

Shgs And Ngos Activities In The Women Entrepreneurship Development

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Abstract

SHGs made a substantial contribution to the development of women's entrepreneurship by helping women improve their skills and providing them with opportunities to participate in a variety of activities that were entrepreneurial in nature. SHG encourage and support the development of an entrepreneurial mindset in their member women. It is essential to use an integrated approach in order to turn the movement of women becoming business owners into a successful one. They perform a catalytic function in mobilizing the human resources to establish an acceptable entrepreneurial environment and producing new prospects. As a result of this contribution to the expansion of the microenterprise sector, numerous state and central governments have begun looking for the assistance of SHGs in an effort to speed up the process of economic development. SHGs are playing an increasingly important part in the process of developing women entrepreneurs, which is gaining prominence in today's society. In this context, both the government and SHGs play an important role and both types of organisations provide support to female business owners. In light of this, an effort is being made to investigate the activities of SHGs in the hopes of fostering a more robust entrepreneurial scene in the Kozhikode District of Kerala. Data were collected from 145 individuals who participated as responders within the scope of the study.

Key Words - Entrepreneurship, Economic development, Marketing activity.

1.1. Introduction

SHGs are very much linked to entrepreneurship programmes mainly from the motivation and built confidence as being the part of the groups. SHGs provide a direct link in the creation of entrepreneurships in the successful initiative. The support of SHG also ensures the financial support from the group and banks. The Government also provides facilities for the upliftment and economic development which can be gained through the active participation of women. SHGs provide financial facilities to women to help in starting entrepreneurial activities and motivating women to establish new small businesses. Hence, it is important to motivate women in participating in entrepreneurial activities and utilizing the resources for income-generating activities.

1.2. Sample of the Study

The study is undertaken in women SHG members in the business activity in Kozhikode Taluk. Only 145 entrepreneurs were selected for the study. The respondents were conveniently sampled in this study. There were 150 questionnaires distributed to the women entrepreneurs of which 147 questionnaires were received and two were found incomplete. Therefore, the present study covers a total of 145 respondents in the study.

1.3. Objectives

To assess the ways of marketing of products among the selected women entrepreneurs in the study area.

To find out the motivating factors to start the business in Kozhikode Taluk,

To understand the role of NGOs and SHGs in the development of women entrepreneurial activities

1.4. Marketing Activity of the Women Entrepreneurs

Marketing activity involves the choice of business, method of selling and linkage with the marketing agencies. It is one of the key elements of a successful marketing strategy of the women entrepreneurs. It is also to identify the potential business opportunity to make them more successful in their business. The nature of the business and the various methods of selling of the women entrepreneurs are analyzed in the study.

1.5. Method of Selling the Products

The method of selling involves how the products or services are sold in the market. The method of selling involves direct selling and indirect selling of the products or services in the market. The direct selling involves independently selling the products or services in the market. The indirect method of selling involves sale of a good or service to a third-party, such as a partner or affiliate, rather than a company's personnel. This channel of sales involves selling through third party sellers, especially marketing agencies, stores or retailers. The method of selling of the women entrepreneurs is presented in the Table 1.1.

Table 1.1

Marketing of Products

Method of sales	No. of Respondents	Percentage
Direct selling	107	73.79
Indirect selling	38	26.21
Total	145	100.00

Source: Primary data

Table 1.1 indicates that majority 107 (73.79 %) female entrepreneurs are having direct marketing of their products and the rest of 38 (26.21%) female entrepreneurs are indirect marketing of their products in the Kozhikode Taluk of Kerala.

1.6. Market of the Products/Services.

Marketing of products involves the supply of goods and services with reduced costs to maximize the profit. The women entrepreneurs receive these types of arrangements from the NGOs, and they are also able to be proactive even without the engagement of the marketing agencies and NGOs. It is essential to keep in mind that in many instances, links are established on the basis of mutual confidence, and there is no formal contract in place. Women who start businesses have the option of supplying their customers directly or going through intermediaries when selling to end users such as supermarkets or fast food franchises. The vast majority of female entrepreneurs choose to conduct business with end users face-to-face wherever possible. Table 1.3 presents information regarding the marketing strategies used by female entrepreneurs in Kozhikode Taluk of Kerala.

Table 1.2 Marketing of Products/Services

Method of sales	No. of Respondents	Percentage
On own	59	40.69
Through NGO	53	36.55
Through Government Department	6	4.14
Marketing agency	27	18.62
In Exhibition	0	0.00
Total	145	100.00

Source: Primary data

Table 1.2 shows that. a maximum of 40.69 per cent of the women entrepreneurs are selling their products themselves, followed by 36.55 per cent are marketing through marketing agency and 18.62 per cent are marketing their products through NGO. The marketing through the Government department is the lowest proportion among the women entrepreneurs in the Kozhikode District of Kerala.

