



ECONOMIC & MARKETING OPPORTUNITIES OF SELF HELP GROUPS - A STUDY ON SELECT DISTRICTS OF INTEGRATED ANDHRA PRADESH

N. Radhika

Associate Professor,
Arora's PG College,
Ramanthapur, Hyderabad
radhikanllbll785@gmail.com

Dr. Indrakanti Sekhar

Associate Professor, Department of
Commerce, UCC&BM, Osmania University,
Hyderabad
sindrakanti@yahoo.co.in

India is a densely populated country next to china having 6,38,495 villages with around 24 lakhs population below the poverty line engaged in agriculture and in small enterprises. It is known fact that after the implementation of liberalization policy there is an increase in the wealth but confined to the same rich people existing prior to the liberalization and continuing now and the poorer number is increased and can say a third of world poor are in this nation.

Micro-finance (MF) is a term of comparatively recent origin. It is reflective of at least two elements which were not captured by earlier debates and concerns on the subject of rural credit. These are:- (i) an emphasis on savings and other financial services apart from loans and (ii) Professional management of small loans and savings programmes as part of a perceived need for sound accounting financial portfolio management and decision making for an Micro Financing Promoting Institutions.

Decades before Indian government has initiated the concept of Self Help in order to eliminate poverty and improve public economic ability especially women's ability to achieve rights and economic well-being. From the beginning NGOs are active in the operations of SHGs with the sole objective that is extend support to the economically poor sections of the society and empower them financially. Indian Government in the initial stages itself recognized the role and importance of NGOs and offered suitable role in the initiation, establishment, survival and becoming self-sufficient. Therefore Governments putting e HSHG which was a firm move towards increasing role an initiative undertook by NGOs, but later on, due to its success in improving living standards and delivering public goods and services, Indian State engaged in facilitating access to financial resources.

Review of Literature

Literature related to micro finance with reference to self-help groups and women empowerment further reviews emphasize on Self Help Groups activities and achievements and effectiveness.

1. Shmbhavi Kumari (2020), analysed that, "Financial inclusion is one way of empowering people to access social and economic justice. Among the various models, the SHG- Bank Linkage Programme (BLP) helped extensively to empower the poor, especially rural women, through providing savings and credit windows from banks. Microfinance refers to financial services which is provided to poor people or unemployed or low-income individuals or groups especially for women to become self-dependent".
2. Danish Ahmad; Itismita Mohanty; Laili Irani; Dileep Mavalankar; Theo Niyonsenga (2020), stated that, "Microfinance is a widely promoted developmental initiative to provide poor women with affordable financial services for poverty alleviation".
3. Nchumthung Murry; R Nakhro; Sanjoy Das (2020), stated that, "Inclusion of women in any governmental and institutional developmental agenda has gaining overall significance with an aim to empower women in various spheres of social, economic, political life. Self-help group approach is instrumental in reaching out with the group of women together to work as group in achieving common goal".
4. Archana Shrivastava; Pallavi Singh; Satya Prakash Singh, analysed that, "Women have been challenging the existing norms and cultures from time to time which is a sign of empowerment. Self Help Groups(SHG)s have encouraged the participation of women in their empowerment both in social and economic aspects".

Research Gap:

The present study is intended to fill the gap. Since the MFIs and SHGs are chosen for studying the performance of SHGs from the point of view of growth, marketing opportunities, socio-economic empowerment. Hence the present study is undertaken to fill the research gap by evaluating the performance of SHGs and MFIs Microfinance institutions are definitely changing the lives of the financially weak persons in the society. In India, a large skilled section was deprived of mainstream banking services for a very long time. Banks used to show very less or no interest to lend money to this economically backward populations due to the high-risk factor. But, the scenario has changed now. These days, various financial institutions and government organisations are coming forward to lend a small amount of money to these people to assist them set up their own business.

On the bases of review literature (A total of 66 studies) it is observed that there are number of studies on MFIs and vary few on SGHGSs. The few studies that were undertaken on SHGs were theoretical studies and dealt with SHGs across India using case study methodology. No study has been undertaken in Ranga Reddy and Visakhapatnam districts of integrated Andhra Pradesh for the growth, marketing opportunities, social-economic empowerment and financial passion of SHGs.

Need and importance of the Study:

SHGs play a vital role in giving credit access to the poor and this is extremely crucial in poverty alleviation. They also play a great role in empowering women because SHGs help women from economically weaker sections build social capital.

Objectives of the study:

1. To understand the concept of SHGs
2. To evaluate economic & marketing opportunities of SHGS

Sample size:

First sample of 480 was collected in Rangareddy district of Telangana and out of which 456 were comprehensive. The sample was collected in the summer 2019. Sample of 130 were collected in Visakhapatnam district of newly formed Andhra Pradesh, out of 130 only 100 were completely filled. Hence total sample become 556 for the study.

The study is mainly an empirical one and the variables used are qualitative. In this methodology section an attempt is made to explain the methods used in the thesis.

- a) Sample Size: 556
- b) Sample frame: Andhra Pradesh
- c) Sample Technique: Quota Sampling.
- d) Questionnaire:

Quota sampling is an effective method of research. When a research study gathers data from a population, it can select two subgroups to use for the research. These two subgroups will provide insights into the population. The research study can decide to use education, gender, or social-economical standing to carry out the research.

