

Problems and prospects for Women Self Help Group Entrepreneurs

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Abstract

Women Entrepreneurs from SHG are energizing. SHG entrepreneur classifies, manages, and considers the risk associated with a business venture. At this time, more women are breaking away from traditional, gender-specific occupations and entering the workforce. The success of SHG members will be determined by their sales and information technology training. The government should assist these organisations throughout the early stages of their business to overcome teething problems and eventually give assistance and training to function independently as a successful business operation. The stress of this study is on the issues that self-help groups face. In India, women account for about half of the rural population and play a critical role in the rural economy. It has been highlighted that it is necessary for programmes specifically targeted at women. They have high-ranking positions in corporations, but they are also successful female entrepreneurs. The steady growth in female entrepreneurs may be attributed to various factors, the majority of which have the same reasoning as their male counterpart's enthusiasm for facts, want to be their boss, and need to address humanitarian motives. Self-Help Groups play an essential role in economic development and women's empowerment. Women's empowerment has been recognised as a significant issue in developing nations such as India, and society has separated women. With the support of microcredit, SHGs now provide a chance for women to express their opinions, participate in decision-making, and connect. Despite this, women in SHGs are currently experiencing some serious issues.

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Introduction

SHG is a small group formed by women (usually 20 members) who occupy a particular territory, retain internal skills, create a product alone or in groups, and have launched their own business with the government's help. SHGs are maintained by the Indian government and state governments and are made up of women who are interested in starting a company and want to do it collectively. Members of the group are well-known by the government through representatives like sarpanchs, panchs in rural areas. Because the families are poor, the members are not well-educated and unemployed, but they are young and energetic and want to start their own business. SHGs have effectively communally and economically empowered rural communities, particularly women. In reality, the government has boosted the microfinance-based poverty-eradication programme. People used to form lines to better their chances of survival by pooling their social and financial resources; however, modern groups are more likely to develop around a topic or concern. Self-Help Groups face various challenges, including determining their selling potential, inadequate product binding, the need for resources, tools, and equipment, obtaining a bank loan, repaying the loan, stability, lack of awareness, promoting their goods, and so on.

Review of literature

L. Joseph (2005), women are typically poor at marketing their products, and consumers' items made by women rely on intermediaries to sell their output outside their local locations. Even if the community's products are of excellent quality, this affects their revenue.

R. Prabhavathy (2012).SHGs began to operate throughout Tamil Nadu. In certain regions, they are successful, but they are having difficulties in others. SHGs assist women in achieving economic empowerment. Hence these policy measures can have a significant impact on the country. Others now admire women in SHGs since they are self-sufficient in producing revenue and contribute to home income, expenditure, and savings.

Vishal Gupta (2011) Women entrepreneurs in developing nations encounter work-family issues that, in affluent countries, do not face, which are essential considerations to highlight.

Joyce, 2001. Many women-specific projects to strengthen women's human resources and capacities are useless or have failed due to a lack of funding sources and suitable credit amounts.

Alexander, S. and Selvaraj, R. (2014)"Marketing Strategies of Self-Help Groups" was emphasised SHGs and products have played a vitalrole in conveying the rural people into the

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mainstream of national life. It contributes to poverty alleviation. Market development strategies are not included in the capacity training of microenterprises run by Self Help Groups. They have a lot of trouble positioning their items in the market, especially when it comes to competing products and marketplaces.

Krishnaveni V and Haridas R. (2013), Women make up about half of India's rural population and play an essential role in the rural economy. It is necessary to underline the importance of programmes specifically designed for women. Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-employment (TRYSEM), and Development of Women and Children in Rural Areas (DWCRA) have all been launched as a consequence of the poverty reduction strategy.

Kulveen and Manjusmita, (2012). A country's religious beliefs and history profoundly impact its young. Various research on the attitudes and perceptions of young people regarding entrepreneurship substantiate the above findings. In an Orissa poll of young entrepreneurs, more than half of the participants said that society saw entrepreneurship as a dangerous job.

Alam P and Nizamuddin M (2014), In his paper, "Role of SHGs-Bank Linkage Programme in Women Empowerment: A Block Level Study of Mewat Haryana," Senior women, who have a lot of expertise in manufacturing different items, should also be encouraged to join the programme. In addition, Self Help Groups should broaden their scope of operation and seek out local markets for their homemaking products. The self-help group empowers women by developing self-reliance, self-dependence, and self-confidence and educating them about their fundamental rights. It must be self-generated for people to take charge of their lives and make decisions on their own.

Elliot, (1998) The caste system is another element that has hampered the emergence of business in specific communities. Though the caste system's rigidity is rapidly fading, its effect on workplace culture remains significant. It was initially thought that only the Vaishya's could run a company.

