

EMPOWERMENT OF RURAL WOMEN'S SHGS THROUGH AGRO BASED ENTERPRISES

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Abstract: The present study was conducted in Deoria district of Uttar Pradesh state. Two blocks i.e. Salempur and Bhatpar Rani were selected purposively for this study. A sample of 120 respondents was purposively selected on the basis of their involvement in food processing and dairy management, considering 60 respondents from each block. The respondents were interviewed with the help of well structured interview schedule. The findings revealed that majority of the respondents had medium level of participation in food processing and dairy management practices. Majority of respondents faced the constraints of dominance of male members in family, lack of information about food processing dairy management, difficulty in marketing of processed products and animal rearing practices was observed.

Keywords: Participation, Empowerment, Food processing, Dairy management practices, Agro based enterprise

INTRODUCTION

Empowerment is an active multidimensional process which should enable women to realize their full identifies and power in all spheres of life. Gainful empowerment has been viewed as a critical entry points for women's participation in income generating activities which enhance their status and decision making power. Self Help Groups have greatly helped rural women to understand their rights and have freedom of expression. This confidence building and access to credit has improved their personality and respect in the society etc. Women's organizations especially Self Help Groups are playing very important role increasing visibility bargaining power of women to strengthen their voices in development. Self Help Groups play a very vital role in empowerment of women psychologically, culturally, socially, economically and politically i.e. in all spheres of life.

Self Help Groups are considered as one of the most significant tools in participatory approach for the economic empowerment of women. It is an important institution for improving life of women on various social components. The basic objectives of SHGs are to develop the saving capacity among the poorest sections of the society. Self Help Groups enable the poor especially the women from the poor households, to collectively identify, priorities and tackle the problems they face in their Socio-economic environment. The rural women of SHG undertake various income generating activities to strengthen themselves.

The processing of various fruits and food crops is carried out on large scale under Self Help Groups. SHGs involved in the food processing also have to

perform various functions like keeping information on agricultural supplies in the region, collection of raw materials, manufacturing, packaging, distribution and marketing of processed products etc. thus all these activities help women members of SHG to improve Socio-economic condition of them and empower themselves, Self Help Group women's are also involved in agro based enterprises like dairy management and dairy technology as their side business. Dairying in India is one of the important subsidiary occupations in the rural areas next to agriculture. In livestock management, indoor jobs like milking, cleaning etc are done by women in 90 percent families. Thus women members of SHG have empowered themselves through agro based enterprises. Therefore, they are involved in the processing of various fruits, vegetables, food crop and sale of milk, preparation of khoa, curd etc with this view, the study "Empowerment of rural women's SHG members through agro based enterprises like food processing and dairy management practices" was undertaken.

METHODOLOGY

The present study was conducted in Deoria district of Uttar Pradesh state. The Salempur and Bhatpar Rani Block of Deoria district were purposively selected for this study. Sample of 120 respondents were purposively selected, 60 respondents from each block on the basis of their involvement in food processing and dairy management. The respondents were interviewed with the help of well-structured interview schedule and analyzed by using suitable statistical techniques like mean, frequency, percentage correlation and standard deviation.

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RESULT AND DISCUSSION

Participation of SHG women members in food processing

From Table 1 it was observed in that majority (82.5%) respondents were participated in storage of

processed product followed by 75.00 percent participated in monthly meeting of SHG and 70.00 percent participation in financial transaction of food processing unit and also participated in various training programme related to food processing.

Table 1. Participation of SHG women members in food processing activities (N=40)

Particular of Participation	Full Participation		Partial Participation		No Participation	
	F	%	F	%	F	%
Purchasing of raw materials for food processing	17	42.50	21	52.50	2	5.00
Participation in training programme	28	70.50	00	00.00	12	30.00
Decision in selling of processed food products	5	12.50	31	77.50	4	10.00
Preparation of processed food products	11	27.50	29	72.50	00	00.00
Packaging of processed food products	12	30.00	23	57.50	5	12.50
Storage of processed product	33	82.50	6	15.00	1	2.50
Distribution of processed products	00	00.00	29	72.50	11	27.50
Transaction and banking activities of SHG	15	37.50	19	47.50	6	15.00
Participation in financial transaction of food processing unit	28	70.00	6	15.00	6	15.00
Participation in monthly meeting of SHG	30	75.00	9	22.50	1	2.50

It was observed that 42.5 percent respondents had involved in purchasing of raw materials for food processing and 37.5 percent had engaged in transaction and banking activities of SHG. From the given data it was revealed that in the activities like decision in selling of processed food products,

preparation, distribution, packaging of processed food products and purchasing of raw materials for food processing the SHG women members had partial participation. They take help of their family members and labours in these activities.

