



*The World's Largest Open Access Agricultural & Applied Economics Digital Library*

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

*No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.*



## **A Comparative Study on Attitude of Rural Women on NGO Promoted and Government Promoted Self Help Groups (SHGs)**

**Manasa Grandhi<sup>1\*</sup>, I. Sreenivas Rao<sup>1</sup> and V. Sudha Rani<sup>1</sup>**

<sup>1</sup>Department of Agriculture Extension, College of Agriculture, PJTSAU, Rajendrangar, Hyderabad, 500030, India.

### **Authors' contributions**

*This work carried out in collaboration between all authors. Author ISR designed the study and supervised the work. Author MG carried out all the field work, performed the statistical analysis, analyzed the study and wrote first draft of manuscript. Authors ISR and VSR edited the script. All the authors read and approved the final manuscript.*

### **Article Information**

DOI: 10.9734/AJAEES/2016/23663

#### Editor(s):

(1) Jamal Alrusheidat, Assistant and Consultant to Director General for Extension Education Director of Extension Education Department, National Centre for Agricultural Research and Extension (NCARE), Amman, Jordan.

#### Reviewers:

(1) Saikou E. Sanyang, Regional Agricultural Directorate of North Bank Region, Kerewan, Gambia.  
(2) Victor Seco, University of Lisbon, Portugal.

Complete Peer review History: <http://www.sciencedomain.org/review-history/16432>

**Original Research Article**

**Received 14<sup>th</sup> December 2015  
Accepted 18<sup>th</sup> August 2016  
Published 4<sup>th</sup> October 2016**

### **ABSTRACT**

*"Many a little makes a mickle". It is truly difficult to imagine how such tiny loan programmes SHGs could bring about fundamental changes in the economic and social structures responsible for the disempowerment of women in developing countries. Today the SHG is the largest community based programme in the entire world. Along with the government many NGOs came forwards to promote SHGs as a part of their service. In this context a study was endeavored to study the attitude of the rural women of both NGO promoted and government promoted groups towards SHGs. A scale was constructed using Scalogram analysis to assess the attitude of women towards the SHGs. Ex-post facto research design was adopted in carrying out study as the effect was already occurred. Study was employed in Data was collected from three districts, 6 Mandals, 12 villages of united Andhra Pradesh on a sample of 120 government promoted SHG women and 120 NGO promoted SHG women. Frequencies, percentage, range, Z test analysis were carried out and*

\*Corresponding author: E-mail: [drmanasagrhandhi@gmail.com](mailto:drmanasagrhandhi@gmail.com), [manasa201206@gmail.com](mailto:manasa201206@gmail.com), [manasa.grandi@gmail.com](mailto:manasa.grandi@gmail.com);

results revealed that majority of the government promoted SHG women had moderately favourable attitude and NGO promoted groups women exhibited highly favourable attitude towards the SHG and there was a significant difference (Z value 5.0601) was existed between NGO and government promoted SHGs.

*Keywords: Rural women; attitude; government; NGO; SHGs; impact; NABARD; comparative.*

## 1. INTRODUCTION

Women empowerment is now considered as linchpins of national development. Hence globally several programmes have been introduced by recognising that women empowerment is an instrument of developmental because without this other goals of development will also be difficult to achieve namely the goal of poverty alleviation, economic growth, environment sustainability etc. In this context Self Help Group (SHG) has proved to be an effective tool for poverty alleviation and women empowerment in India [1]. The SHG - bank linkage programme, the largest community based microfinance programme in the world, emerged as a powerful instrument for financial inclusion of the poor and marginalized sections and for optimum utilization of India's vast rural banking and cooperative infrastructure. It would be quite unrealistic to expect that an achievement of this proportion – without considering the role and contributions of Micro Finance Institutions (MFIs) [2]. Illiteracy and extreme forms of poverty in many parts of the country threw up big challenges for the SHPIs to organise the poor into SHGs and inculcate regular thrift habit among them – a pre-requisite for the microcredit operations. A large number of MFIs helped in supplementing the efforts of the banking institutions in reaching out to the poor. NGOs have emerged as the major Self Help Promoting Institutions (SHPIs) mainly because of NABARD (National Bank for Agriculture and Rural Development) initiatives off 100% refinance assistance in 2000-01. Majority of NGOs have played a significant role as facilitator for formation of SHGs and providing training support because of their strengths in social intermediation process, concerns for the poor and ability to provide innovative for realizing their goals [3]. They also help and assist SHGs in linking with banks for various financial services like loan, savings, etc. Over the years, NGOs are changing their roles from social intermediary to financial intermediary by directly extending various financial services such as credit, insurance, savings etc. to group members [4]. Hence the present study endeavoured to find out the attitude of NGO promoted and government promoted groups women towards the SHGs.

