



Research Article

MOTIVATIONAL FACTORS AND UTILIZATION PATTERN OF LOAN BY SELF HELP GROUP MEMBERS

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Abstract- Self-help groups play a tremendous role in empowering women through providing an excellent platform to improve the self- confidence, leadership, communication skills, decision making capacity, social recognition, standard of living etc. The present study is based on an empirical survey of 10 self help group in 5 talukas of Amreli district of Gujarat state covering 90 members (9 members from each SHG) with a focus on two major aspects of SHGs viz., motivational factors for joining the SHG and the utilization pattern of loan. The study resulted that major motivational factor for joining the SHG were; in case of awareness building and status building; all the women had motive to generate income and self reliance; among NGO development, majority women (92.22 per cent) motivated by other self help groups; related to media concerned 75.56 per cent women motivated through television and with respect to personal & institutional concern majority (95.56 per cent) women were motivated through extension workers. In case of loan utilization pattern by the SHG members, most of them (92.50 per cent) utilized the loan for regular household expenditure followed by education of children (55.50 per cent).

Keywords- Self help groups, Empowerment, Motivational Factors, Loan pattern.

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Introduction

Inaccessibility of formal finance and the seemingly extraordinary terms of the informal finance for the poor provided a strong need and ample space for innovative approaches to serve the financial needs of India's rural poor. Self Help Groups as an informal arrangement for credit supply to the poor is fast emerging as a promising tool for promoting income generating enterprises. The concept of the self help groups (SHGs) stands to underline the principle "for the people, by the people, and of the people". Self help group is a small economically homogeneous and affinity group of rural poor women which voluntarily agrees to contribute to a common fund to be lend to its members as per the decision of the group which works for groups solidarity, self and group awareness, social and economic empowerment in the way of democratic functioning (Kumar 2007; Mishra et al.,2002)[2,3]. This study aimed to describe motivational factors in women's participation in Self-Help Groups (SHG) that had recently become a main stream of women's development program in India. The purposes of which empowering women to solve social injustice as a group and to increase access to money through mutual support on micro-credit activities. Access to poor household to loan under SHG-bank linkage has improved the asset position, increased savings; shifted borrowings pattern and activities financed, increase employment and consumption expenditure and had a positive impact on income, and beneficial social impact. Now-a- days a more number of farm women are joining the self help groups. Considering the above facts, the present study was an attempt to examine two major aspects of the selected SHGs in the Amreli districts of Gujarat state viz, motivational factors and the loan utilization pattern of SHG members.

Materials and Methods

The present study was conducted in Amreli district of Gujarat state. Five talukas of Amreli district, viz., Lathi, Lilia, Amreli, Dhari, and Kukavav where SHGs formed under Integrated Watershed Management Programme were selected purposively. Total 90 respondents were selected from 10 SHGs. Nine members from each SHGs were selected randomly. In light of the objectives, the interview schedule was prepared. The data were collected by personal interview of the respondents. Statistical tools such as frequency, per cent and rank were employed to analyze the data.

Result and Discussion

Motivational factor for women to join self help group

In the present study, attempt has been made to know the motives behind shift towards self help groups. Based on review, the motivational factors were enlisted in five different categories and the SHG women ask to mention the motives behind shift toward self help group. The results are presented in [Table-1].

Awareness building

Among awareness building concern motives, it is clear from the [Table-1] that per cent respondents reported the motives to generate income was rank first followed by to learn new things (75.56 per cent) and to get recognition (56.67 per cent) were ranked second and third, respectively. While nobody had the motives to serve exploited women and to serve poor this might be because majority of the women were medium economic conditions and it can be also said that most of the SHG women were daily labour and they start new business like handicraft, catering, growing vegetables in low cost green house, nursery raising, beauty parlors and tailoring to generate income. Secondly, they considered general motives to learn new things and get recognition because now a days women

become more conscious about their child and family welfare and for that this might be the above situations.

This finding was in line with that Mishra *et al.* (2002) and Chandravadia (2009) [1,3].

Table-1 Motivational factor for women to join Self Help Group
n=90

Sr. No.	Motivational Factors	Frequency	Percentage	Rank
A. Awareness building				
1.	To learn new things	68	75.56	II
2.	To get recognition	51	56.67	III
3.	To generate income	90	100.00	I
4.	To serve Exploited women	0	0	--
5.	To serve poor	0	0	--
B. Status Building				
1.	Self Esteem	47	52.22	III
2.	Self Reliance	90	100.00	I
3.	Self Respect	38	42.22	II
4.	Self interest	85	94.44	IV
C. NGO Development				
1.	Existence of NGO	0	0	--
2.	Other Self help Group	83	92.22	I
D. Media Concerned				
1.	Television	68	75.56	I
2.	Radio	0	0	--
3.	Book	0	0	--
4.	Farm Literature	2	2.22	II
5.	Internet	0	0	--
E. Personal & Institutional Concern				
1.	Family members & friends	33	36.67	V
2.	Neighbours & relatives	39	43.33	IV
3.	Extension workers	86	95.56	I
4.	Learned Personalities	16	17.78	VII
5.	Motivational Tours	62	68.89	III
6.	Self help Groups Meeting	79	87.78	II
7.	Exhibition & Fairs	26	28.89	VI

Status building

With respect to status building motives data revealed in [Table-1], it is interesting to note that percent of the respondents were the motives of self reliance ranked first followed by self interest (94.44 per cent), self esteem (52.22 per cent), and self respect (42.22 per cent) were ranked second, third and fourth, respectively.

It can be concluded from the above results, the majority of SHG women attracted toward self help group due to self reliance in financial matters, talk with confidence within the group and outside the groups, ability to take decision, skill development, etc. some of them had motives to self interest in activity of self help group and some self help group women were a motive to self esteem and self respect in ability to take risk, ability to try new venture, ability to solve the problem and conflict resolution.

