

## **A Study on Women Entrepreneurship with Special Reference to Select Self-Help Groups in Madurai District**

**By**

**Dr. Y. Fathima**

Associate Professor, JAIN Deemed to Be University, Bangalore

**Dr. Pooja Kumari**

Assistant Professor, JAIN Deemed to Be University, Bangalore

### **Abstract**

To attain the economic objectives, particularly to reduce poverty, every individual in Indian society must have access to financing to establish enterprises based on the availability of local resources. Given the social and economic elements that influence women, microfinance through women's self-help organizations has a lot of potential in India. The environment's conductivity is required for developing a country that supports women's SHGs. Traditionally; financial systems have been resistant to giving financial services to women. Women's empowerment is supported at the grass-roots level via social economic activities. The women's members were able to battle injustice and secure rights because to the confidence they gained from the SHGs. Poverty and unemployment are the biggest roadblocks to India's economic progress. Poverty is frequently a result of unemployment, and the government has implemented different poverty alleviation programs in order to combat this and improve the country's social-economic progress. Even though the government has proposed several programs, they have not reached the intended beneficiaries, notably rural impoverished women. Microfinance in India has played a critical part in the country's development. To those who live in rural regions, this functions as an anti-poverty vaccination.

**Keywords:** Economic, Groups, Help, Members, Poverty, Rural, Self.

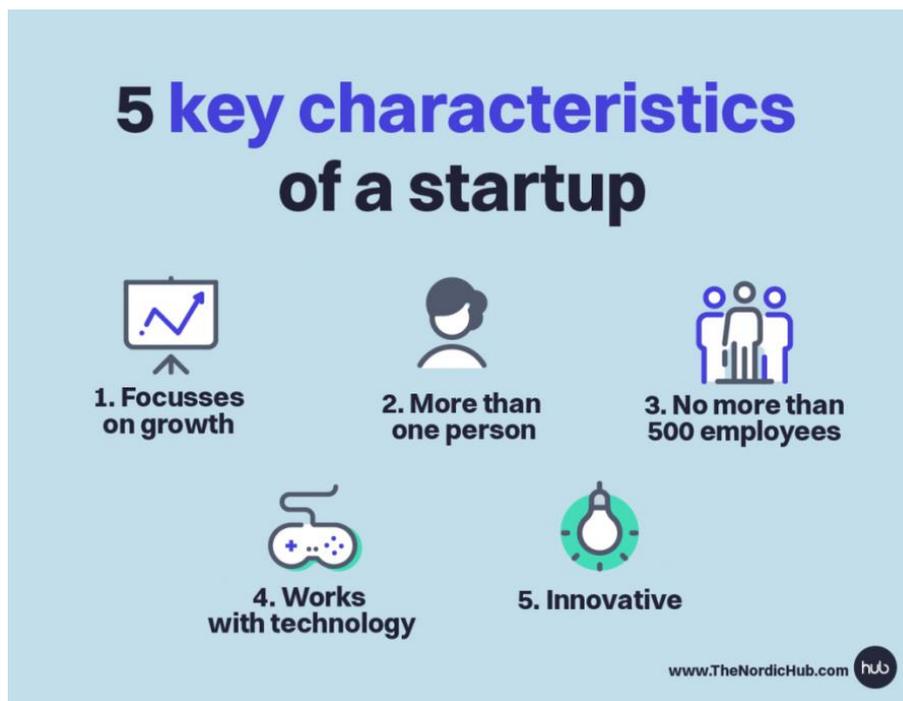
### **1. Introduction**

In India the problems of poverty and unemployment are the major obstacles to economic development. Poverty oftenly is the consequences of the unemployment & the Government has introduced various poverty alleviation programmes to overcome and also for improving the social-economic growth of country (Rai & Sijariya, 2019). Even though government has suggested many programmes these haven't reached needy beneficiary particularly towards rural poorly women. Microfinances into India played main role into growth of the India. This acts like anti-poverty vaccines to people that live into rural areas (Nishanka, Dash, & Nishanka, 2016). This aims over the assisting of the community for economical exclude from achieving larger level for asserting the creations & the incomes security over household & the community levels. Microfinance has been developed as a key strategy as it encourages entrepreneurship, increase income generating activity, increases access to health and education and builds social capital among poor and vulnerable communities. Micro finance through self-help group has been recognized internationally as a modern tool to combat poverty and for rural development. The self-help group is considered as a viable organization of the rural women particularly women for delivering microcredit in order to undertake entrepreneurial activities (Figure 1). Entrepreneurships have male dominate phenomenons by the early stages but with the time changing the situations & brought the

women like the todays much memorable & the inspirational entrepreneur because for the microfinances. The process into which the woman challenges existed norms & the cultures, for effectively promoting the well beings are called as the woman empowerments (Pandya & Sharma, 2018). The participations of the women into the Self Helping Group (SHG) made significant impacts onto the empowerments both into the social & the economic aspect (Biradar & Kulkarni, 2012). A self-help group (SHG) is a self-organized community of women who share similar financial circumstances. Participants of the organisation save tiny amounts of money until the organisation has enough funds to begin their individual financing operation. (Figure 2).



