



Adoption Level of Various Farm Enterprises by Self Help Group (SHG) Members of Anantapur District

M. Tejaswini^{1*}; R.S. Panigrahi²

Department of Extension Education, OUAT, Bhubaneswar

*Corresponding Author E-mail: tejaswinimanchuri71@gmail.com

DOI: 10.47856/ijaast.2021.v08i2.002

ABSTRACT

Self Help Groups (SHGs) are small voluntary association of people from the same socio-economic background with a purpose of solving their common problems through self-help and mutual help. Expos facto research design was used with well-constructed interview schedule. Anantapur district was purposively selected based on the highest number of SHGs in Andhra Pradesh. Three Mandals namely Bukkapatnam, Kothacheruvu and Puttaparthi were randomly selected for the research study. Two villages from each mandal were randomly selected and from each village 20 SHG members were selected thus making the total number of respondent 120. During the year 2019-20 the number of SHGs increased by 2.29 lakh with a corresponding increase in saving by Rs. 2,827.57 crore as on March 2020. The saving outstanding of SHG with Banks as on March 2020 has reached an all-time high of Rs. 26,152.05 crore. In view of the economic importance of SHGs in women empowerment a study on adoption level of various farm enterprises by SHG members were under taken. Study revealed that majority of the respondent's (60.00%) have fully adopted harvesting technologies followed by (57.50 %) have partially adopted scientific management. It was observed that (60%) respondents have not adopted value addition. It was observed that (43.33%) of respondents have fully adopted cattle rearing followed by (37.5 %) adopted poultry enterprise and (42.5%) members not adopted handicrafts vocational activities.

Keywords: SHG, Women empowerment, Cattle rearing, Poultry.



Introduction

The origin of SHG is from the brainchild of Grameen Bank of Bangladesh, which was founded by Mohammed Yunus. SHG were started and formed in 1975. In India NABARD is initiated in 1986-87 but the real effort was taken after 1991-92 from the linkage of SHGs with the banks. Self-help group is a small group of people who are living in the same area in similar or varied activities, maintaining almost equal living standard a political and secular, aiming to achieve a common goal that is prosperity through thrift and credit and also facing similar problems, help each other to solve their problems. (Raheem and Sultana, 2007). SHGs are given freedom of charging interest from their members at the rate as decided by group consensus. Recovery is to be mechanism of peer pressure. The process helped SHG members imbibe the essentials of financial intermediation, including prioritization of needs, setting terms and condition and maintaining books of accounts. This was their learning ground before they could be in a position to handle bigger size funds by way of credits from banks. (NABARD 2020). Self Help Groups (SHGs) are small voluntary association of people from the same socio-economic background with a purpose of solving their common problems through self-help and mutual help. In other words, it is an association of people who have common problems that cannot be solved individually, but only through joint action. These groups are known by different names in different places. Some of the terms used in India for these groups are - Sangha, Samooh, Mandal, Dangham and Samiti *etc.* depending upon the region (Kumar, 2006). During the year 2019-20 the number of SHGs increased by 2.29 lakh with a corresponding increase in saving by Rs. 2,827.57 crore as on March 2020. The saving outstanding of SHG with Banks as on March 2020 has reached an all-time high of Rs. 26,152.05 crore. In view of the economic importance of SHGs in women empowerment a study on Adoption level of SHG women on various enterprises were under taken.

Materials and Methods

Expos facto research design was used with well-constructed interview schedule. Anantapur district was purposively selected based on the highest number of SHGs in Andhra Pradesh. Three Mandals namely Bukkapatnam, Kothacheruvu and Puttaparthi were randomly selected for the research study. Two villages from each mandal were randomly selected and from each village 20 SHG members were selected thus making the total



number of respondents to 120.