## 2. REVIEW OF LITERATURE

SHG members of TANWA (Tamilnadu Women in Agriculture) (71.80%) and SHG members of NGO (80.56%) had more favourable attitude towards group activities and 25.64 per cent TANWA members and 11.89 per cent of SHG members of NGO had favourable attitude towards group activities. Only a meagre per cent of TANWA members (2.56%) and SHG members of NGO (5.56%) had less favourable attitude towards group [5].

Sujhi [6] revealed that nearly two third (65.00 per cent) of the MFI respondents had favourable attitude towards group activity, followed by 21.67 per cent with favourable attitude towards group activity.

Asokhan [7] found that exactly cent (100.00%) per cent had attained a medium to high level of attitude towards group activity, which was also positive.

Selvarani and Murugupandian [8] reported that more than half (53.85%) of the respondents had high attitude towards group action, while more than one-fourth (28.46%) of the respondents had low attitude towards group action and only less than one-fifth (17.69%) of the respondents had medium attitude towards group action.

Meenakshi [9] observed that half (50.00%) of the SHG women had more favourable attitude towards group action, while more than one-fourth (29.17%) of the respondents had less favourable attitude towards group action and only less than one-fifth (20.83%) of the respondents had favourable attitude towards group action.

Kavitha et al. [10] studied the attitude of SHG women towards group activity, majority of the respondents (64.67%) expressed high level of favourableness, 28 per cent, medium level of favourableness and only 7.33 per cent of the respondents had low favourableness towards their group activity. Also, there was significant positive correlation between the members' perception of effectiveness of group functioning and their attitude towards group activity ( $b = 0.265$ ).

Jeba [11] noticed that majority (72.27%) of the women found to possess moderately favourable attitude towards self-help groups while less than one-fourth (21.36 %) of the respondents had highly favourable attitude towards self -help groups.

Meena and Singh [12] conducted a evaluative study on attitude of 100 SHG women before and after joining groups within a time period of 5 years and results revealed that there is a significant improvement in attitude of SHG members on all the five dimensions, viz. socio-economic up-liftment; education and training; marketing and entrepreneurship qualities; technology adoption and participatory research; and banking/credit aspects. This favourable attitude of SHG members could be harnessed through knowledge and skill up gradation for diversification towards high value crops for higher incomes.

### 3. METHODOLOGY

Ex-post facto research design was adopted in the present investigation. All the three regions of united Andhra Pradesh (Telangana, Coastal Andhra and Rayalaseema) were selected for the study and from each region one district was selected purposively based on highest number of SHGs. Accordingly, Nalgonda District from Telangana, from East Godavari District from Coastal Andhra and Chittoor District from Rayalaseema were selected. From each district two Mandals were selected based on the availability of NGOs promoted SHGs in the Mandal. Two villages were selected from each Mandal which are of having more than 20 groups in it. One village solely promoted by the government SHG's and second village being supported/promoted by the NGO, thus making a total of 4 villages from each district and 12 villages from the state. 20 respondents from each village were chosen for the study, thus making a total sample of 240 (120 from Government promoted groups, 120 NGO & Government promoted groups) respondents from 240 groups. A scale was developed and standardized using

Scalogram analysis (Guttman Analysis) consisting of statements on different components like attitude towards the impact, group dynamics and attitude towards the promoting agency. Personal interview was adopted to collect the data for the study. Statistical procedures like frequency, percentage, range and Z test were employed to analyse and interpret the data.

#### 3.1 Empirical Hypothesis

There will be significant difference between mean attitude of government promoted and NGO promoted SHGs.

#### 3.2 Null Hypothesis

There will be no significant difference between mean attitude of government promoted and NGO promoted SHGs.

### 4. RESULTS AND DISCUSSION

Attitude is the positive or negative feeling associated with a psychological object as suggested by Edwards and Kilpatrick [13]. Attitude in the study operationally defined as the degree of positive or negative feeling of women towards the impact, group dynamics and promoting agency. A scale was developed to appraise the attitude. Based on the attitude of the women towards the SHG they were grouped into three categories and were depicted in the Table 1.

It was evident from the Table 1 that little more than seventy percentage (71.67%) of the respondents in the government promoted SHGs had moderately favourable attitude towards the SHGs and rest with the unfavourable (28.33%) attitude towards the SHG. In the NGO promoting SHGs three forth (75.83%) of the groups had a highly favourable attitude towards the g agency followed by moderately favourable (20.83%) and unfavourable (3.33%) attitude.

