n = 8)			
1.	Seasonal availability of raw material.	8	100.00
2.	Perishable nature of the products.	5	62.50
3.	No cold storage facilities available.	4	50.00
4.	Unavailability of raw material in required quantity.	2	25.00
Tailoring (n = 6)			
1.	Ready-made garment industries have hampered the enterprise.	3	50.00
2.	Requires skilled labour.	3	50.00
3.	Requires considerable investment.	2	33.33
Preparation of diwali stuffs (n= 5)			
1.	Breakage during transport leads to low returns.	4	80.00
2.	Seasonal nature of activity.	3	60.00
3.	Low keeping quality.	2	40.00
4.	Labour intensive activity.	2	40.00

extension agencies to create interest and boost the morale of the members of SHGs, so that their involvement in every activity of the group can be increased and thereby support of the society and family members to them can be ensured. Trade wise reasons were mostly related to raw material, thorough knowledge, working force, packaging and transport of the material. The implementing agencies may intervene to find out situation specific solutions.

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