1.7. Motivation

The involvement in the business activity is very critical because of them how they are motivated in the entrepreneurship. The motivation is one of the prime tasks of the women entrepreneurs and they need recognition prior to starting the business. Motivation is the idea of starting and running the business for the entrepreneurs. The various motivational factors in women entrepreneurship are presented in the Table 1.3.

Table 1.3 Motivators for the Business

S. No.	Motivators	No. of Respondents	Percentage
1.	Family members	45	31.03
2.	By Yourself	34	23.45
3.	NGO and SHG members	42	28.97
4.	Relatives/Friends	24	16.55
	Total	145	100.00

Source: Primary data

Table 1.3 clearly indicates that, all the category of respondents is highly motivated to start the business. The influence of family members contributes 31.03 per cent, followed by NGO and SHG members. 28.97 per cent are highly motivated to start the business. Their own influence constitutes 23.45 percent and friends and relatives

contribute 16.55 per cent of the total. Hence, it is concluded that all the factors are important to motivate to start the business among the SHG members.

1.8. Factors to Motivating to start Enterprises of the SHG Members

SHGs help the women to build their capacity and actively participate in both economic and social spheres. SHGs motivates the women member to start business and their by increasing the family income, secured employment and family responsibility to the women. The various factors motivating to start the small business of the SHG members are presented in the Table 1.4.

Table 1.4 Factors to Motivating to start Enterprises

S. No.	Variables	SA	A	N	DA	SDA	Total	Mean
1.	Earn money for family income	48	77	12	6	2	145	4.12
		33.10	53.10	8.28	4.14	1.38	100.00	
2.	Traditional	5	18	17	56	49	145	2.13
		3.45	12.41	11.72	38.62	33.79	100.00	
3.	To utilize free time	21	36	13	44	31	145	2.81
		14.48	24.83	8.97	30.34	21.38	100.00	
4.	To secure self employment	47	79	4	11	4	145	4.06
		32.41	54.48	2.76	7.59	2.76	100.00	
5.	To avail financial benefit of government scheme	16	13	5	86	25	145	2.37
		11.03	8.97	3.45	59.31	17.24	100.00	
6.	To improve socio-economic status	30	78	15	17	5	145	3.77
		20.69	53.79	10.34	11.72	3.45	100.00	
7.	Failure to get employment	37	76	20	7	5	145	3.92
		25.52	52.41	13.79	4.83	3.45	100.00	
8.	Overcoming financial difficulties	46	71	4	18	6	145	3.92
		31.72	48.97	2.76	12.41	4.14	100.00	
10.	To make use of technical/business knowledge	36	50	18	36	5	145	3.52
		24.83	34.48	12.41	24.83	3.45	100.00	
11.	Wish for independence	35	49	28	20	13	145	3.50
		24.14	33.79	19.31	13.79	8.97	100.00	

Source: Primary data

From the Table 1.4 shows that 86.90 per cent of the respondents are highly motivated to secure job, followed by 86.21 per cent of the respondents are to motivated to earn money for increasing family income, 80.69 per cent of the respondents are overcome from the financial difficulties,

77.93 per cent of the respondents are started the business because of no way to get employment and 74.48 per cent of the respondents are to improve socio-economic status of the family is the primary motivation to start the business enterprises in the Kozhikode Taluk of Kerala. The use of technical/business knowledge (59.31 per cent) and desire for independence (57.93 per cent) is also significantly motivated to start the business enterprises in the Kerala. However, the respondents to utilize the leisure time, to avail financial benefit of government scheme and hereditary are less motivating to start the business enterprises in Kozhikode Taluk of Kerala. Further, the acceptance score indicates that the highest of 4.12 is to earn money for 2.13 for hereditary factors.

1.9. Role of SHG and NGOs in Women Entrepreneurship Development

1.9.1. Role of NGOs in the Development of Women Entrepreneurship

In the present study is analyzing the factors which development of women entrepreneurship development and members of each group were asked to specify the reasons were listed and presented for descriptive understanding and were tabulated by using frequencies and percentages. The role of NGOs in the development of women entrepreneurship in Kerala is presented in the Table 1.6.

Table 1.6

Role of NGOs in the Development of Entrepreneurship

S. No.	Variables	SA	A	N	DA	SDA	Total	Mean
1.	Support of information and establishment of enterprises	42	44	5	36	18	145	3.39
		28.97	30.34	3.45	24.83	12.41	100.00	
2.	Inputs and raw materials support to women enterprises	26	68	26	10	15	145	3.55
		17.93	46.90	17.93	6.90	10.34	100.00	
3.	Finance support of the NGOs for women entrepreneurs	59	61	15	7	3	145	4.14
		40.69	42.07	10.34	4.83	2.07	100.00	
4.	Marketing Support of the NGOs to women enterprises	30	55	22	25	13	145	3.44
		20.69	37.93	15.17	17.24	8.97	100.00	
5.		38	65	31	6	5	145	3.86

