

MOTIVATIONAL FACTORS BEHIND SELF HELP GROUPS IN SIHOR AND GARIADHAR TALUKAS OF BHAVNAGAR DISTRICT

Yogesh S. Trivedi

Asst. Professor, Lokseva Mahavidyalaya, M. K. Bhavnagar University
Lokbharti, Sanosara, Ta. Sihor, Di. Bhavnagar-364230.
Email : ystrivedi22@yahoo.com

ABSTRACT

The study was conducted by collecting primary data from 400 Self Help Groups women from Sihor and Gariyadhar talukas of Bhavnagar district. The data was collected through interview schedule using random sampling methods and analysed with help of statistical tools. In case of motivational factors result related to awareness building majority (80.50 per cent) of the SHG women motive to generate income; with respect to status building motives, majority (80.00 per cent) of SHG women attracted due to self interest; among NGO development, majority (85.00 per cent) of the SHG women motives other self help groups; as regards the motives related to media, majority (64.00 per cent) of SHG women were motivated through televisions; majority (68.50 per cent) of SHG women motive were personal and institutional concern.

Keywords : self help group, motivational factor

INTRODUCTION

Women constitute half of our population and play a vital role in the development of the family, the community and the nation. It has been widely recognized that unless women potential is properly developed, no transformation and economic development is possible. Therefore, to accelerate the growth and prosperity of the nation, it is very important to create opportunities for socio-economic development of women in rural India. In fact, since independence, it has been felt that women experience poverty to a greater extent than men do. The benefits of poverty eradication intervention programs targeted towards the head of the household, have failed to trickle down and reach the women. Since then, the Government of India (GOI) has been emphasizing the need for designing separate development programs for women and to earmark a specific per cent for women beneficiaries in other rural development programs. The origin of SHG during early 1980s, and experimental attempt was made in the neighboring country of Bangladesh by Dr. Md. Yunus, former Head of the Department of Economics, Chittagong University to encourage landless and marginalized women known as beggar to undertake pity trade with little loan given from his own pocket at the initial stage. This effort was turned into an effort of a grand success with its renovation approach to motivate.

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. The empowerment of women through self help groups would lead to benefits not only to the individual women and women groups but also for the family and community as a whole through collective action for development. These groups have a common perception of need and an impulse towards collective action. Empowering women is not just for meeting their economic needs but also throw on more holistic social development. Since the reconstitution of the women Commission in January 2000, the Commission started projects with the aim of making women economically empowered. One of the major initiatives taken by the Delhi Commission for Women in the year 2000-2001 was to set up pilot projects in collaboration with partner NGOs for empowering women economically and thus helping prevent crimes against women. The Commission tied up with various NGOs working in various parts of Delhi for formation of Self-Help Groups.

OBJECTIVE

To identify and analyze motivational factors behind self help groups in Sihor and Gariadhar talukas of Bhavnagar district

METHODOLOGY

In Bhavnagar district, various organizations are engaged in the identification/formation of Self Help Group and striving hard for their development. Keeping in mind the time facilities and reasons available for collecting the data this area is more suitable. So the Bhavnagar district was purposively selected for the study. Among 9 Talukas of Bhavnagar district, two talukas viz. Sihor and Gariadhar were selected randomly from Bhavnagar district. After selection of talukas, 10 villages from each taluka were selected randomly. Thus total 20 villages from the two selected talukas were

considered for the study. The respondents were selected by completely random sampling process. The respondents were selected from Bhavnagar district. Total 400 respondents were selected from 20 SHG groups in order to select 20 respondents from the available and most active SHG. Hence two SHG from each selected village was approached for data collection. There are mainly two programmes are existing to work for SHG i.e. watershed development programme, and Mission Mangalam. The collected through interview schedule. They were coded, processed, tabulated, classified and analyzed with the help of suitable statistical techniques. After reviewing the past research studies, a list of motivational factors was prepared and classified in to six sub areas of concern viz., Awareness building, status building, NGO (Non Government Organization) development, Media concerned, Personal & Institutional concern.

RESULTS AND DISCUSSION

In the present study, attempt has been made to know the motives behind shift towards self help groups. Based on review, 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 presented in Table 1.

Table 1 : Motivational factors responsible for formation of self help groups. n= 400

Sr. No.	Motivational Factors	Frequency	Percent	Rank
A Awareness building				
1	To learn new things	194.00	48.50	III
2	To get recognition	280.00	70.00	II
3	To generate income	322.00	80.50	I
4	To serve Exploited women	100.00	25.00	V
5	To serve poor	58.00	14.50	VI
6	To serve Drudgery	160.00	40.00	IV
B Status Building				
1	Self Esteem	138.00	34.50	IV
2	Self Reliance	244.00	61.00	II
3	Self Respect	168.00	42.00	III
4	Self interest	320.00	80.00	I
C NGO Development				
1	Existence of NGO	140.00	35.00	II
2	Other Self help Group	340.00	85.00	I
3	Other NGO	90.00	22.50	III
D Media Concerned				
1	Television	256.00	64.00	I
2	Radio	00.00	00.00	

3	Book	40.00	10.00	III
4	Farm Literature	80.00	20.00	II
5	Internet	0.00	0.00	
E Personal & Institutional Concern				
1	Family members & friends	136.00	34.00	V
2	Neighbors & relatives	210.00	52.50	III
3	Extension workers	180.00	45.00	IV
4	Learned Personalities	52.00	13.00	VII
5	Motivational Tours	240.00	60.00	II
6	Self help Groups Meeting	274.00	68.50	I
7	Exhibition & Fairs	130.00	32.50	VI
8	Success stories	44.00	11.00	VIII

Awareness building

Among awareness building concern motives, half or more respondents reported the motives viz., to generate income (80.50 per cent) was ranked first followed by get recognition (70.00 per cent), to learn new things (48.50 per cent) and to serve drudgery (40.00 per cent) were the motives reported by majority of the SHG women and were ranked second, third and fourth, respectively. While serve exploited women (25.00 per cent) and to serve poor (14.50 per cent) were the motives reported by small number of women and ranked fifth and sixth.

