

Motivational factor of farm women behind shift towards self help group

CHANDRAVADIA KIRAN*, P.R. KANANI AND D.K. KAKADE¹

Department of Extension Education, Junagadh Agricultural University, JUNAGADH (GUJARAT) INDIA

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

Author for correspondence.

¹ Directorate of Groundnut Research (ICAR), JUNAGADH (GUJARAT) INDIA

to the members, interpersonal trust and decision making in all activity. Some of them motive to self reliance in formalities in bank, talk with confidence in group and ability to take decision. Some self help group women motives were to self respect and self esteem in ability to take risk, ability to try new venture, ability to solve the problem and conflict resolution.

NGO development:

As regard the non government organization development, a great majority (89.50 per cent) of the self help group women were motivated to other self help

groups was rank first followed by existence of NGO and other NGO and were ranked second and third, respectively, motives reported by small number of women.

Hence, it can be conclude that NGO was the important source of motivation for shift toward self help groups. Government and non Government organization are engaged in activity for promotion of self help groups and they arrange the SHG development programme like sakhil mandal, watershed yojna, and SGSY. SHG women take part in activity of self help group and empowerment achieved.

Table 1 : Motivational factors responsible for formation of self help groups (n= 200)

Sr. No.	Motivational factors	Frequency	Per cent	Rank
	Awareness building			
1.	To learn new things	103.00	51.50	III
2.	To get recognition	134.00	67.00	II
3.	To generate income	167.00	83.50	I
4.	To serve exploited women	45.00	22.50	V
5.	To serve poor	23.00	11.50	VI
6.	To serve drudgery	70.00	35.00	IV
	Status building			
1.	Self esteem	65.00	32.50	IV
2.	Self reliance	114.00	57.00	II
3.	Self respect	87.00	43.50	III
4.	Self interest	154.00	77.00	I
	NGO development			
1.	Existence of NGO	80.00	40.00	II
2.	Other self help group	179.00	89.50	I
3.	Other NGO	33.00	16.50	III
	Media concerned			
1.	Television	120.00	60.00	I
2.	Radio	95.00	47.50	II
3.	Book	24.00	12.00	IV
4.	Farm literature	36.00	18.00	III
5.	Internet	2.00	1.00	V
	Personal and institutional concern			
1.	Family members and friends	58.00	29.00	VI
2.	Neighbors and relatives	109.00	54.50	III
3.	Extension workers	85.00	42.50	IV
4.	Learned personalities	22.00	11.00	VII
5.	Motivational tours	138.00	69.00	II
6.	Self help groups meeting	143.00	71.50	I
7.	Exhibition and fairs	73.00	36.50	V
8.	Success stories	10.00	5.00	VIII

Media concerned:

The data presented in Table 1 indicated that majority (60.00 per cent) of self help women were motivated through television only. Radio got second position (47.50 per cent). Farm literature got third position (18.00 per cent) and books got fourth position (12.00 per cent). It might be due to fact that many programmes relay on television to empower the women.

Personal and institutional concern:

Institutions and agencies with whom he works or come in to contact affect an individual. Which affects the decision making process while keeping these point as in mind, women were asked to name the person (s) or institution, which led them to shift towards self help groups. The information regarding this is depicted in Table 1.

The data presented in Table 1, portray that self help groups meeting (71.50 per cent) was the important source of motivation for shift towards self help groups and ranked first followed by motivational tour (69.00 per cent), neighbours and relatives (54.50 per cent) and were ranked second and third as motivational source, respectively. This might be due to that the SHG women meet in other self help group women to share the new idea, concept, facts, talk in the group meeting, which type of agenda should be selected in meeting and other important things in SHG meeting.

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