Volume 13 Issue 38
Originally issued as E4



Global Journal of human social science
Economics
Volume 13 Issue 4 Version 1.0 Year 2013
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

SHGS and its Marketing Problems

By V. Krishnaveni & Dr. R. Haridas
Karpagam University, India

Abstract - This paper is focused on the Problems of Self Help Groups. Women constitute nearly half of the rural population in India and play a vital role in Rural Economy. It is necessary for programmes specially targeted for a woman has been emphasized. As a result of the poverty alleviation scheme, such Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-employment (TRYSEM) and Development of Women and Children in Rural Areas (DWCRA) have been initiated. Self Help Groups are voluntary associations for the poor who come together to improve their socio-economic conditions. For that they start the various business transactions. While doing their business Self Help Groups are facing many problems like, to find the marketing potential, poor product packaging, Lack of materials, machines and equipments, getting the loan from bank, repayment of the loan, continuity, lack of awareness and Marketing their products etc., This study analyse the marketing problems faced by the self help groups of Coimbatore district.

GJHSS-E Classification : FOR Code: 720401



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SHGS and its Marketing Problems

V. Krishnaveni [α] & Dr. R. Haridas [σ]

Abstract - This paper is focused on the Problems of Self Help Groups. Women constitute nearly half of the rural population in India and play a vital role in Rural Economy. It is necessary for programmes specially targeted for a woman has been emphasized. As a result of the poverty alleviation scheme, such Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-employment (TRYSEM) and Development of Women and Children in Rural Areas (DWCRA) have been initiated. Self Help Groups are voluntary associations for the poor who come together to improve their socio-economic conditions. For that they start the various business transactions. While doing their business Self Help Groups are facing many problems like, to find the marketing potential, poor product packaging, Lack of materials, machines and equipments, getting the loan from bank, repayment of the loan, continuity, lack of awareness and Marketing their products etc., This study analyse the marketing problems faced by the self help groups of Coimbatore district.

I. Introduction

In our country, usually the poor people in time of their emergency run to the door of the Landlords and money lenders to fulfill their credit needs and this comes usually at a very high interest. In India, it is too difficult to find a financial institution to meet such requirements. To meet the emergency need the Self Help Groups (SHG) evolved. Members of the SHGs started savings as the prime work and this savings of the members opened the way for different income generating activities. Government wants to help these groups during initial period of the business to overcome the teething problems and provides support and training ultimately to function independently as a successful business venture. During their business Self Help Groups are facing many problems like, to find the marketing potential, poor product packaging, Lack of materials, machines and equipments, getting the loan from bank, repayment of the loan , continuity, lack of awareness and Marketing their products etc.,

II. Meaning and Definition

SHG is the small group formed by the women members (normally 12 to 20 members) residing in a particular locality, possessing the core skill capability of producing a product individually or in groups and have started business venture of their own with the support of the Government agencies. NABARD defines SHG " as a homogeneous group rural poor voluntarily formed to save whatever amount they can conveniently funds of the group to be lent to the members for meeting productive and emergent credit needs."

III. Purposes

In order to achieve the independent movement of Rural people, with reference to improve their socio-economic status, the self help groups have been formed. The main purposes for starting Self Help groups are,

- To develop the poor women
- To raise the level of social consciousness of members.
- To work for social and economic empowerment and
- To bring about gender equality in the society.
- To fulfill their commitments without depending other and
- To develop the self – confidence and awareness in the society.

a) Scope of the Study

This study is made from the point of view of the women SHGs regarding the performance of women self help groups, by collecting the information's regarding their income, expenditure, problems and How to solve such a situation.

b) Objectives of the Study

The following are the objectives of the study:

- To Study the origin and development of Self - Help Groups in Coimbatore.
- To Study the Performances of Self - Help Groups in Coimbatore.
- To Find the Marketing Problems faced by Self - Help Groups in Coimbatore.

IV. Research Methodology

a) Research Design

It is an empirical study (Descriptive approach) based on survey method. The data have been collected both from primary and secondary sources. Primary data were collected from the Animators of SHGs in Coimbatore through the Interview Schedule.