**Table 1. Distribution of respondents according to their attitude towards the SHGs (n=240)**

S. no.	Overall attitude towards SHGs	Government (n=120)		NGO (n=120)		Total (n=240)	
		F	%	F	%	F	%
1	Unfavourable (22-31)	34	28.33	4	3.34	38	15.83
2	Moderately Favourable (32-41)	86	71.67	25	20.83	111	46.25
3	Highly Favourable (42-51)	0	0.00	91	75.83	91	37.92
	<b>Total</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>240</b>	<b>100</b>

**Table 2. Distribution of respondents based on their attitude towards government and NGO promoted SHGs**

S. no.	Sample category	Size of the sample	Mean	Standard deviation	Z value
1.	Government	120	41.3083	3.8780	5.0601**
2.	NGO	120	47.4083	5.1735	

\*\* : Significant value at 0.01 level of probability

On the whole higher number (46.25%) of the respondents had moderately favourable attitude towards the SHGs followed by highly favourable (37.92%) and unfavourable attitude (15.83%) towards SHGs.

It could be perceived from the results that majority of the group members had moderate favourable attitude towards the SHGs, though the attitude was belonged to moderate category majority of the NGO promoted groups were having highly favourable attitude may be due to the highly favourable attitude towards the impact, group dynamics and promoting agency leads them to fell under the category of highly favourable while in the government promoted groups, though SHG women had highly favourable attitude towards the impact and group dynamics, the unfavourable attitude towards the promoting agency made them to dangle in the moderate favourable category. This could be due to the high ratio of extension officers and SHG women which lead them to focus less on target group women, made the women to develop less favourable attitude towards the promoting agency hence the attitude of the government promoted SHG women had moderately favourable attitude towards the SHGs.

#### **4.1 Difference between Government Promoted and NGO Promoted SHGs with Respect to Attitude**

The calculated value (5.06) was higher than the tab value (2.58) The Z value was significant at 0.01 level of probability. Hence, the empirical hypothesis was accepted and null hypothesis rejected. Therefore, it could be concluded that there was significant difference between the mean level of attitude of government promoted and NGO promoted SHGs about the impact, group dynamics and promoting agency.

The result of this study revealed that majority of the NGO promoted SHGs fall under high favourable attitude category which signifies because of their high extension contact, credit orientation, training, high socio-political

participation were the some of the factors lead to develop the high favourable attitude towards the SHGs, whereas the all these factors were hailing medium category in attitude may be because of the medium level of extension contact, low credit orientation, training, socio-political participation and low favourable attitude towards promoting agency lead the majority to fell under the medium level category.

## **5. CONCLUSION**

From the results it could be perceived that NGO promoted SHG women had more favourable attitude towards SHGs than solely government promoted SHGs. Government has to take necessary actions to develop favourable attitude as this is a most important underlying factor that effects the behaviour of the women in SHG functions.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

## **REFERENCES**

1. Suja S. Women empowerment through self-help group- an evaluative study. Sona Global Management Review. 2012;6(3): 68-81.
2. NABARD. Status of microfinance in India 2013-2014. Microcredit innovation department. Mumbai; 2014.
3. Thalavai PN, Nadarajan S. Impact of microfinance – an empirical study on the attitude of SHG leaders in Kanyakumari District –Tamil Nadu. International Journal of Enterprise and Innovation Management Studies. 2010;1(3):1-9.
4. Tiyas B. Women empowerment through micro finance: A boon for development. Conference on gender issues & empowerment of women. Indian Statistical Institute; 2007.
5. Ambika I. Role of self help groups in the empowerment of rural women. M. Sc

- Agriculture Thesis. Tamilnadu Agricultural University, Coimbatore; 2002.
6. Sujhi G. A comparative study on attitude of beneficiaries towards micro financing institution and banking institutions. Ph. D. Thesis. Tamilnadu Agricultural University, Coimbatore; 2004.
7. Asokhan M. Empowerment of rural women through self help groups- an empirical analysis. Ph.D. Thesis. Tamilnadu Agricultural University, Coimbatore; 2006.
8. Selvarani, Murugupandian. Impact of self help groups on empowerment of women in Nagappatinam District. International Academic Research Journal of Economics and Finance. 2006;2(2):15-29.
9. Meenakshi V. Participation and empowerment of rural women in self-help groups-an analysis. M. Sc. (Ag.) Thesis. Tamilnadu Agricultural University, Coimbatore; 2011.
10. Kavitha V, Jiji RS, Rajkamal P.J. Perception of effectiveness of group functioning by the members of women self-help groups in goat farming. Veterinary World. 2011;4(11):507-510.
11. Jeba MMVK. Impact of dynamics of self -help groups on rural women empowerment- a critical analysis. Ph.D thesis. Tamilnadu Agricultural University. Coimbatore; 2012.
12. Meena MS, Singh KM. Impact of self-help groups on attitudes of members. Indian Journal of Agricultural Sciences. 2013; 83(9):971-6.
13. Edwards AL, Kilpatrick FP. A technique for the construction of attitude scales. Journal of Applied Psychology. 1948;32(3):374-384.

© 2016 Manasa et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

*Peer-review history:*  
*The peer review history for this paper can be accessed here:*  
<http://sciencedomain.org/review-history/16432>