	Access of information and services facility to the women entrepreneurs	26.21	44.83	21.38	4.14	3.45	100.00	
6.	Support of the NGO Officials to the women enterprises	39	66	22	13	5	145	3.83
		26.90	45.52	15.17	8.97	3.45	100.00	
7.	Enterprises training through NGOs	43	70	11	7	14	145	3.83
		29.66	48.28	7.59	4.83	9.66	100.00	

Source: Primary data

Table 1.6 shows the finance assistance, training, access of information and services facility are important facilities provided by the NGOs to the women entrepreneurs in the district. It is observed that, 120 (82.76 per cent) respondents are accessing financing assistance provided by the NGOs and 113 (77.93 per cent) respondents are availing the training provided by the NGOs in the Taluk. About, 105 (72.41 per cent) respondents are having the support of the NGO officials and 71.03 per cent are accessing information and services facilities to the women entrepreneurs. The inputs and raw materials support (64.83 per cent), establishment of enterprises (59.31 per cent) and marketing support provided (58.62 per cent) are important services provided by the NGOs since, nearly 60 per cent are having support from these activities. The acceptance level reveals that, highest level of 4.14 for financing support of the NGOs, while least acceptance of 3.39 for support of information and establishment of enterprises in the development of women entrepreneurs.

1.9.2. Role of SHGs in Women Entrepreneurship Development

SHG aims to motivate the business activities among the members and encourages through micro finance to start a business. This will eliminate poverty and empower the women and it has emerged as a powerful tool in the new economy. The innovative decision making skill, ability to mobilize the resources, self confidence, preparedness to take risks, and accepting changes in the right time are enhanced through the self help groups by providing education and training to the members. The role of SHGs in facilitating women entrepreneurship is assessed and presented in the Table 1.7.

Table 1.7

Role of SHGs in Development of Entrepreneurships

S. No.	Variables	SA	A	N	DA	SDA	Total	Mean
1.	SHG motivates the increase entrepreneurial customs	27	75	22	12	9	145	3.68
		18.62	51.72	15.17	8.28	6.21	100.00	70.34
2.	Widening the peer group of beneficiaries	14	38	25	38	30	145	2.78
		9.66	26.21	17.24	26.21	20.69	100.00	35.86
3.	Capacity to deal with official procedures	26	27	26	38	28	145	2.90
		17.93	18.62	17.93	26.21	19.31	100.00	36.55
4.	Appreciation in the society	39	67	31	6	3	146	3.94
		26.90	46.21	21.38	4.14	2.07	100.69	73.10
5.	Impact on savings/assets creation	42	49	28	21	5	145	3.70
		28.97	33.79	19.31	14.48	3.45	100.00	62.76
6.	Capacity to undertake household tasks	20	44	19	44	18	145	3.03
		13.79	30.34	13.10	30.34	12.41	100.00	44.14
7.	It improves the standard of living	29	69	25	18	4	145	3.70
		20.00	47.59	17.24	12.41	2.76	100.00	67.59
8.	Effective utilisation of man hours	29	63	29	19	5	145	3.63
		20.00	43.45	20.00	13.10	3.45	100.00	63.45
9.	Impact on earnings of beneficiaries	38	50	22	24	11	145	3.55
		26.21	34.48	15.17	16.55	7.59	100.00	60.29

Source: Primary data

Table 1.7 clearly indicates that, 73.10 per cent are agree with women entrepreneurship is to give the appreciation from the society, followed by 70.34 per cent are agree with self help groups is to motivate the entrepreneurs culture and 67.59 per cent are agree with it enhances the living standard to the members are dominant factors in the development of women entrepreneurship. The self help groups enhance the effective utilisation of man hours (63.45 per cent), it increase the savings/assets creation (62.76 per cent) and beneficiaries get the impact on earnings (60.29 per cent) in the women entrepreneurship are also significant impact in the enhance of women entrepreneurships. However, it improves the capacity of dealing the official formalities and to extend the peer group beneficiaries is less among women entrepreneurs. The acceptance score indicates that the highest acceptance of 3.94 for recognition from the society while widening the peer group of beneficiaries has the least acceptance of 2.78 towards the role of SHGs in development of women entrepreneurships.

1.10. Summary and Conclusion

It can be concluded, that the SHGs and NGO played vital role in the developing the entrepreneurship among the women members. They are not only promoting entrepreneurship and also alleviate poverty among the members in order to participate in the economic activities. The women in business are to manage their household, their confidence which women gain further helps them to participate in decision making at business and home at large. Besides it provides a strong ground for women because through the gatherings which occur among women, knowledge and skills are shared which when used tend to improve their life. Hence, it is suggested that the Self Help Groups and NGOs should extend the area of their business and markets of their products. The members also make use of benefits of different government schemes so as to enhance their business and standard of living. The study also provokes the constraints in the funding and lack of training among members.

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