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**SOCIO-ECONOMIC DEVELOPMENT OF WOMEN'S SELF-HELP GROUPS (SHG) IN RURAL AREA**

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**ABSTRACT**

*Women constitute half of the population and contributing for the socio-economic development of the families and the nation as a whole. This study is formation and nurturing of SHGS target population. The SHG has thus become an effective platform for the women to find their innate strength, unleash their potential, weave hope and turn their dreams into realities. At this juncture the women are the victims of hegemonic tendencies of men and are subjected to unfair treatment in every sphere of life-social-economical political which culminates in a life of obliged dependence, unjust and indignity that does not made a true sense of life, based on this back drop the review paper stipulates that Self Help Groups-SHG'S an indispensable and incredible association of women that surely achieves the most anticipated aim of women called women empowerment. Apart from the aforesaid the practice of SHG'S also achieves Inclusive growth, financial inclusion, deterring gender discrimination, sustainable development above all it will materialize the concept of qualitative life, the paper reviews about the basic issues of self-help groups it's working, POOCHARAM WOMEN SHG, FEDERATION as an effective role model of SHG and deterrence to the uplifting of SHG'S. The paper extends its reviews on prudent strategic measures for the holistic development of women leading to socio-economic development that the present globalized world is awaiting for.*

**KEYWORDS**

socio-economic development, women's self help group, growth of rural area.

**INTRODUCTION****SOCIO-ECONOMIC DEVELOPMENT**

**S**ocio economic development is a process of change by which individuals or groups gain power and ability to take control over their lives. It involves increased well-being, access to resources increased self-confidence, self-esteem and respect, increased participation in decision making and increased control over benefits, resources and own life. In a country like India, economic uncertainties, loss of livelihood, inflation, lack of access to natural resources, natural disaster etc., make the poor extremely vulnerable. In this context, it would be necessary to ensure that the poor are empowered to access development resources and use it to their greatest benefit. The Indian development model has yet to fully incorporate the important role played by women for propelling the socio-economic growth of the country. Current governments at state and central level must understand that no nation can progress unless its women are given equal access to opportunities and adequate safety and security. The objectives were to mobilize women through SHGs in order to empower them by being involved in social issues. It was also visualized to assist them to be able to generate income to help themselves and to strengthen the groups and form new groups. The various strategies adopted were training programmes, capacity building, community mobilization, building linkages, social welfare etc., Therefore the paper reviews about the need for a practice which is socially mature, promoting equal distribution of resources among all vital stake holders and having multifarious implications, the concept which can materializes all these is women development. An indispensable and crucial association that brings about women development is Self Help groups-SHG's.

**OBJECTIVE OF THE STUDY**

Collective participation of women to get access to knowledge, resources based on equal distribution of resources leading to overall development of society in general and individual empowerment in specific'.

**OBJECTIVES OF SHGs**

1. Encouraging women on scale savings.
2. Rotation based leadership.
3. Depositing the savings collectively.
4. Regular meetings, interactions, interactions for distribution of resources, repayment.
5. Connecting women to developmental issues.
6. Empowering women on issues viz., safe drinking water, education to children, sanitation etc...
7. Dissemination of a information vis-à-vis to global issues.
8. Regular assessment of accounts, financial management.

**THE WORKING OF SHGs**

As the paper reviews stipulates by reviewing that SHGs propels the most downtrodden towards the developmental trends simply by integrating the women in a collective fashion. Women's empowerment has long been a central feature of the partnership between IFAD and the government of India. Women's empowerment are self help groups, whereby 10-20 rural women from the same village, mostly poor women, come together to contribute weekly or monthly dues as savings and provide group loans to their members. The self help groups approach was not created by IFAD supported operations, but IFAD contributed to the mainstreaming of this approach in India and to financing programmers for promoting are self help groups in states such as Tamilnadu and Maharashtra supported by the Women's development Corporation, an arm of the State Government involved in supporting Women's Development.

**LINKS TO FORMAL RURAL FINANCE**

A self help group has been the establishment of links between self help groups and the formal microfinance institutions and commercial institutions. The self help groups in the district, lending on average about 1600 per group. Loans are provided only to the groups, not individuals (although the groups normally on-lend to individual members). Recovery rates on the loans stand at 99 percent. In addition to lending the self-help group members opening deposit accounts and taking loans as individuals. The impact of the commercial banks links to self help groups is attested to by members. Members have to use to pay moneylenders, and for education and health needs.

