

## ATTITUDE OF RURAL WOMEN TOWARDS SELF HELP GROUP

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**Abstract:** Self-Help Groups are regarded as one of the most effective tools for the development of women all over the world. The goal of forming and fostering Self-Help Group is to motivate and help women in engaging in productive activities that will improve their quality of life. The most terrible aspect about SHGs is that they go out of business after years of successful operation. The failure of SHGs to be sustainable is a source of concern. The attitudes of rural women regarding SHGs must be investigated in order for SHGs to be sustainable. In this context, the survey was done among rural women in the Rajnandgaon District of Chhattisgarh who were members of SHGs. For the investigation, an attitude scale was created. For data analysis, the proper statistical tests were employed. Emerging challenges in livelihood security necessitate group action; hence, building social capital is the critical in reducing rural poverty in India. Self-help groups (SHGs) have emerged as an effective mechanism of empowerment as well as being an efficient mode of technology dissemination. Data were solicited from 100 respondents randomly selected SHG members of Rajnandgaon district of Chhattisgarh state, India. According to the findings, the majority of member respondents had a moderately good attitude of SHG (31.67 percent of SHG members and 29.17 percent of SHG non members) Members had 17.50 percent of respondents with a very unfavourable attitude, while non-group members had 25.00 percent with a very unfavourable attitude. Respondents with a highly favourable attitude toward SHGs were 20.00 percent in the case of members and 19.16 percent in the case of non-members. The independent sample t-test revealed that non-members of SHGs had a negative attitude was found significantly favorable than members of SHGs ( $t=1.133^{**}$ ).

**Keywords:** Rural women, Self-help group, Attitude index, Behavior

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