This finding was in line with Chandravadia (2009)[1].

NGO development

As regard the non government organization development, the result showed in [Table-1] that a great majority (92.22 per cent) of the self help group women were motivated to other self help groups was rank first and nobody were motivated by existence of NGO.

Hence, it can be concluded that the other SHGs was the important source of motivation for shift toward self help groups. Government and Non Government Organization are engaged in activity for promotion of self help groups and they arrange the SHG development programme like sakhimandal, watershed yojna, and SGSY. SHG women are take part in activity of self help group and empowerment achieved.

This finding was in line with that Mishra *et al.* (2002), Sinha *et al.* (2003), Suneetha and Kadiyala (2004), Kumar (2007), Singh *et al.* (2007) and Chandravadia (2009) [1-5,7].

Media concerned

Media play an important role to aware the people about transfer of technology. In present study, the important media source, which have motivated the women toward self help groups were also identified. The information regarding this was

presented in [Table-1].

The data indicated that three-fourth (75.56 per cent) of self help women were motivated through television followed by only 2.22 per cent with farm literature. This situation might be that majority of the women had no radio, no subscription of any magazine and no internet facilities.

It is crystal clear from the above discussion that television was the single source that had motivated majority of the women towards self help groups. It might be due to fact that many programmes are relay on television to empower the women.

This finding is supported by the result of Chandravadia (2009)[1].

Personal and institutional concern

Institutions and agencies with whom she works or come into contact affect an individual. Which affects the decision making process while keeping these point as in mind, women were asked to name the person (s) or institution, which led them to shift towards self help groups. The information regarding this is depicted in [Table-1].

The data presented in [Table-1], portray that extension workers (95.56 per cent) was the important source of motivation for shift towards self help groups and ranked first followed by self help groups meeting (87.78 per cent), motivational tour (68.89 per cent), neighbours and relatives (43.33 per cent) and were ranked second, third and fourth as motivational source, respectively. Family members and friends (36.67 per cent), exhibition and fairs (28.89 per cent) and learned personalities (17.78 per cent) were other sources, which motivated the considerable number of SHG women.

From the above discussion, it can be concluded that now a days many government programmes had work for formation of SHGs and for that many extension workers frequently visited in the villages for motivation to join SHGs and some of the women motivated through other self help group meetings due to share the new idea, concept, facts, talk in the group meeting, which type of agenda selected in meeting and other important things in SHG meeting. Some of them motivated through neighbour and relatives, motivational tour and family members and friends and learned personalities to join the SHGs.

This finding was in line with Suneetha and Kadiyala (2004) and Chandravadia

(2009) [1,7].

Utilization pattern of loan by members of SHGs

The financial facilities were provided to the members of SHG. The financial support was in terms of loans to the members with interest to be paid by beneficiaries according to the rules of SHG. This amount of loan was used by the members for their social and economical obligations. It is depicted in [Table-2]. From [Table-2], it can be pointed out that majority (92.50 per cent) of the SHG members utilized the loan taken for regular household expenditure followed by children's education (55.50 per cent). Since they are housewives, they have greater responsibility in running the family and looking after daily expenditure. The respondents also reported that there is smooth running of the family without any problem because they were utilizing the loan on regular household expenditure. Before earning any income, SHG members contribution towards their children's education was very poor and were taken care by their husbands only. But after

joining SHGs and taking up economic activity their earnings allowed them to contribute to their school going children's education. They also know the importance of education in life and they do not want their children to be like themselves i.e., illiterates and somewhat literate. Hence, their contribution towards children education was good. 28.00 per cent respondents were utilized their loan for celebrating festivals and only 16.00 per cent of the respondents reported that loan taken sometimes was given to their husbands. The reason is because if they do not give the money they were not allowed to join SHGs and the other reason is that they had faith over their husbands that the money was utilized for right purpose only. It is interesting to note that SHG members were taken loan for "Health purpose" and "Consumption of nutritious foods" i.e. 43.00 per cent and 42.00 per cent respectively. The reason might be that in some villages KVK scientists were given training on Health and hygiene and importance of nutrition. This might be the probable reason and nobody was taken the loan for "Marriage of children", "Renovation of house", "Expansion of business" and "entertainment".

Table-2 Utilization pattern of Loan by members of SHGs

n=90

No.	Item	Respondents	
		Percentage	Rank
1.	Regular household expenditure	92.50	I
2.	Education of children	55.50	II
3.	Health purpose	43.00	III
4.	Celebrating festivals	28.00	V
5.	Consumption of nutritious foods	42.00	IV
6.	Marriage of children	0.00	--
7.	Renovation of house	0.00	--
8.	Giving it to husband	16.00	VI
9.	Expansion of business	0.00	--
10.	Entertainment	0.00	--

This finding is similar with the findings reported by Sowjanya (2007)[6].

Conclusion

The study has revealed some significant trends regarding the motivation for joining the SHGs by the members. The Personal, social and economic factors have influenced the members in joining their SHGs. Personal factors like self reliance and self interest, economic factors like generate income, Social aspirations like self esteem, self respect have led maximum number of members to join SHGs. Extension workers, self help group meetings, motivational tours motivated maximum number of members to join SHGs followed by neighbours & relatives, family members & friends as the source of motivation. In case of loan utilization patterns it can be concluded from the result that majority of the women utilized the loan for regular household expenditure (Rank I), education of children (Rank II), health purpose (Rank III), Consumption of nutritious foods (Rank IV), Celebrating festivals (Rank V) and Giving it to husband (Rank VI).

Conflict of Interest: None declared

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