

# A Study on The Efficacy of Entrepreneurship Through Such A Self-Help Group In Mettupalayam Taluk Coimbatore District

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**Abstract-** *The Mettupalayam urban area has a gorgeous natural setting. The blue mountain hills are close to the Western Hemisphere. Both agribusiness and their need for water are met at once by the Bavani River. One of Coimbatore's significant wealth generators for the demands of the Coimbatore corporation is Mettupalayam. Both men and women must work in this modern world in order to live a healthy and affluent life. Even in Mettupalayam, the familial and economic situation is precarious. They both had to leave to work so they could support themselves. Making money this way is not simple. The self-help groups were developed in rural and urban areas for this cause. The self-help groups help to improve the poor's standard of living and commerce. Self-help groups have traditionally played a key role in the empowerment of women. It promotes the growth of small business owners who produce goods like clothing, food, Xerox, and other things. Innovation is the process by which one person establishes his or her own business while also hiring others. The person is known as an "entrepreneur." Self-employment fosters creativity and contributes to the nation's economic expansion. Small-scale business development helps the country experience sustainable economic growth by decreasing the concentration of assets in a select few hands.*

**Keywords-** Self Help Group, Woman Entrepreneurship.

## I. INTRODUCTION

Women who organise a firm or industry and offer potential jobs to others are said to be entrepreneurial women. Even structured and unorganised sectors are open to female entrepreneurs. In comparison to other developed and developing nations, just 8% of India's small-scale manufacturing businesses are owned and operated solely by women entrepreneurs. Around 50% of businesses in the USA are owned by women. The two opposite sides of the same coin are strength and weakness. As a result, everyone who participates in the SHG must understand that each member has unique skills and shortcomings. Nobody should take responsibility for another person's failings, such as Each SHG

member shares equal responsibility for the business's success or failure. A self-help group can take the lead in any activity that generates cash so that group members can find work and raise the socioeconomic status of their families. The club gives women a platform for money generation while encouraging cooperation and mutual aid. An SHG is a small, economically disadvantaged group of rural poor people who have agreed to join together to save money and reciprocally agree to contribute to a common fund that will be lent to members of the group in accordance with decisions made by the group for their socio-economic development, according to the definition of an SHG as approved by the National Bank for Agriculture and Rural Development. Self-help groups, as their name suggests, are spontaneous gatherings of 15 to 20 people from the same social class who meet to discuss difficulties they have in common. The organisation itself serves as a base to distribute essentials and resolve the financial and social problems of its members. The primary goal of SHGs is to strengthen group members and make them economically independent and secure through self-employment.

## II. AIMS OF THE STUDY

1. To investigate the self-help group's members' attitudes in Mettupalayam Taluk.
2. To research the socioeconomic characteristics of SHG women
3. To examine the justifications for joining SHG
4. To determine how SHGs affect women
5. To make recommendations based on the respondents' viewpoints

## III. METHODS AND MATERIALS

The field survey method and individual interview approaches were used because this study is empirical. Using a straightforward random selection technique, 200 responses were analysed. main sources from the member's interviews were used in the survey approach, along with primary data collection. The district of Coimbatore's Mettupalayam Taluk

was the subject of the study. The Mettupalayam Taluk in the Coimbatore area was specifically chosen by taking into account factors like proximity, affordability, and the researcher's home town. In the Coimbatore District, the Mettupalayam Taluk has a thriving urban centre. The Self Help Group plays a significant role in the economic empowerment of women in that urban area. 313 self-help groups are active and working to advance women. In order to get pertinent primary data from microcredit borrowers, I chose the respondents from that SHG using the Field Survey method and the personal interview methodology.

#### IV. TOOLS USED FOR DATA COLLECTION

One interview schedule was created by including all relevant questions, including those about the respondents' satisfaction with the use of SHG members and personal, financial, and other characteristics. The schedule was prepared with the goal of increasing its validity and reliability, and it was finalised after any flaws were fixed. This study has made use of percentage analysis.

#### V. DATA ANALYSIS AND INTERPRETATION

**Table-1 Age Group**

S. No	Age Group	No. of Respondents	Percentage
1.	18-30 (Young)	68	34
2.	31-45 (Middle)	102	51
3.	45-60 (Old)	30	15
	Total	200	100

According to table 1 above, mid-aged members made up 51 percent as much as juvenile and older members combined. It implies that the middle-aged members were more acquainted with SHG and its perks.

**Table-2 Educational Level**

S. No	Educational Level	No. of Respondents	Percentage
1.	Higher Secondary	110	55
2.	Diploma	61	30.50
3.	College Level	29	14.50
	Total	200	100

Table 2 clearly demonstrates that, of the sample respondents who were recruited first from SHG respondents,

55 had upper intermediate schooling. The average level of education among the 30,50 respondents was a high school diploma, with only 14,50% having a college degree. Persons in rural areas only have a high school education. Individuals were not choosing between joining the SHG or migrating as a consequence.

**Table-3 Size of Family**

S. No	Size of Family	No. of Respondents	Percentage
1.	Joint Family	44	22
2.	Nuclear	156	78
	Total	200	100

Per Table 3 below, primarily joint families are preferred by 22% of interviewees, while 78% choose nuclear families. Nowadays, people are compelled to select nuclear families because of employment options.

**Table-4 Annual Income**

S. No	Annual Income	No. of Respondents	Percentage
1.	Up to 20,000. (Low)	27	13.50
2.	20,001 – 50,000 (Middle)	61	30.50
3.	Above 50,001. (Higher)	112	56
	Total	200	100

Plurality a respectable percent 30 of respondents 56 percent were making an income that was labeled middle class. The SHG aided respondents in enhancing their income.