**Figure 1:** Illustrating the some of the scalable start-ups entrepreneur’s goal



**Figure 2:** Illustrating the main characteristics of the start-up

### **1.1. Part of SHG in growth of rurals:**

#### **1.1.1. Credit accessibility:**

Individuals impoverished people do not have easy accessibility to financial loans, however by creating a SHG, they can improve their chances (Often without collateral). Several SHGs are becoming micro-credit organizations as a result of a SHG-Bank link scheme (Mathew, 2010).

#### **1.1.2. Entrepreneurship:**

Establishing a micro-business provides possibilities for individual employments.

#### **1.1.3. Skills development:**

SHGs' skills enhancement programmes boost the employment of their participants.

#### **1.1.4. Rural poverty:**

SHGs have become a tool for bringing individuals out of adversity raising knowledge regarding governmental protection and betterment programmes, and monitoring their execution, among other things. The reality that southern regions having a large amount of SHGs (71%) had an estimated rate of poverty of 9%, compared to the national average of 21%, suggests a beneficial relationship amongst SHGs & poverty (Rathna, Badrinath, & Anushan, 2016).

#### **1.1.5. Better standard of living:**

Higher employment leads to greater money, that improves accessibility to nutrition, medical care, and general standard of living.

#### **1.1.6. Women empowerment:**

Social and financial protection SHGs assist enhance the position of women by giving work possibilities and raising knowledge of individual right & obligations.

#### **1.1.7. Literacy rate:**

Problems like nutritional deprivation as well as poor educational attainment can be addressed by increasing female involvement and elevating their position.

#### **1.1.8. Social capitals:**

The Self Help Group provides forum that people meets onto regular purpose & discussing different issues or the concern which member faces into the days-to-days life that act as basic sources of the social capitals generations (Basargekar, 2007).

The Government programmes have failed to address certain issues and specifically they failed for targeting every poor underside the programmes. In fact there's a considerable section for formally bankings sectors or the others credit system. The primary need for hour is for ensuring the poorly lived dignity. Into the order for removing unemployment & the poverty microfinances act as the catalyst into lives of poor. The main aim of the self-help group is to provide financial services to the people and help them to start or expand a micro enterprise. The present study focussed mainly on the performance of self-help group women entrepreneur towards the economic and the problems faced by them.

Current study was conducted to assess the role played by micro finance in strengthening the self-help groups and thereby enhancing enablement of the members. This study will analyse

the socioeconomic condition of the selected women entrepreneurs of self-help group. Also, for analysing problems faced from self-help group and for evaluating the performances for the select self-help group's women entrepreneur.

## **2. Literature Review**

Sarmah & Das Diganta (Sarmah & Das, 2012) studied the micro finances, the self-help group & socially economical developments of the rural people. The growth of the nation is more dependent onto the growth of the rural people growth of the rural people. The poor is the much disadvantageous groups that are women. The micro finances for the self-help group might considered to be the main tool to meet the financially requirements of the poor sections to society that live into the rural area. This increases the income and improves the standard for the living from performing the economic activity independently.

Kuntala & Gopa (Lahiri-Dutt & Samanta, 2006) studied the construction of social capitals and the rural women growth into the India. The success for groups that approaches into the rural micro-finances among the women that has inspiring the tendency for looking at all of the network like the essential goods and the needed into the rural community's development. The government schemes that are designed to the alleviation of the poverty between the rural women that tends towards the influencing concepts and the model which have successfully situated at the local level.

Suja S (Suja, 2012) studied the women empowerments by the self-help groups and its evaluation study. It is one among the most vital issue into progression and the improvements of the country all around the world. The association of such groups enabled the women for gaining the larger control at the resources such as materials possessions. Over the multiple stage sampling of the techniques that followed showed the various lists of the members that obtained from every group that prepare with the special care for avoiding errors.

### **Research Question:**

For identifying the factor that contributed towards the successfully performances & the sustainability?

## **3. Methodology**

### **3.1. Design:**

This research is based both on descriptive and inferential statistics. The sample participants gathered main information using an Interview Schedule. The many journals have gathered secondary information. Magazines and reports of NABARD. The researcher has adopted convenient sampling technique where the details of 20 self-help groups were collected randomly at the first stage and then 100 members were selected from the 20 Self Help Groups.