Author α : Assistant Professor & Ph.D - Research Scholar Department of Management (UG), Karpagam University, Coimbatore.
E-mail : krish.rkv_99@yahoo.com
Author σ : Professor and Head, Department of Business Administration, Government Arts College for Men Krishnagiri.
E-mail : hharidas@yahoo.com

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Secondary data were collected from the reports maintained by the SHG's published reports, journals, magazines and websites.

Sample Size

600 respondents were selected for this study.

b) Marketing Problems of Self Help Groups

The following are the marketing problems of Women Self Help Groups in Coimbatore district:

- Limited financial strength hence limited borrowing capacity
- Lack professionalism because the members are less qualified
- Marketing of production poses a major challenge for the SHGs
- Consumers reluctance to buy the products when the products produced by the MNCs are available in the market
- Lack of machines and equipment to meet market capacity.
- Lack of awareness and Marketing their products
- Difficulty in Physical Distribution.
- Less promotional Activity for SHGs products, etc

Table 1

Age	Number of Respondents	Percentage
Up to 30	174	29.00
31 to 45	282	47.00
Above 45	144	24.00
Total	**600**	**100.00**

Inference

The above table shows that, out of 600 respondents 282 were coming under the age of 31 to 45 years and 174 were coming under the age up to 30 years and 144 respondents were coming under the age of above 45 years.

Table 2

Place of Residence	Number of Respondents	Percentage
Rural	222	37.00
Semi-urban	186	31.00
Urban	192	32.00
Total	**600**	**100.00**

Inference

The above table shows that, out of 600 respondents 37 percent respondents were coming from Rural and 32 percent respondents from Urban and 31 percent respondents were coming from semi-urban.

Table 3

Educational Qualification	Number of Respondents	Percentage
Illiterate	126	21.00
Schooling	300	50.00
Under Graduation / Diploma	168	28.00
Post Graduation	6	1.00
Total	**600**	**100.00**

Inference

It is depicted that table number 3, out of 600 respondents 300 respondents were Schooling level and 6 respondents were under the Post graduation level.

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Table 4

Family Income	Number of Respondents	Percentage
Up to Rs. 10000	50	8.30
Rs. 10001 to Rs. 20000	407	67.80
Above Rs. 20000	143	23.80
Total	**600**	**100.00**

Inference

It is interpreted that, out of 600 respondents 67.8 percent of respondents were earning from Rs. 10,001 to Rs. 20,000: and 8.3 percent of respondents were earning up to Rs. 10,000. 23.8 percent of respondents were earning above Rs. 20,000.

Table 5

Nature of Activities Involved	Number of Respondents	Percentage
Hand Craft	259	43.20
Catering Services	136	22.70
Weaving & Tailoring	102	17.00
Others	103	17.20
Total	**600**	**100.00**

Inference

It is observed that out of 600respondents, 259respondents were doing the handcraft and 102 respondents were doing weaving and Tailoring. 136 respondents were involved in catering services and 103 respondents were involved in others category.

H_o: Age is not associated with level of problem

Table 6

Age	Level of Problem			Total
	Low	Moderate	High	
Up to 30	18	120	36	174
	(10.30%)	(69.00%)	(20.70%)	(100.00%)
31 to 45	22	212	48	282
	(7.80%)	(75.20%)	(17.00%)	(100.00%)
Above 45	25	89	30	144
	(17.40%)	(61.80%)	(20.80%)	(100.00%)
Total	**65**	**421**	**114**	**600**

Df: 4 Table Value: Five per cent level: 9.488

Calculated χ^2 Value:11.672 One per cent level: 13.277

The percentage of respondents with high level of problem is found high among respondents, who are above the age of 45 years. The percentage of respondents with low level of problem is found also high among respondents, who are above the age of 45 years. Comparing the percentage it is inferred that respondents, who are above the age of 45 years are with high level of problem. As the calculated Chi-square value is greater than the table value at five per cent level, there exists significant association between age and level of problem. Hence, the null hypothesis is rejected.