Harish (2014), in his paper "Micro Finance and Women's Empowerment," depicted to widen its horizons and bring maximum profits to people in general and the country in particular, there is still a need for more drainage of funds to the dry destination of the society, no country can afford to ignore substantial populations suffering from poverty as it can be costly for any economy's growth. Microfinance's impact on rural development and poverty reduction has been quantified

in terms of better income, job creation, household spending, and reduced susceptibility to economic and social disasters.

Dana (2009), The moral rules appear to oppose entrepreneurship, which promotes passion and reward. It is argued that "passion is secondary" and that "being non-passionate is a greater condition of being." As a result, certain beliefs and ideals are incompatible with capitalism and entrepreneurship.

Self-help groups

A self-help group (SHG) is a village-based economic conciliator committee of 10-20 women and men from the community. The SHGs' main goal is to help impoverished individuals by providing microfinance, as they are attracted to more excellent interest rates by their landlords. Even though Women's SHGs (WSHGs) have had remarkable success in carrying out women's social and economic empowerment, WSHGs face the following challenges.

- (a) Keeping track of your savings.
- (b) Maintain a coordinator-like demeanor.
- (c) Appointment of office bearers promptly.
- (d) Knowing the difference between customer and production credits.
- (e) Establishing reasonable regulations for interest rates, return schedules, bookkeeping, and poor liability writing.
- (f) Assisting in the establishment of a sense of security and stability

Major areas of women SHG:

Many women SHG members are interested in agriculture, horticulture, sericulture, dairying, animal farming, fisheries, and home-based industries such as handicrafts, beedi manufacturing, Agarbati making, tailoring and article of clothing manufacturing, ceramic & blacksmith production doll making, cosmetic items, beekeeping, beauty parlour, printing, fabric, electronic, chemicals, food processing, day nursery, baby playschool center, and stationery, among others.

Micro finance in SHG:

Microfinance is one of the rational development programmes revealed and implemented for long-term growth. It has been utilised to create a complete financial system transformation in

India. It was initiated as a resource to help the impoverished meet their little financial needs. It is regarded as the most pleasing activity for delivering sufficient and problem-free financing to the poor, as well as filling a vacuum in the formal institutional network of small finance provision. Self-Help Groups play a critical role in financial inclusion and women's empowerment. Self-Help Groups are small groups of impoverished individuals, usually between 15-20, who get together freely to address their poverty and other social issues. Instead, it is developed in a representative and democratic manner, with no political participation or ties. It should be an all-female or all-male group, not a mixed group. Despite this, women make up over 95% of all SHG members. The interior activity is the collection of modest savings from group members and the provision of small savings and bank loans by the group. Women make up a massive portion of the impoverished, owing to socioeconomic challenges, gender roles that are rigid, illiterate, and so on. Microcredit has been instrumental in forming Self Help Groups among these women. These social and microfinance models, however, have several defects:

1. Male-controlled culture's dominance in rural areas: This issue typically poses barriers to participation in this microfinance approach, which offers little rewards.
2. Geographically Isolated Regions: Due to the environmental separation of many rural places, fiscal institutes can access those communities, leaving those rural areas without the financial benefits supplied by that institution. People are unable to create SHGs due to a lack of financial resources.
3. Government inequity from previous social programmes: Occasionally, the government. They are not giving equal weight to a timetable for distributing these SHGs and other income-generating measures like MGNREGA, BHARAT NIRMAN, NRHM, and so on.

Marketing Activities by SHGs

The SHGs' marketing performance lags far behind the new globalisation benchmarks. Only in direct marketing do they meet. They solely sell their wares in the immediate vicinity. They don't consider huge production and massive marketing on a global scale. As with other produced products, filling the final goods does not draw a crowd. The SHGs have yet to form a marketing alliance. They don't want to sell their goods to people they don't know. They only want to sell to well-known persons, families, and other SHG members. They do not attempt to sell their wares at surrounding stores.

Major problems of women SHGs:

Women have always dominated in comparison to males, so when they leave the house to work alongside men, they encounter a slew of problems. Women in western financial systems are unconcerned about the plight of Indian women. Despite their great successes, women are lured by a variety of issues. Some are common among men and women, while others are solely bothersome to women. Some psychosocial concerns obstruct women's empowerment and progress toward entrepreneurship. The dominant male culture has long chastised women's out-of-home activities. Some main problems faced by women SHGs are as mentioned below:

1. At home, women have very little financial autonomy. As a result, women's SHGs usually fall short of supplementing their guaranteed quantity. As a result, banks are hesitant to fund initiatives led by SHGs.
2. As a result of the male-dominated Indian society, women's SHGs are seen with scorn and suspicion.
3. In rural regions, low levels of education, particularly among women, pose a substantial barrier. It makes it difficult for them to gather information and successfully offer their goods.
4. Women's SHGs are inefficient due to their heavy workload, primarily their family responsibilities.
5. For the reasons stated above, many women SHGs are forced to utilise intermediaries, which leads to their mistreatment.