### **3.2. Sample:**

This research is based on both primary and secondary data. The survey respondents gathered primary data using an Interview Schedule. NABARD's various journals, magazines, and reports have gathered secondary data. The researcher used a convenient sample strategy in which the information of 20 self-help groups was obtained at random in the first stage, and then 100 members were chosen from the 20 Self Help Groups in the second stage.

### 3.3. *Instrumentation:*

The statistical tools such as Percentage analysis and Garrett Ranking Technique and Analysis of Variance were applied for further analysis. The study has been undertaken to analyse the socio-economic conditions and the problem faced from the selected members (women entrepreneur) for the self-help group in Madurai District.

### 3.4. *Data collection:*

**Table 1:** Socio - Economic Conditions of the Sample Respondents

<b>Variables</b>	<b>Category</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Age	< 20 years.	07	7.00
	21 - 30 years.	22	22.00
	31- 40 years.	<b>30</b>	30.00
	41- 50 years.	27	27.00
	> 50 years.	14	14.00
Marital Status	Single	10	10.00
	Married	<b>80</b>	80.00
	Widow	06	6.00
	Divorced	04	4.00
Nature of Family	Nuclear	<b>79</b>	79.00
	Joint	21	21.00
No. of Members in the Family	< 3 Members	16	16.00
	4 Members	44	44.00
	5 Members	<b>21</b>	21.00
	> 5 Members	19	19.00
Educational Qualification	Uneducated	07	7.00
	Up to SSLC	<b>50</b>	50.00
	Up to HSC	25	25.00
	Diploma	11	11.00
	Degree	07	7.00
Community	Backward Community	30	30.00
	Most Backward Community	<b>55</b>	55.00
	Scheduled Caste and Tribes	10	10.00
	Other Community	05	5.00
No. of Earning Members in the Family	One	14	14.00
	Two	<b>58</b>	58.00
	Three	21	21.00
	Four	07	7.00
Types of Residence	Own House	25	25.00
	Rented House	<b>75</b>	75.00
Monthly Income of the Family before Joining the Self Help Group	< ₹ 5000	24	24.00
	₹ 5001 - ₹10000	<b>38</b>	38.00
	₹10001- ₹15000	28	28.00
	> ₹ 15000	10	10.00

Monthly Income of the Family before Joining the Self Help Group	< ₹ 5000	05	5.00
	₹ 5001 - ₹ 10000	35	35.00
	₹ 10001- ₹ 15000	<b>45</b>	45.00
	> ₹ 15000	15	15.00
Respondents Share in Household's Total Income	Up to 25%	10	10.00
	26% - 50 %	22	22.00
	51% - 75 %	<b>50</b>	50.00
	76% - 100%	18	18.00

**Table 2:** Mode of Incomes that Generating the Activity from Self Help Group

Mode	No of Self-Help Groups	Percentage
Trading Sector	27	27.00
Manufacturing Sector	30	30.00
Service Sector	43	43.00

**Table 3:** Illustrating the Analysis of Variance

Sources of Variances	Sum of Squares	Degrees of Freedom	Mean Sum of Squares	F value	P value	Significant /Not significant
Between Group	10272.84	2	5136.42	21.53	0.01	Significant
Within Groups	7952.61		79.53			

**Table 4:** Illustrating the Problems Encountered by the Self-Help Group

Problem	Mean Score Values	Ranks
Inadequate Funds	1.27	II
Lack of advanced Technology	1.07	IV
Huge Competition	1.28	I
Lack of Advertisement	1.24	III
High Transportation cost	0.93	V

### 3.5. Data analysis:

The above Table 1 predicts the Socio - Economic conditions of Sample respondents of self-help groups. It shows that most of the respondents are married and they are living nuclear into rent houses. Among sample respondent most of respondents' status (Monthly Income) has been increased by earning more through self-help groups. This leads to have large proportion of share towards household's income.

Table 2 shows testing of Hypothesis: There's no significantly a difference among empowerment for women after the joining self Help Groups. Significant (P Value < 0 .05), Not Significant (P Value>0.05)

Table 3 depicts that the hypothesis was rejected at 5 % level of significance since its p value is less than 0.05.It shows that there is a huge distinction between empowerment of women after joining SHGs among different group members of SHGs.

Table 4 reveals the problem that is faced from self-help groups. Among the various problem, the foremost is they have to survive in the market by facing huge competition and

inadequacy of fund is also considered to be an important problem. Also SHGs are facing the problem of advertisement and implementation of advanced technology.