**SHGs A MULTI-DIMENSIONAL INSTITUTION**

Poverty has remained the biggest challenge in India's development efforts to bring about a perceptible change in the quality of life its teeming millions. India being a developing country, a vast section of its population suffers from malnutrition, unemployment and poor healthcare. This paper reviews particularly true in the case of the four main weaker sections of the society namely women, children, scheduled caste and scheduled tribes. In India the high rate of illiteracy and low economic status of women. The need for increasing their earning power by providing the income and generating assets. Provision of employment opportunities and income to rural women is one way to improve their nutrition, health, education and social status. In most of the developing countries, greater emphasis is laid on the need for development of rural women and their active involvement in the main stream of development. In our country continuous efforts are being made by the Union and state governments to improve the status of rural women, especially the poverty line through the different schemes of rural development.

**AN EFFECTIVE ROLE MODEL OF SHG GROUP OF POOCHARAM LIVELIHOOD PROMOTIONS**

PICTURE 1



**POOCHARAM WOMEN SHG, FEDERATION** comprises women members of craft Artisan group involved in various Handicrafts-Palm leaf craft, Sisal fiber craft, other leaf products. Hundreds of Rural poor women are being earned their livelihood by doing this Handicrafts work. Their Federation is a Regd.society and functioning independently. It has its own Export License and they export to USA, CANADA, and EUROPE COUNTRIES.

They also do domestic marketing through State and central Government. This Federation is being supported by Development commissioner (Handicrafts), Govt. of India and DRDA, Mahalir Thittam of Tamilnadu State. For Business contact: Poocharam, Edayansath, Vellore-632002, Tamilnadu.

**"BUY THEIR PRODUCTS AND HELP THE POOR WOMEN HELP THEMSELVES"**

**SUGGESTIONS OF SHG**

The following suggestions are offered to minimize the above mentioned issues of SHGs:

1. Information about locally available materials and their varied uses should be disseminated to SHGs. Proper encouragement and training should be given to them to make innovative products by using these materials. In order to have a knowledge base about the availability of materials, in panchayat levels, surveys can be conducted under the auspices of local authorities.
2. In order to solve the various problems relating to marketing of SHGs, the state level organizations should extend the activities throughout the state instead of limiting its operations in a particular area.
3. Various SHGs functioning in a particular panchayat area can form a co-operative society. This society may be entrusted with the task of marketing the products of different SHGs under a common brand name. Further, the society can undertake sales promotion activities and procure rare raw materials for the benefits of member SHGs.
4. Non-Government Organizations' (NGOs) can play a significant role in empowering women entrepreneurs by providing basic education, motivation training, and financial help and so on.
5. All the members in the SHGs may not have the same caliber and expertise. NGOs can identify the inefficient members of the group and can impart proper training to them in order to make them competent. For this purpose, short term training programmes can be arranged at the panchayat level.
6. Frequent awareness camps can be organized by the Rural Development department authorities to create awareness about the different schemes of assistance available to the participants in the SHGs.
7. Lastly, arrangements may be made by the financial institutions for providing adequate financial assistance to the SHGs strictly on the basis of their actual performance without any discrimination of caste, politics etc.

**CONCLUSION OF THE STUDY**

In most of the developing countries today, more and more emphasis is laid on the need for women's active participation in the main stream of development process. It is also widely recognized that apart from managing household, bearing children, rural women bring income with productive activities ranging from traditional work in the field of working in factories or running small and petty business. They have also proven that they can be better entrepreneurs and development managers in any kind of human development activities. Economic progress in any country whether developed or under developed could be achieved through social development. The social development on the other hand is based upon the active participation of women in developmental activities. Women's empowerment cannot be ignored while devising various policies for rural and socio-economic development. Providing micro-credit to rural women through an organized step will make them enterprising women. In this regard the Self-Help Group (SHGs) can play a vital role in the socio-economic upliftment of women. The Self-Help Group (SHGs) is viable alternative to achieve the objectives of rural development and to get community participation in all rural development programmes. They enhance the equality of status of women as participants, decision maker and beneficiaries in the democratic, economic, social and cultural spheres of life. Since long the Self-Help Group (SHGs) has played a major role in the awareness creating and economic upliftment of women in order to analyze the role played by Self-Help Group (SHGs) in Empowerment of women in creating social, political, cultural, financial and others awareness present study have been undertaken. It has been measured up to what extent the Self-Help Groups have been successful to inculcate the quality of self-dependence, leadership and entrepreneur qualities among women.

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