Challenges in the formation of Self Help Group

After speaking with rural women, it was discovered that the majority of them first joined SHG without consulting their families, particularly their husbands or in-laws, who were adamant that they would not allow them to do so. Furthermore, societal practices exist in rural communities that keep women within the four walls of their homes. Many responders have issues with the government, banks, and other institutions. SHG is a way to create jobs while empowering the underprivileged and ensuring long-term development. From being judged as autonomous to being an affordable creative asset, the current strategy for women's emancipation has been beset by many problems. Here are a few examples:

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1. The peer group plan has been decreased, and women from all socioeconomic backgrounds have joined the SHG, causing the sanctity of equal opportunity to be questioned. Cooperation and production were eventually harmed as a result of this.
2. The SHG's viability has been questioned due to insufficient planning, deliberation, and support from the government and professionals.
3. There has been a disagreement on product and relationship familiarity, including backward and forward relationships.
4. The government's loan waiver mechanism has halted SHG. SHGs grew self-satisfied, hoping that the government would forgive their loan.
5. The SHG's ability development has been inadequate, and the SHG's uneducated labour has harmed the ultimate business interest.
6. Due to a lack of financial resources, restricted banking, and technological constraints, SHG cannot reach underserved rural regions.
7. The economy and credit assurance have also been weak, and banks are hesitant to issue a credit based on SHG's failure to repay.

Prospects to women SHG entrepreneurs:

Women who are well educated, legally sound, and effectively competent should be optimistic about running their own business while still dependent on wage work. Young women's hidden skills can be identified, educated, and used in various companies to boost industrial productivity. Every woman needs an appealing atmosphere to inspire entrepreneurial ideas and participate actively in commercial transactions. Other recently similar business options for women SHG entrepreneurs include:

1. Tourism
2. Event management
3. Plastic material
4. Food, fruits, & Vegetable dispensation
5. Environmental technology
6. Telecommunication
7. Mineral water
8. Bio-technology

9. Herbal and health care

Measures to remove obstacles:

Women's SHG entrepreneurship can be expanded by implementing a structured skill training package. A strategy like this may teach, support, and assist aspiring women SHG entrepreneurs in achieving their objectives. Several programmes, such as those funded by the World Bank, can be used for this purpose. Productivity, marketability, and practical management lessons should all be influenced by the route plan. The established SHG model should strive to improve on the following:

1. Training: Develop appropriate teaching modules for women and use physical and social communications to deliver community training.
2. Encourage entrepreneurial performance rather than leveraging borrowing for consumer purchases.
3. Women's SHGs in India are supported by mass media initiatives such as Clean India. Self-Help-Group (SHG) microfinance is a popular type of microfinance for encouraging micro-entrepreneurship among communities typically excluded from official financial services.

Analysis

The eradication of women's difficulties rather than being imperfect to the sole development of chances for women, entrepreneurship necessitates a significant transformation in traditional views and attitudes of individuals in society. As a result, it is serious about developing programmes that address behavioural changes, education, and valuable services. The essential task in developing women's entrepreneurship is to raise awareness among women about their sustenance, single identity, and contribution to the country's financial development and progress. The primary attribute of entrepreneurship should be instilled in women's brains from an early age. This might be accomplished by shadily drafting the prospectus to include fundamental facts and plausible allegations about a venture's management (financial, legal, and so on).

Findings and recommendations

Self Help Groups (SHGs) certainly promote the microfinance model, which has had great success in spreading social and core economic empowerment to women in various developing countries. However, the present approach, particularly in the government-led microfinance system, has to be limited to achieve goals beyond the modest early targets. All SHG women members should describe their fundamental knowledge about SHGs and their significance: SHG members' problems should be addressed and solved regularly. To protect the interests of the entrepreneurs, sufficient insurance exposure should be given to the business unit's assistance by SHG in addition to monetary losses. The flow of resources to Self Help Groups should be unstoppable, and the loan amount should be increased. Follow-up should be improved, the union should be strengthened, and banking and marketing aspects should be included.

Conclusions

As a valuable human resource, women may contribute effectively provided they are given the same opportunities and opportunities as males. They must be able to employ advanced technologies in their daily activities. Significant education and training must be made available to them in the same way to men. As a result, society and the government must find solutions to the women's SHG problem. Previously, the federal and state governments, non-governmental organizations, banks, NABARD, and various micro-business institutions took a variety of steps to address the issues of women SHGs, including providing training in various marketing-related abilities, communication and leadership skills, and team-building skills, among other things, as well as providing different types of incentives and financial support. The efficacy and efficiency of groups determine the success of SHGs. The government must concentrate on the significant issues that SHGs confront to improve resource recruitment and the financial expansion of SHG members. Self-help groups play an important role in improving members' saving and credit habits by instilling a saving habit, offering microcredit when needed, and promoting entrepreneurs. After participating in SHGs, the study found that SHG members' thrift and credit behaviours had improved significantly. They have improved their living level thanks to the loans provided by banks and the organisation. It has also instilled financial discipline in its members, and the low-cost, no-collateral loans have freed them from the charges of private money lenders.

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