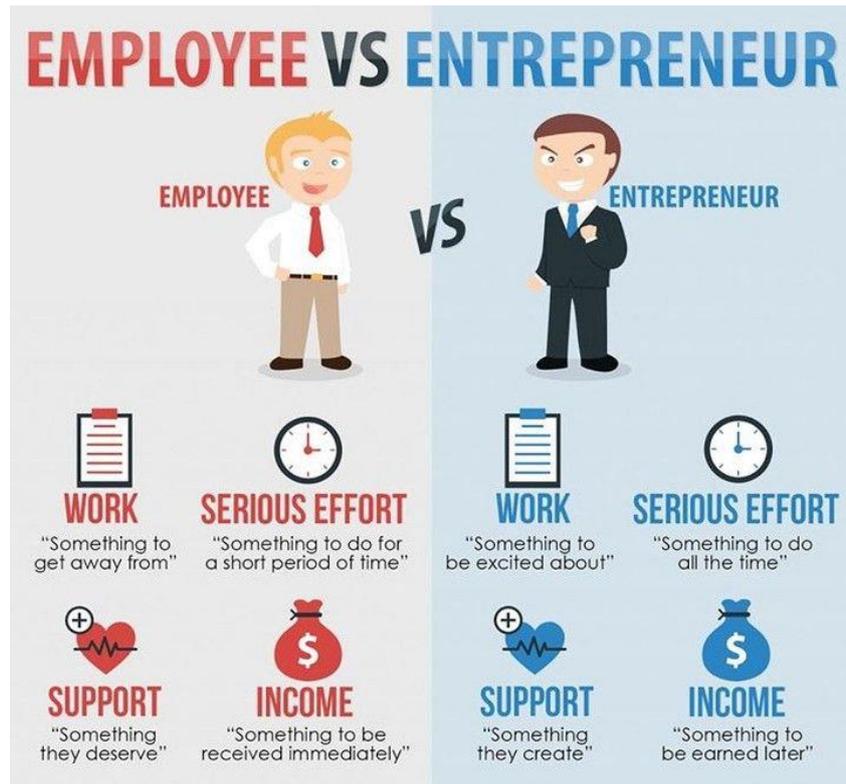
#### 4. Discussion

This attempts to support the community in obtaining a higher level of economic security by asserting the creations and incomes security at the family and communal levels. Microfinance has been established as a major tool because it fosters entrepreneurship, promotes income-generating activities, improves access to health and education, and helps poor and vulnerable people create social capital. Microfinance through self-help groups has gained international recognition as a modern instrument for poverty alleviation and rural development. The self-help group is regarded as a feasible rural women's organization for supplying microcredit in order to engage in entrepreneurial activities. (Figure 3).

The government's programs have failed to solve some challenges, particularly in terms of ensuring that every impoverished person is included in the programs. In reality, there is a significant proportion dedicated to explicitly banking sectors or other credit systems. The first requirement for an hour is to ensure the dignity of those who have lived in poverty. Microfinances operate as a catalyst in the lives of the impoverished in order to eliminate unemployment and poverty. The self-help group's principal goal is to provide financial services to people and to assist them in starting or expanding microbusiness (Figure 4). Individual impoverished people do not have easy access to bank credits, but by creating a SHG, they can improve their chances. (Frequently without recourse). Many SHGs have become micro-credit institutions as a result of the SHG-Bank linkage scheme.



**Figure 3:** Illustrating the vision of the socially entrepreneurs for making impacts onto the human well-beings & effects on the social change



**Figure 4:** Illustrating the comparisons between employees and the entrepreneurs

Entrepreneurship has always been a male-dominated phenomenon, but as time has passed, the situation has changed, and women, such as today's much-remembered and inspirational entrepreneurs, have emerged as a result of microfinances. Woman empowerment is the process through which a woman challenges existing conventions and cultures in order to successfully promote her own well-being. Women's engagement in Self-Helping Groups (SHGs) has a tremendous influence on empowerment, both socially and economically

## 5. Conclusion

SHGs have become a tool for bringing people out of poverty, raising knowledge about government welfare and development programs, and monitoring their execution, among other things. The fact that southern states with a large number of SHGs (71%) had an average poverty rate of 9 percent, compared to the national average of 21 percent, suggests a positive relationship between SHGs and poverty. The government's programs have failed to solve some challenges, particularly in terms of ensuring that every impoverished person is included in the programs. In reality, there is a significant proportion dedicated to explicitly banking sectors or other credit systems. The first requirement for an hour is to ensure the dignity of those who have lived in poverty. In order to eliminate unemployment and poverty, microfinances serve as a catalyst in the lives of the poor. The self-help group's principal goal is to provide financial services to people and to assist them in starting or expanding microbusiness. The Self-Help Group provides a venue for individuals to meet on a regular basis for the purpose of addressing various difficulties or concerns that members confront in their day-to-day lives, and they serve as important sources of social capital for future generations.

