



A Case Study

Profile characteristics of Stree Shakthi Programme beneficiaries

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SUMMARY : The study was conducted in the purposively selected two taluks of Chitradurga district based on maximum number of Stree Shakthi Groups (SSG's). From each taluka, 12 SSG's and five members from each SSG's were selected randomly thus, making a total sample of 120. The results revealed that majority of respondents belonged to young age, high level of education, nuclear family, agriculture as main occupation, high social participation, high extension participation, high mass media exposure, had income up to Rs.20,000/- and medium livestock possession. Hence, it can be concluded that strategic manipulation of these variables of SSP beneficiaries through extension educational activities can motivate them to avail the benefits of the women empowerment programme.

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KEY WORDS :

Personal,
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BACKGROUND AND OBJECTIVES

Women play an important role in development of family and hence, considered as backbone of the family. If these women trained for development they can contribute to alleviate poverty to a greater extent. The past experiences of programmes implemented for poverty alleviation shown successful results, when they are targeted and focused on women. With this background, Government of Karnataka has launched Stree Shakthi Programme (SSP) during 2000-01 with the main aim to make rural women self dependent. The programme was implemented by forming Stree Shakthi Groups (SSGs) under the supervision and guidance of Anganawadi workers.

The SSP beneficiaries contribute towards development of family and also society. In this context, it may be interesting and useful to study the personal and socio-economic characteristics of SSP beneficiaries.

RESOURCES AND METHODS

The study was conducted in purposively selected Chitradurga district. Two talukas namely Chitradurga and Hiriyur were selected based on maximum number of Stree Shakthi Groups (SSG's). The villages having maximum number of SSGs were listed in each taluka and 12 SSGs per taluka were selected randomly. Five members from each SSGs were considered as respondents for the study thus, making a total sample of 120. The data were collected by using pre-tested interview schedule and analyzed by using suitable statistical tests.

OBSERVATIONS AND ANALYSIS

The data in Table 1 shows the personal and socio-economic characteristics of Stree Shakthi Programme beneficiaries, which are discussed as follows.

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house. This might have contributed for their increase in knowledge about Stree Shakthi Programme. These findings are contradicting to the results of Manjula (1995).

Annual income :

Majority (67.50%) of the beneficiaries had income upto Rs. 20,000/- and remaining 32.50 per cent had income more than Rs. 20,000/-. This might be because the members of SSGs were poorest of the poor. Therefore, in spite of income generation, it has not been substantial enough to raise above poverty line. This clearly shows that the beneficiaries who hailed from very poor families and their income was very meagre to support their livelihood. Kumaran (1997), Puhazhendi and Jayaraman (1999), Murugan and Dharmalingam (2000), Hemalatha Prasad (2001), Pappachen (2001) and Prita (2001) reported similar findings.

Livestock possession :

Majority (42.50%) of the beneficiaries had medium livestock possession followed by 30.03 per cent and 26.67 per cent had low and high livestock possession, respectively. The probable reason might be due to the livestock possession provides subsidiary income. The inherited livestock acted as a basic source to increase the numbers without any initial investment. The findings are inline with the findings of Hemalatha Prasad (2001).

Conclusion :

The study revealed that personal and socio-economic characteristics of SSP beneficiaries were relatively younger in age, higher in their educational level, majority of them had nuclear family type and practicing agriculture as occupation. Also, their social participation, extension participation and mass media exposure were high. They were having higher annual income and livestock possession. With this, it can be concluded that strategic manipulation of variables such as education, social participation, extension participation and mass media participation of SSP beneficiaries through extension educational activities can motivate them to avail the benefits of the women empowerment programmes.

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