**Table-5 Annual Expenditure**

S. No	Annual Expenditure	No. of Respondents	Percentage
1.	Up to 30,000. (Low)	25	12.50
2.	30,001-50,000. (Middle)	119	59.50
3.	Above 50,001 (Higher)	56	28
	Total	200	100

It can be seen from Table 5 above that a significant percentage of respondents 59.50 percent spend between

30,000 and 500,000 annually. Under 30,000 in annual spending, less than 12.50 is spent. The SHG members preferred putting the money in a bank. They were extremely frugal in their expenditures as a response.

**Table-6 Annual Savings**

S. No	Annual Savings	No. of Respondents	Percentage
1.	Up to 10,000. (Low)	42	21
2.	15,001-20,000. (Middle)	106	53
3.	Above 20,001 (Higher)	52	26
	Total	200	100

Figure 6 above shows that between 15001 and 20,000, 53% of sample respondents are saving. A respectable 26 percent of the respondents saved more than 2,000 annually. The additional 21% only saves up to \$10,000 annually. It suggests that every SHG member prefers to save. The SHG members were able to participate in SHG initiatives because of their monetary earning and saving behavior.

**Table-7 Period of Membership in SHG**

S. No	Period of Membership in SHG	No. of Respondents	Percentage
1.	1-3 Years	78	39
2.	4-6 Years	96	48
3.	Above 6 Years	26	13
	Total	200	100

Based on the above table, just 13 percent of individuals had been SHG members for much more than 6 years, while 48 percent of respondents had been members for between 4 and 6 years. The remaining 39% of respondents had been members for between 1 and 3 years. It shows that SHG members were quite active in the beginning.

**Table-8 Reasons to Become Member in SHG**

S. No	Reasons to Become Member in SHG	No. of Respondents	Percentage
1.	Friends	16	08
2.	NGO	86	43
3.	Government Banking Sectors	98	49
	Total	200	100

According to Table 8, a sizable proportion of members 49%, prefer to work with the SHG due to the availability of governmental financial institutions. 43 percent of all organisations are NGOs. Since the bank connection programming, only a very small number of 08 were persuaded to join the SHG by their pals.

**Table-9 Members Satisfaction in SHG**

S. No	Members Satisfaction in SHG	No. of Respondents	Percentage
1.	Yes	177	88.50
2.	No	23	11.50
	Total	200	100

It is clear from Table 9 that a significant portion of respondents who identified as female 88.50 percent were pleased with the SHG. Due to the prejudice among some of the members, the remaining 11.50 percent of those polled were unsatisfied.

**Table-10 Suggest Others to Join SHG**

S. No	Suggest Others to Join SHG	No. of Respondents	Percentage
1.	Yes	194	98
2.	No	06	02
	Total	200	100

The above table-10 clearly shows that only 98 percent of the Exactly 2 percent of those polled were not interested in recommending that others join SHG, while the respondents in the table above intended to do so. It suggests that nearly all of the SHG's members have encouraged other people to join SHG because they have a positive evaluation of it.

**Table-11 Benefit from the SHG**

S. No	Benefit from the SHG	No. of Respondents	Percentage
1.	Yes	174	87
2.	No	26	13
	Total	200	100

Designers may extrapolate from the table that 87 percent of the female members profited from the SHG and raised their standard of living. Due to member prejudice, the remaining 13 percent were not eligible for SHG subsidies.

**Table-12 Familiar with Bank Transaction**

S. No	Familiar with Bank Transaction	No. of Respondents	Percentage
1.	Yes	178	89
2.	No	22	11
	Total	200	100

In accordance with the statistics, a substantial portion of 89 percent were familiar with financial transactions. They had adequate protection to deal with the bank officials. The remaining 11% preferred not to use banks, and because their leaders carried out their tasks on the accounts of group members, they had few options.

## VI. DISCUSSION

1. SHG financial services may be permitted to function as the core financial system even without any foreign influence, including such intended fixes, rate ceilings, loan size limitations, etc.
2. The administration may promote greater SHGs in both urban and rural areas.
3. Governing bodies could be willing to step in and offer access to financial services in cases when banks are unavailable or unwilling.
4. Promotional groups are crucial for developing elite institutions. Promoting organisations may be given the necessary time, place, and capital backing to increase their capacity. The information that is currently available indicates that high-quality SHGs with solid national associations and realistic livelihood prospects require an investment of around Rs 15,000 spread over an eight- to ten-year timeframe.
5. The organisations could assist in the growth of entrepreneurship among federations, present their members with a considerable number of reliable work opportunities, and support rural livelihoods.
6. The overall purpose of SHG thoughts ought to be the overall progression of female members. The ministries

may publish materials covering a wide range of aspects of SHG enablement.

7. It is believed that the efficacy and economy of SHG should be the subject of a qualitative phase by a professional and authorised organisation in order to provide modifications where appropriate and to commend the meritorious individuals.
8. The timely issuance of suitable loans and relevant subsidies is essential. Education and familiarity with high-poverty communities among SHG members must be viewed as a long-term investment in the creation of human capital. All stakeholders should invest time in enhancing competence, offering assistance, and continuing historical growth.

## VII. CONCLUSION

It is clear that the SHG Program is vital for the underprivileged to survive. In all of its components, the programme appears to be highly successful at connecting with people who are in need. There is evidence of increasing average earnings as well. This influence signal is really significant. Program clients now have far stronger access to nutrition security, and participants now enjoy a higher living standard. Strategy mortgages are one of the main ways people combat food insecurity when faced with illness, disease, emergencies, or hardships. To pay for these expenses, group members seem to transfer from borrowing from relatives and financial intermediaries to SHG loans.

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