ECONOMIC & MARKETING OPPORTUNITIES OF SHGs:

The elements taken for study are social mobilization activities, types of economic activity; members acquired training regarding economic activities, members possessing qualities like Leadership, Micro-planning, documentation and any readymade market available for the product is analyzed in this chapter. Any training programme identified for the select activities, any financial assessment done prior to the starting of the unit, SHGs are facing problems in product / service marketing also included in the study.

Table: 1
SHGs marketing areas

Criteria	No. of Respondents	% of Respondents	Cumulative %	Mean	SD	CV
Local Markets	255	45.86	45.8	1.76	0.79	45
Regional Markets	179	32.19	78.06			
National Markets	122	21.94	100			
Total	556	100				

Source : Primary source (field study)

From the Table: 1, it can be inferred that the total of 45.8% members of SHG agreed that they Market Their Goods /Services in the local markets only whereas 32.19% of them said that they market in the entire region and only 21.94% of them opined that their products sold in the entire nation. The calculated mean is 1.76 with a SD of 0.79 and the calculated Coefficient of variation is 45% which means the respondents have different opinions on this factor.

Table: 2

SHG - training requirement for the marketing activity

Criteria	No. of Respondents	% of Respondents	Cumulative %	Mean	SD	CV
Yes	366	65.83	65.83	1.35	0.48	35.4
No	190	34.17	100			
Total	556	100				

Source : Primary source (field study)

From theTable:2, it can be inferred that the total of 65.83% members of SHG agreed that they identified training wing for marketing activities, whereas remaining 34.17% opined that they are no such activities in their SHG. The calculated mean is 1.35 with a SD of 0.48 and the calculated Coefficient of variation is 35.37% which means the respondents slightly differ in their opinion on this factor.

Table: 3

SHG and its Linkages with marketing agencies/cooperative bodies

Source: Primary source (field study)

From the Table: 3, it can be inferred that the total of 54.68% members of SHG agreed that they identified linkage with marketing agencies/cooperative bodies to promote their goods and services whereas 45.32% of them opined that their SHG does not have any linkages with marketing agencies/cooperative bodies to promote their goods and services. The calculated mean is 1.46 with a SD of 0.5 and the calculated Coefficient of variation is 34.08 % which means the respondents slightly differ in their opinion on this factor.

Table: 4

SHG-market assessment prior to start-up

Criteria	No. of Respondents	% of Respondents	Cumulative %	Mean	SD	CV
Yes	304	54.68	54.68	1.46	0.5	34.08
No	252	45.32	100			
Total	556	100				
Criteria	No. of Respondents	% of Respondents	Cumulative %	Mean	SD	CV
Yes	298	53.6	5.6	1.73	0.65	37.42
No	202	36.33	89.93			
Don't know	56	10.07	100			
Total	556	100				

Source: Primary source (field study)

Criteria	No. of Respondents	% of Respondents	Cumulative %	Mean	SD	CV
Distance to market	142	25.54	25.54	2.33	1.13	48.28
Mode of Transport	208	37.41	62.94			

Criteria	No. of Respondents	% of Respondents	Cumulative %	Mean	SD	CV
Yes	395	71.04	100	1.28	0.45	35.07
No	161	28.96				
Total	556	100				

From the Table:4., it can be inferred that the total of 53.6 % members of SHG agreed that their group has conducted market survey before starting the unit whereas 36.33% of them said that their group did not conducted any prior survey about the potentiality of goods/services planned to produce in new start up and remaining 10.07% opined they don't know. The calculated mean is 1.73 with a SD of 0.65 and the calculated Coefficient of variation is 37.42% which means the respondents slightly differ in their opinion on this factor.

Table: 5

Problem of SHG in marketing of product / service

Source: Primary source (field study)

From the Table:5., it can be inferred that the total of 71.04% members of SHG agreed that they face problems in selling goods/services whereas rest 28.96% expressed that they don't have any problems in selling goods/services. The calculated mean is 1.28 with a SD of 0.45 and the calculated Coefficient of variation is 35.07% which means the respondents slightly differ in their opinion on this factor.

Table: 4.6

Types of problem of SHG in marketing of product / service



Price	108	19.42	82.37			
knowledge	70	12.59	94.94			
Others	28	5.036	100			
Total	556	100				

Source: Primary source (field study)

From the Table:4.6., it can be inferred that the total of 37.41 % members of SHG agreed that mode of transport from unit to market is a main problem, followed by distance to market (25.54%) and price of goods/services (19.42%) and remaining 17.95% identifies lack of knowledge and other reasons as problems. The calculated mean is 2.33 with a SD of 1.13 and the calculated Coefficient of variation is 48.28% which means the respondents differ in their opinion on this factor.

Conclusion: It is concluded that Self-help groups members are becoming strong financially (both earning and savings) and also their importance in home also increased. Self-help groups members become more sociable by interacting with customers, bankers and with fellow members. With all these we can conclude that respective state governments should make more of such policies which will increase the living standards of economically backward class. The more subsidies the government gives or the more marketing facilities they provide for Self-help groups made products it will uplift the status of Self-help group's members.