Status building

With respect to status building motives, self interest (80.00 per cent) was ranked first followed by self reliance (61.00 per cent), self respect (42.00 per cent), self esteem (34.50 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. Some of them have motive to self reliance in formalities in bank, talk with confidence in group and ability to take decision. Some self help group women have motive 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 (85.00 per cent) of the self help group women were motivated by other self help groups was ranked first followed by existence of NGO and other NGO were ranked second and third respectively.

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 sakhi mandal, watershed yojna, and SGSY. SHG women are taking part in activity of self help group and empowerment achieved.

Media concerned

Media play an important role to aware the people about transfer of technology. In present study, the important media source, which have motivated the women toward self help groups were also identified. The information regarding this was presented in Table 1.

The data indicated that majority (64.00 per cent) of self help women were motivated through television only. Farm literature got second position (20.00 per cent). While books got third position (10.00 per cent). The data further revealed that not single SHG women were motivated by internet information and radio.

Personal and institutional concern

The data presented in Table 1, describe that self help groups meeting (68.50 per cent) was the important source of motivation for shift towards self help groups and ranked first followed by motivational tour (60.00 per cent), neighbors and relatives (52.50 per cent) and were ranked second and third as motivational source, respectively. Extension worker (45.00 per cent), Exhibition and fairs (32.50 per cent) and family members and friends (34.00 per cent) were other sources, which motivated the considerable number of SHG women. While, learned personality (13.00 per cent), success stories (11.00 per cent) were the motivational sources as reported by less number of SHG women.

Personal and institutional concern

The data presented in Table 1, describe that self help groups meeting (68.50 per cent) was the important source of motivation for shift towards self help groups and ranked first followed by motivational tour (60.00 per cent), neighbors and relatives (52.50 per cent) and were ranked second and third as motivational source, respectively. Extension worker (45.00 per cent), Exhibition and fairs (32.50 per cent) and family members and friends (34.00 per cent) were other sources, which motivated the considerable number of SHG women. While, learned personality (13.00 per cent), success stories (11.00 per cent) were the motivational sources as reported by less number of SHG women.

From the above discussion, it can be concluded that the SHG women meet in self help group meeting to share the new idea, concept, facts, experiences etc. Some of them motivated through neighbor and relatives, motivational tour and extension worker for development of SHGs.

CONCLUSION

From the above discussion, it can be concluded that the SHG women meet in self help group meeting to share

the new idea, concept, facts, experiences etc. Some of them motivated through neighbor and relatives, motivational tour and extension worker for development of SHGs. This finding was in line with Suneetha and Kadiyala (2004).

Result related to awareness building motivational factors indicated that majority of the SHG women reported the factors like, to generate income (80.50 per cent), to get recognition (70.00 per cent) and to learn new things (48.50 per cent) as general motives behind their shift towards self help group.

With respect to status building motives, majority of SHG women attracted towards self help group due to self interest (80.00 per cent), self reliance (61.00 per cent) and self respect (42.0 per cent).

Among NGO development motive, majority of the SHG women reported that other self help groups (85.00 per cent) and existence of NGO (35.00 per cent) which inspired the shift towards self help groups.

As regards the motives related to media, majority (64.00 per cent) of SHG women were motivated through televisions. Farm literature got second position (20.00 per cent) and books got third position (10.00 per cent). Majority SHG women possessed personal and institutional concern motives, self help groups meeting (68.50 per cent), motivational tour (60.00 per cent), neighbours and relatives (52.50 per cent) and extension worker (45.00 per cent).

REFERENCES

- Deshmukh, Dipti and Naik, R.M. (2017) Socio-personal characteristics of rural women of SHGs. *Guj. J. Ext. Edu.* 28(1):82-84
- Devi, R., Sangwan, S. S., Singh, S. P., and Kumar, R. (2004). Impact of training on empowerment of farm women in relation to animal husbandry practices. *Haryana-Veterinarian*, 43: 29- 33.
- Komal Kashid, P.P.Wankhade, D.M.Mankar and P.P. Bhople (2009). Rural women empowerment through self help groups. *Society of extension education*, Gujarat and Junagadh Agricultural University, Junagadh. pp: 7
- Nikita Munj, Y.A. Lad and Visita Khanna (2017). Contribution of women from rural areas in agriculture. *Gujarat Journal of Extension Education*, Vol 28 : pp. 50-54.
- Suneetha., and Kadiyala. (2004). Scaling up Kudumbashree – collective action for poverty alleviation and women’s empowerment. *Discussion--paper—Food-Consumption-and Nutrition-Division*, International Food Policy Research Institute. 180: 70.
- Yogesh S. Trivedi and D.C.Patel (2018) The socio personal profile of the members of self help groups in Sihor and Gariyadhar talukas of Bhavnagar district. *Guj. Journal of Extension Education* special issue on national seminar : April 2018