Table 2. Participation of SHG women members in dairy management practices (N=80)

Particular of Participation	Full Participation		Partial Participation		No Participation	
	F	%	F	%	F	%
Milking of animals	22	27.50	37	46.25	15	18.75
Care of pregnant animals	69	86.25	10	12.50	1	1.25
Purchasing and selling of animals	1	1.25	17	21.25	62	77.50
Purchase of fodder	11	13.75	54	67.50	5	6.25
Identification of sick animals	19	47.50	37	46.25	24	30.00
Decision of selling of milk and milk products	21	26.25	47	58.75	2	2.50
Transportation of milk and milk products	15	18.75	30	37.50	35	43.75
Preparation of milk products	63	78.75	5	6.25	2	2.50
Banking transaction	7	8.75	56	70.00	17	21.25
Primary Health Care	35	43.75	23	28.75	22	27.50

Participation of SHG women members in dairy management practices

From the data given in table 2 it was observed that maximum (86.25%) respondents were involved in care of pregnant animals followed by 78.75 percent had preparation of milk products and 47.5 percent were involved in identification of sick animals. Further data revealed that 43.75 percent respondents were involved in primary health care practices of animals 27.5 and 26.25 percent were involved in

milking of animals, decision of selling of milk & milk products respectively. While 18.75 percent respondents were involved in transportation of milk and milk products and 13.75 percent had purchase of fodder. The further data revealed that 8.75 percent of respondents were involved in activities of banking and transactions of SHG and only 1.25 percent of respondents were involved in purchasing and selling of animals.

Table 3. Relationship of profile of women members of SHG with participation

Characteristics	Value of Co-efficient of correlation
Age	-0.698*
Education	0.797**
Caste	-0.146 NS
Annual income	0.725**
Social participation	0.269**

Mass media exposure	0.618**
Market orientation	0.644**
Risk orientation	0.684**

**Significant at 0.01%

*Significant at 0.05%

NS- Non Significant

Relationship of the profile of women members of selected SHG groups with participation

It was observed from table 3 that independent variables namely education, annual, income, social participation, mass media exposure, market orientation and risk orientation had positive and

significant relationship with participation of SHG women members at 1 percent level of probability whereas age was negatively but significantly correlated with participation at 5 percent level of probability caste was non-significant with participation of SHG women members.

Table 4. Constraints experienced by women members of SHG in participation of food processing and management practices (N=120)

Constraints	Frequency	Percentage	Rank
Dominance of male members in family	92	76.66	I
Shortage of green leaves and clean water	71	88.75	II
Difficulty in marketing of processed products	68	85.00	III
Lack of risk bearing ability due to higher investment in food processing	61	50.83	IV
Lack of information about food processing	58	48.33	V
Lack of adequate knowledge about diseases and vaccination of cattle's	53	44.16	VI
Lack of information about proper animal rearing practices	47	39.16	VII
Lack of information about dairy management practices	45	37.50	VIII
Lack of help in problem solving	43	35.83	IX
Higher time consumption for household work	41	34.16	X
Lack of confidence while taking decision	40	33.33	XI
Difficulty in proper selection of cattle breed	39	32.50	XII
Difficulty in sale of food processing products due to higher prices in local market	37	30.83	XIII
Improper method for food processing due to lack of training	24	20.00	XIV
Lack of information about preparation of milk products	7	5.83	XV

Constraints experienced by SHG women members in food processing and dairy management practices

The data in table 4 revealed that maximum (76.66%) respondents faced problems of dominance of male members in family got rank I followed by 88.75 percent respondents shortage of green leaves and clean water got rank II and 85.00 percent of respondents faced problem of difficulty in marketing of processed products. 50.83 and 48.33 percent of respondents faced problem of lack of risk bearing ability due to higher investment in food processing and lack of information about food processing are also the important constraints got rank IV and V respectively, while 44.16 percent of respondents faced problem of lack of adequate knowledge about disease and vaccination of cattle's. It was also observed that 39.16 percent respondents faced problem lack of information about proper animal rearing practices. While 37.5 percent respondents lack of information about dairy management practices and 35.83 percent also faced problem lack of help in problem solving. It was also seen 34.16 percent respondents faced problem of higher time consumption for household work while 33.33 percent respondents lack of confidence while taking decision. It was also observed that 30.83 percent respondents faced difficulty in sale of food processing products due to higher prices in local market and only 5.83 percent respondent's lack of information about

preparation of milk products got last rank, all these were constraints faced by SHG women members.

CONCLUSION

The present investigation concluded that the training programmes should be arranged to acquire new skills, methods and new technology about agro based enterprises. For orientation about new technology some method and result demonstration should be conducted by different extension agencies, for increasing participation of Self Help Groups women. The study also concluded some of important constraints like thinking of women about dominance of male members in family should be removed from their minds, lack of confidence in taking the decision, lack of guidance in problem solving lack of risk bearing ability due to higher investment in food processing, lack of adequate knowledge about diseases and vaccination of cattle's etc should be overcome by creating awareness among them and by encouraging the women through undertaking various programmes on capacity building of SHG women by extension agencies.

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