

Self Help Groups: A Boon to Women Entrepreneurship

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ABSTRACT - Entrepreneurship is a great need for the development of any country. All are aware that entrepreneurship is very important for any economy where the person instead of working as an employee for any other organisation, takes initiative to start his own business and becomes ready to face any risk involved in the business. With the growth of education and industrialization, the role of women has changed. There has been increase in women entrepreneurs. The women are taking initiative to open a business, inter-alia gathering the required technical knowledge and other factors for the production which are needed for the business. Some factors attract woman and motivate her to do something new and become an entrepreneur where as there may also be reasons which propel and force her to do something on her own due to her family responsibilities. In villages and small cities some people, having common problems, decide to come together and form a group. The number of persons in such groups may be of 10 to 20 women or men. Such groups are called Self Help Groups. These groups play an important part in reducing poverty of the people of that group. Most of the women of these groups may engage in business like agarbatti making, tailoring, dairying and handicrafts etc. Encouragement from the government is very essential for such groups of poor people.

Key Words: - *Self Help Group, Entrepreneurship, Women Entrepreneur, Problems of Women Entrepreneur, Suggestions to Women Entrepreneur.*

I. INTRODUCTION

Entrepreneurship means to open or start a business by an individual, by a group or by a company in a country. Entrepreneurship is very important for every country because the Government as well as our society has realized that if one wants its country to be developed economically, then entrepreneurship will always be important factor with the help of which good industrial development will be made possible in the country. In this way we can say that an individual who rather than working as an employee for any other organisation, he/she takes initiative and starts his/her own business and be ready to face any risk involved in it. He/ She is the one who has skills and initiate necessary steps to anticipate current and further needs inter-alia bring good and new ideas for market. If an individual becomes successful in business then he will earn good profits and more opportunities to take his business to higher levels. As there is growth in education and industrialization, the role of women has also changed. There has been increase in women entrepreneurs. Women Entrepreneurship can be defined as a process, in which the women take the initiative to open a business after gathering required resources for running a business inter-alia face the challenges or risks involved to run the business.

In the society there are many factors which either motivate or propel women to enter business and do something on their own. Sometimes the women are themselves motivated

to become an entrepreneur and in some cases they are forced to do something on their own due to family responsibilities on her. The some of the reasons for growth of women entrepreneur are as follows.

1. Literacy level among women improved in Indian society.
2. Industrial and Economic growth in India.
3. Awareness of Democratic Rights among women.
4. Financial Assistance and Consultancy Services provided by the Government and Financial Institutions.

The Women Entrepreneurs have promoted Agarbatti Making, Papad Making, Handicrafts and Catering Services etc.

In villages and small cities there are some people, having common problems, decide to come together and form a group. The number of persons in such groups may be of 10 to 20 women or men. Such groups are called Self Help Groups. These groups play an important part in reducing poverty of the people of that group. Most of the women Small Help Groups engage themselves in agriculture, horticulture, dairying, handicrafts, agarbatti making, tailoring and garment industry etc. Thus women Self Help Groups can take a lead in both organised and unorganized sectors.

II. LITERATURE REVIEW

S.Thangamani, S.Muthuselvi (2013) in their study titled, A Study on Women Empowerment through Self- Help Groups with Special Reference to Mettupalayam Taluk in Coimbatore District found that the meaning of the socio- economic factors in women's life has gone to a new level when women decided to join the Self Help Groups. However, there is no doubt in it that women have joined self help groups to make financially secure themselves with increase in the savings. But still there are many emerging issues that should be tackled to make the role of women important in the long run in self help groups. Hence efforts of making liberalized policies for creating finance must be made from organizations who work voluntarily for the upliftment of women status. Thus it can be concluded that self help group is playing a significant role in making more efforts for establishing and bringing up the status of women in which self help groups are playing a vital role.

Nandini R Sudha N (2016) in their study titled as A STUDY ON WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS – WITH SPECIAL REFERENCE TO RAMANAGAR DISTRICT, KARNATAKA proved that the self help groups have embarked a positive and revolutionary impact on women's status and women has empowered herself by making her strong not only financially but by inculcating many qualities in her regarding saving habits , self respect in society by participation in decision making, awareness about better nutrition for family , income generation for family ,helping other family members by repaying loans .There is a great need for making women status stronger which is to be taken seriously by providing education, giving training and making women aware about her strengths.

M Saravanan (2016) in study named as THE IMPACT OF SELF-HELP GROUPS ON THE SOCIO-ECONOMIC DEVELOPMENT OF RURAL HOUSEHOLD WOMEN IN TAMIL NADU -A STUDY found that self help groups play significant role as they provide women especially living in rural areas a self dependent life. SHG actively plays vital role in the poor women's' lives by not just making her economically strong but is giving them social recognition also. The household income also gets increased and standard of living is raised with good quality life Microfinance also plays a major role in eradicating poverty .As women are known to be as homemaker who not only takes care of family but helps in overall development of the other members of the family, therefore there is an urgent need for making her path smoother for her development by giving easy finance facilities so that economic and social improvements in the society can be done at a faster rate.