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H_o: Family Income is not associated with level of problem

Table 7

Family Income	Level of Problem			Total
	Low	Moderate	High	
Up to Rs. 10000	12	38	0	50
	(24.00%)	(76.00%)	(0.00%)	(100.00%)
Rs. 10001 to Rs. 20000	34	285	88	407
	(8.40%)	(70.00%)	(21.60%)	(100.00%)
Above Rs. 20000	19	98	26	143
	(13.30%)	(68.50%)	(18.20%)	(100.00%)
Total	**65**	**421**	**114**	**600**

Df: 4 Table Value: Five per cent level: 9.488

Calculated χ^2 Value:22.426 One per cent level: 13.277

The percentage of respondents with high level of problem is found high among respondents, who are having income between Rs. 10001 to Rs. 20000. The percentage of respondents with low level of problem is found also high among respondents, who are having the income Up to Rs. 10,000. As the calculated Chi-square value is greater than the table value at one per cent level, there exists significant association between family income and level of problem. Hence, the null hypothesis is rejected.

H_o: Type of business is associated with level of problem

Table 8

Type of Business	Level of Problem			Total
	Low	Moderate	High	
Hand Craft	24	187	48	259
	(9.30%)	(72.20%)	(18.50%)	(100.00%)
Catering Services	12	97	27	136
	(8.80%)	(71.30%)	(19.90%)	(100.00%)
Weaving & Tailoring	15	73	14	102
	(14.70%)	(71.60%)	(13.70%)	(100.00%)
Others	14	64	25	103
	(13.60%)	(62.10%)	(24.30%)	(100.00%)
Total	**65**	**421**	**114**	**600**

Df: 6 Table Value: Five per cent level: 12.592

Calculated χ^2 Value:7.466 One per cent level: 16.812

The percentage of respondents with high level of problem is found high among respondents, who are doing the business in others category. The percentage of respondents with low level of problem is found high among respondents, who are doing the business in Weaving and Tailoring. As the calculated Chi-square value is less than the table value at five per cent level, there does not exists any significant association between type of business and level of problem. Hence, the null hypothesis is accepted. (Others Category business consists of various business like Rice business, Milk business, Vegetable store, Grocery shop, Fishery shop, Petty shop, Coconut business, Medical shop, Samiyana, Maavu business, Timber work, etc.,)

V. Findings

- It is observed that, out of 600 respondents 282 were under the age of 31 to 45 years and 174 were under the age up to 30 years and 144 respondents were coming under the age of above 45 years.
- Out of 600 respondents 37 percent respondents were coming from Rural and 32 percent respondents from Urban and 31 percent respondents were coming from semi-urban.
- It is depicted that 300 respondents were Schooling level and 6 respondents were under the Post graduation level.
- It is interpreted that, out of 600 respondents 67.8 percent of respondents were earning from Rs. 10,001 to Rs. 20,000 and 8.3 percent of respondents were earning up to Rs. 10,000. 8.3. percent of respondents were earning above Rs. 20,000.
- Out of 600respondents, 259respondents were doing the handcraft and 102 respondents were doing weaving and Tailoring. 136 respondents were involved in catering services and 103 respondents were involved in others category.
- The Chi-square test reveals that the percentage of respondents with high level of problem is found high

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among respondents, who are above the age of 45 years. The percentage of respondents with low level of problem is found also high among respondents, who are above the age of 45 years.

- The Chi-square test depicts that the percentage of respondents with high level of problem is found high among respondents, who are having income between Rs. 10001 to Rs. 20000. The percentage of respondents with low level of problem is found also high among respondents, who are having the income Up to Rs. 10,000.
- The percentage of respondents with high level of problem is found high among respondents, who are doing the business in others category. The percentage of respondents with low level of problem is found high among respondents, who are doing the business in Weaving and Tailoring.

VI. Suggestions

From the above study we can suggest tha, who are above the age of forty five years are facing high level of marketing problem. As the chi square test represents that family income is not associated with level of problem and the type of business is associated with the level of problem and the age is not associated with the level of problem.

VII. Conclusion

Thus, we can conclude that all Self Help Groups must select the right products, qualified persons for proper management, proper training for prompt production, Governments Assistance for facing the marketing problems. It is quite necessary to train them effectively for getting awareness in the marketing potential area.

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