For additional investigation, statistical procedures such as percentage analysis, Garrett Ranking Technique, and Analysis of Variance were used. The purpose of this study is to examine the socioeconomic situations and problems experienced by the self-help group's

selected members (women entrepreneurs) in Madurai District. The socio-economic circumstances of self-help group sample respondents It demonstrates that the majority of the respondents are married and live in rented homes. The majority of sample respondents' status (Monthly Income) has improved as a result of earning more through self-help groups. As a result, a considerable percentage of the household's income is spent on this. The expansion of the nation is increasingly reliant on the rise of the rural population. Women are one of the most vulnerable categories among the impoverished. Microfinance for self-help groups might be viewed as the primary instrument for meeting the financial needs of the poorest members of society who reside in rural areas.

In order to achieve the objectives of economy especially to eradicate the poverty each and every person in Indian society must having access towards the credits to start businesses based upon the availability of local resource. Considering the social and economic factors influencing women there's tremendous scopes to the Micro financing by women self-help groups into India. Conductivity of the environment needed for creating into country for giving the boost towards the women SHG. Formally financial systems still averse for providing the financially services towards the woman. Empowerment for the women promoted by the social economic activity over the grass roots levels. Confidences that built up from the SHGs helped the women member for fighting against the injustice & the securing rights. The success of organizations that approach rural microfinances among women has inspired a desire to look at the entire network, including necessary commodities and services, as part of the development of rural communities. Women were able to have greater control over resources such as material goods thanks to the formation of such associations. The numerous lists of members that were gathered from each group that prepared with extra care for avoiding errors were shown over the numerous stages sampling of the procedures that followed.

## References

- Basargekar, P. (2007). Women entrepreneurs: Challenges faced. *ICFAI Journal of Entrepreneurship Development*, 4(4), 6-15. <https://www.coursehero.com/file/64257155/Challenges-face-by-women-entrepreneurspdf/>
- Biradar, S. S., & Kulkarni, D. S. (2012). Problems and Prospects of Women Entrepreneurship. *International Journal of Scientific Research*, 2(9), 63-65. <https://doi.org/10.15373/22778179/sep2013/23>
- Lahiri-Dutt, K., & Samanta, G. (2006). Constructing social capital: Self-help groups and rural women's development in India. *Geographical Research*, 44(3), 285-295. <https://doi.org/10.1111/j.1745-5871.2006.00390.x>
- Mathew, V. (2010). Women entrepreneurship in Middle East: Understanding barriers and use of ICT for entrepreneurship development. *International Entrepreneurship and Management Journal*, 6(2), 163-181. <https://doi.org/10.1007/s11365-010-0144-1>
- Nishanka, A. K., Dash, S., & Nishanka, S. (2016). Psychological Analysis for Women Decision Making Towards the Women Entrepreneurship Special Reference to Haryana State. Available at SSRN 2864401. <https://doi.org/10.2139/ssrn.2864401>
- Pandya, M., & Sharma, M. (2018). Legal and Social Problem Encountered in Women Entrepreneurship with Special Reference to Ujjain District. *International Journal of Emerging Research in Management and Technology*, 6, 318. <https://doi.org/10.23956/ijermt.v6i8.159>

- Rai, N., & Sijariya, R. (2019). Use of Social Media for Women Entrepreneurship (With special reference to Bhopal). *Asian Journal of Management*, 10(3), 203-207.  
<https://www.indianjournals.com/ijor.aspx?target=ijor:ajm&volume=10&issue=3&article=006>
- Rathna, C., Badrinath, V., & Anushan, S. S. S. (2016). A study on entrepreneurial motivation and challenges faced by women entrepreneurs in Thanjavur district. *Indian Journal of science and technology*, 9(27), 1-10.  
<https://www.researchgate.net/publication/305783475>
- Sarmah, G. N., & Das, D. K. (2012). Micro finance, self help groups (SHGS) and the Socio-Economic development of rural people (A case study with special reference to the Lakhimpur district of Assam). *Asian Journal of Research in Business Economics and Management*, 2(4), 145-159.  
<https://www.indianjournals.com/ijor.aspx?target=ijor:ajrbem&volume=2&issue=4&article=012>
- Suja, S. (2012). Women Empowerment Through Self-help Group-an Evaluative Study. *Global Management Review*, 6(3), 68-82.