V. Kanakalatha (2017) in his study named as The Socio-Economic Empowerment of Women through Self Help

Groups -An Empirical Study found that the with good performance of self help groups, the status of women have seen drastic change and women have become independent . Therefore it can be concluded that the self help groups has contributed a lot in enhancing women's position in society. But of course there is lot of advantages as well as disadvantages. Many efforts are being taken up to make these help groups a great success by making efficient and effective programmes.

OBJECTIVES OF STUDY

1. To know the concept of Self Help Group.
2. To understand the indicative good points of Self Help Group.
3. To give suggestions for the solution of problems faced by women entrepreneur in Self Help Group.
4. To examine the problems of women entrepreneur face in Self Help Group.

III. RESEARCH METHODOLOGY

The nature of the study is descriptive. The data is collected through secondary source like Text books, Journals, internet and other publications. The efforts have also been made to collect data and information from various other sources such as libraries, magazines and other records in case the need had arisen.

IV. FINDINGS AND DISCUSSION

The Indicative points for good Self Help Group

1. While Selection of members for the Self Help Group, no favouritism and prejudice on the basis of caste, race or age may be kept in mind.
2. Self Help Group should have members' between 10 to 20 and every member is required to contribute in the activities of the Self Help Group.
3. There should be Homogeneous membership in the group so that there is no conflicting of interests among members.
4. A strong common fund should be built up with the small saving of Self Help Group.
5. Transparency should prevail in all the financial and non financial transactions so that all the members of the group have trust, faith and confidence among themselves.
6. The Self Help Group should finalize certain rules and regulations for its functioning where the responsibilities of the members are defined.

Problems faced by Indian women entrepreneurs

1. Indian society is Male dominated society: Women are not allowed to do something on their own and run business independently. It is therefore women

drop the idea to set up business of their own. In such cases the male members of family seldom gives permission to females to start their business at their own.

2. Lack of Education: In Indian society, due to the less or inadequate education, women entrepreneurs lack knowledge about marketing and technological developments.
3. Social barrier: The social attitudes, traditions, and customs prevailing in the society become an obstacle before the women to become entrepreneurs
4. Problem of Finance: Generally the Women Entrepreneurs don't get the required financial assistance from banks, financial institutions and creditors on ground of their less credit worthiness.
5. Difficulties to face Competition in the market: Women have less experience and knowledge of latest technology, therefore they have to face a lot of problems relating to market and production of goods where as male members can face the problems easily in their organisation.
6. Low Mobility of women due to security reasons: Sometimes in order to run a business, the entrepreneur has to travel a lot. Women Entrepreneurs cannot fulfill this requirement of business.
7. Not able to bear the risk involved in business: Women are not able to face the risk involved in the business as some women have less knowledge ,education and experience of running a business .They also do not have the required finances needed to run a business.
8. More importance given to family by the women as compare to business: Family has to be given equal importance by the women entrepreneur .In fact she cannot think of becoming entrepreneur if the encouragement and help of her other members of the family is not there.
9. Legal Formalities: Due to legal formalities and procedural delay for various licenses etc., it becomes hard for Women Entrepreneurs to have a smooth working of the enterprise.
10. Cost of Production is very high: To run the business efficiently, it is very important for the entrepreneur to have the knowledge of all the Functions and Principles of Management. Women entrepreneurs are not able to control the high cost pertaining to production as they lack the knowledge of functions of management as well as usage of latest technology in business.

Suggestions for the solution of problems faced Women Entrepreneurs in Self Help Group

1. Efforts of the Government: Women Entrepreneurship development programme which identify, motivate, train and guide the entrepreneurs should be carried out by the Government Agencies, NGO to encourage and aware women of the various requirements of business. The above said programmes are being introduced by the Government in schools and colleges also.
2. Emphasis on education of women: Women should be provided opportunity to be educated which will definitely help them in running their business independently.
3. Easy Financial Assistance: Government should do more efforts for providing financial assistance easily from banks or Financial Institutions to the Women Entrepreneurs for their business.
4. Imparting practical and technical knowledge: Practical and Technical knowledge about business should be provided at the school and college level to the females along with programme of development of Women Entrepreneurship.
5. Facilities of market: Steps should be taken by Government to solve marketing problems of Self Help Groups Women Entrepreneurs. Efforts of the Government can help them to sell their products easily in rural and urban areas

V. CONCLUSION

The Government and our society have realized that for the economic, rural and urban development of our country, the entrepreneurship is an important factor which also helps good industrial development in the country. The women indulged in Self Help Group are making very important contributions in the country. Besides earning for themselves they are giving jobs to other needy people. But due to lack of education, finance related problems and other social barriers in case of women, sometimes the women entrepreneurs are left behind and they don't get the required opportunity and encouragement. The Women entrepreneurship should be promoted and encouraged by the Government so that economic empowerment of women is made possible. Efforts should be made by the Government so that easy financial assistance is provided to the women entrepreneurs .Training should be given to them regarding the requirements of business so that women entrepreneurs get the needed practical and technical knowledge which will help them to run the business independently. The role of Government should also be supportive and positive to help women to form Self Help Group. These groups will definitely solve the economic

problems of the members of the group along with country's overall development.

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