Adoption refers to the extent to which technologies and vocational activities was in use by the respondents at the time of interview A scale consisting of 12 statements concerning with various technologies and vocational activities was developed in consultation with Agriculture scientists and extension officers. Further, those statements were grouped under 2 sub-heads containing 6 statement each. The responses of respondents on each statement were obtained in a 3- point continuum scale by mentioning each statement as fully adopted, partially adopted and not adopted.

| <u>Sl.No.</u> | <u>Adoption level</u> | <u>Score</u> |
|---------------|-----------------------|--------------|
| i. | Fully Adopted | 3 |
| ii. | Partially Adopted | 2 |
| iii. | Not Adopted | 1 |

Further, the respondents were grouped into 3 categories basing on mean of total individual scores and standard deviation as checks. The categorization was low, medium and high level.

Adoption gap was computed as the difference between maximum obtainable score and obtained score of a practice. This was expressed in percentage.

Results and Discussion

1. Adoption of technologies on various farm enterprises

In the study area various technologies like scientific management, Harvesting, post harvesting disease management, pest management value addition were taken and an attempt was made to analyze adoption of various technologies and findings were presented in table 1.



Table 1: Extent of adoption of various technologies on these enterprises (n=120)

| Sl. no. | Statements | Extent of adoption | | | | | | Mean | Rank | Gap % |
|---------|------------------------------|--------------------|------|-------------------|------|-------------|------|------|------|-------|
| | | Fully adopted | | Partially adopted | | Not adopted | | | | |
| | | F | % | F | % | F | % | | | |
| I | Scientific Management | 36 | 30 | 69 | 57.5 | 15 | 12.5 | 2.17 | II | 27.66 |
| II | Harvesting | 72 | 60 | 30 | 25 | 18 | 15 | 2.45 | I | 18.33 |
| III | Post Harvesting | 33 | 27.5 | 45 | 37.5 | 42 | 35 | 1.92 | III | 36 |
| IV | Disease management | 21 | 17.5 | 39 | 32.5 | 60 | 50 | 1.67 | V | 44.33 |
| V | Pest management | 24 | 20 | 57 | 47.5 | 39 | 32.5 | 1.87 | IV | 37.66 |
| VI | Value addition | 15 | 12.5 | 33 | 27.5 | 72 | 60 | 1.52 | VI | 49.33 |

It could be revealed from the table 1 majority (60%) of respondents have fully adopted harvesting technologies and (57.5%) have partially adopted scientific management. It was observed (60%) respondents have not adopted value addition. The adoption gap of 49.33 per cent was observed in value addition and followed by (44.33%) adoption gap in disease management.

Majority of the respondents (60.00%) have fully adopted harvesting technologies, the possible reason might be that arrangements for regular conducting of training programmes and demonstrations on farm mechanization by SHGs in Anantapur district. Majority of the group members have not adopted (50.00%) on disease management practices and value addition (60.00%). It is therefore suggested that the group members may be given capacity building programmes on disease diagnosis and Value addition activities for increased knowledge on disease management and to generate supplemental income from value addition.



2. Extent of adoption of vocational activities:

Vocational activities refer to training programs or course which focus on the skill required for a specific job or trade function. Vocational training has also been shown to help individual develop social competences. It can have a positive impact on person's motivation, attitude, self –esteem and self-confidence. Any economic step of empowering of rural women will make provision to link the nature of empowerment with skill training required for efficiently running it. Vocational activities play a key role for empowerment of rural women. An attempt was made to analyze extent adoption of vocational activities and the findings were presented in table 2.

Table 2: Extent of vocational activities by respondents (n=120)

| Sl. No. | Enterprises | Extent of adoption | | | | | | Mean | Rank | Gap % |
|---------|----------------------------|--------------------|-------|-------------------|-------|-------------|-------|------|------|-------|
| | | Fully adopted | | Partially adopted | | Not adopted | | | | |
| | | F | % | F | % | F | % | | | |
| I | Cattle rearing | 52 | 43.33 | 60 | 50 | 8 | 6.66 | 2.36 | I | 21.33 |
| II | Vermicompost | 15 | 12.5 | 65 | 54.16 | 40 | 33.33 | 1.79 | V | 40.33 |
| III | Poultry | 45 | 37.5 | 51 | 42.5 | 24 | 20 | 2.17 | II | 27.66 |
| IV | Mushroom production | 32 | 26.66 | 41 | 34.16 | 47 | 39.16 | 1.87 | IV | 37.66 |
| V | Fodder cultivation | 35 | 29.16 | 36 | 30 | 49 | 40.83 | 1.88 | III | 37.33 |
| VI | Handy crafts | 16 | 13.33 | 53 | 44.16 | 51 | 42.5 | 1.70 | VI | 43.33 |

It could be revealed from table 2 that majority (43.33%) of respondents have fully adopted Cattle rearing, followed by (37.5%) adopted poultry and (54.16%) have partially adopted Vermicompost. There was an adoption gap of 21.33 per cent in cattle rearing followed by, 40.33 per cent in vermi compost, 27.66 per cent in poultry, 37.66 per cent in mushroom production, 37.33 per cent in fodder cultivation and 43.33 per cent in handicrafts.



From the above results it can be observed that 43.33 per cent of the SHG members have non-adopted the Handicraft activities. This adoption gap can be fulfilled by conducting capacity building programmes, financial assistance and market interventions to promote handicraft activities in clusters

Table 3: Overall Adoption of various technologies and vocational activities (n=120)

| SI. No. | Category | Adoption (Score) | Frequency | Percentage |
|---------|----------|------------------|-----------|------------|
| 1 | High | >28.46 | 24 | 20 |
| 2 | Moderate | 18.28 to 28.46 | 69 | 57.5 |
| 3 | Low | <18.28 | 27 | 22.5 |

(Calculated on the basis of mean of individual score 23.37& S.D +5.09)

It is observed from the table 3 that majority (57.50%) of the respondents were under moderate level of adoption on various technologies like scientific management, Harvesting, post harvesting disease management, pest management value addition. Followed by 22.50 per cent of the SHG members were under low adoption category and remaining one-fifth (20.00%) of the respondents were under high adopters category.

From the above table it can be revealed that majority (57.50%) of the respondents have adopted various technologies and farm enterprises. Plausible reason might be that conducting of skill training programmes by SHGs to their group members on various farm enterprises and scientific technologies. Further in order speed up rate of adoption of various farm technologies in different enterprises institutional linkage of SHGs with Farm Science centers, Department of Agriculture and Agricultural Skill Council of India so that collaborative training programmes, SHG members-Scientist interaction, focused group discussion on various farm enterprises can be organized. In addition to this Financial assistance and direct marketing opportunities and provision of online marketing platforms for the primed handicraft products can be promoted in order to increase the extent of adoption of technologies and to increase their economic status.



Conclusion

It was revealed that majority of the respondent's (60.00%) have fully adopted harvesting technologies, followed by (57.50 %) have partially adopted scientific management. It was observed that (60%) respondents have not adopted value addition. The adoption gap of (49.33 %) was observed in value addition followed by (44.33%) adoption gap in disease management. Further it was observed that (43.33%) of respondents have fully adopted cattle rearing practices, followed by (37.5 %) adopted poultry enterprise and (42.5 %) members not adopted handicrafts vocational activities. The study revealed that (54.16 %) members have partially adopted Vermicompost enterprise. There was an adoption gap of (43.33 %) was observed in Handy crafts enterprise for vocational activities. So thus it can be concluded that majority (57.50%) of the respondents were fall under moderate level of adoption on various technologies like scientific management, Harvesting, post harvesting disease management, pest management value addition, followed by 22.50 per cent of the SHG members were under low adoption category and remaining one-fifth (20.00%) of the respondents were under high adopters category.

References

- [1]. Kumar, A.2006.Self-help groups, women's health and Empowerment: Global thinking and contextual issues. Jharkhand Journal of Development and Management studies 4(3):2061-2079.
- [2]. NABARD. 2020. Status of Microfinance in India 2019-2020.Microcredit innovations department. Mumbai.
- [3]. Raheem, A. A. and Yaseem Sultan, 2007.Empowerment of women through SHG.A View Kisan World. 34: 48-52.