



WOMEN BEHAVIOR AND SATISFACTION TOWARDS SHG LOAN SCHEME OF BANKING INSTITUTIONS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Abstract:

SHG is a significant factor that contributes to the development of the SHG member's financial need. The SHG is a social and an economic organisation that relies on its members' own resources and gradually supplements its financial need in the form of loan from the banking system for development of the members and the people around them. In this paper, an attempt has been made to find Women level of satisfaction towards SHG loan scheme of banking institutions. Samples of 100 respondents were purposively selected from Coimbatore. It is found that four variables namely Women age, educational qualification, source of knowledge have significant association with level of satisfaction towards SHG loan scheme of banking institutions. From the research, it is seen that the women behavior towards SHG shows have good employees and the future will be bright and prosperous if women are educated and trained to be successful in their business in the business environment.

Key Words: Credit, SHG Loan Scheme, Bank, Women, Financial, Loans, Institution, Etc.,

Introduction:

India has a population of 1,027.01 million, of which 742 million live in rural areas (Census of India, 2001). It is estimated that about 40% of the rural population and his 23.62% of the urban population live below the poverty line (Mishra and Purrie, 2001). Finance is a very powerful tool for expanding economic opportunity and reducing poverty. The main focus of anti-poverty programs run by formal financial institutions was to provide the poor with access to credit and improve their incomes and living standards. Various programs such as Food for Work, targeted wage employment, and other rural development programs are implemented by the government to alleviate poverty among the rural poor. This smoothed consumer spending, created jobs, developed skills, and sometimes redistributed income from the rich to the poor (Ravallion, 1991). Yet the lack of capital makes it difficult for the poor to engage in productive activities that could create employment opportunities. In this context, credit appears to be an important means of providing the rural poor with opportunities for self-reliance (Khandker, 1998). The government plays an important role in providing credit to the poor and sponsors several programs that provide financial assistance through capital grants and bank loans.



Source : NABARD (2004).

SHG is a voluntary association of people who come together to achieve a common goal. People who are homogenous in terms of social background, origin, caste, or traditional occupation come together for the common purpose of collecting and managing resources for the benefit of group members. A process that encourages groups of people with common goals to come together and participate in development activities. B. Saving, borrowing, generating income, etc. are called group formation. A SHG can be formed for any development activity, but the SHG should practice thrift and creditworthiness and be proficient in cash management so that it can be used by financial institutions as a channel for banking activities.



FIGURE 2

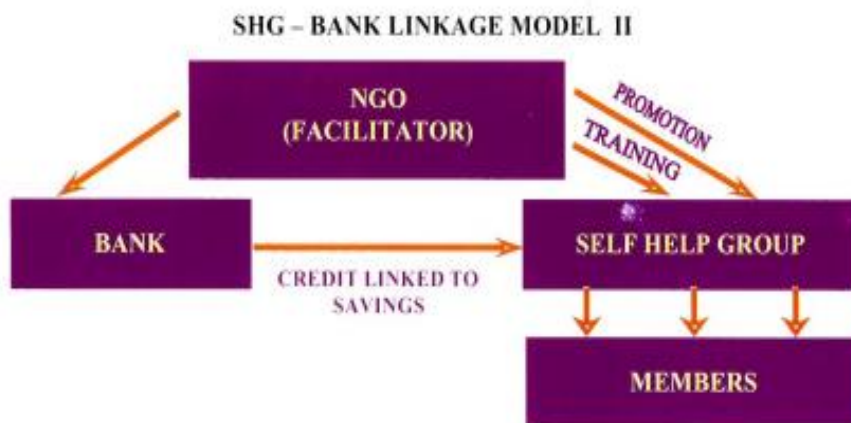


FIGURE 3



Source : NABARD, Annual Report (2003-04).

Review of Literature:

Govindarajan, Latha Padhmanabhan, V examined the relationship between women's satisfaction in self-help groups (SHGs) and the process dimension of work group characteristics. SHG of Women was established with the aim of promoting women's economic and social self-determination. Members are encouraged to participate in all economic activities as a group, such as making baked goods, home furnishings, decorations, and packaged ready-to-eat foods. These SHGs will be selected by her eight NGOs under the

Women's Welfare Scheme, a program of 'Mahalir Thittam', Women's Welfare Project, Coimbatore District Collectorate, Tamil Nadu, India, using multilevel sampling.

Suja, Global Management Review. 2012, vol. 6, no. 3, states that by forming self-help groups, women have access to resources such as material possessions, intellectual resources such as knowledge, information and ideas, and decision making in their families and communities. I've found that I can now better manage the . social, and national interests. Her SHGs across the state are focused on improving skills, promoting invention, accessing loans from financial institutions for micro-enterprises/projects, inculcating thrift, and reaching economically disadvantaged sections of women. The focus is on managing loans. This research becomes a need of the hour as the government focuses on women's self-help groups due to economic growth and rising poverty.

Vetrivel S. C Management moving forward. A survey in June 2010 found that in India, with the advent of liberalization and globalization in the early 1990s, most women engaged in various self-employed activities lost their livelihoods, thus reducing the number of women working in the unorganized sector. It was investigated that the problem of Microfinance has emerged as a powerful anti-poverty tool in the new economy. In India, the microfinance scene is dominated by self-help groups (SHGs). Not only has this been successful in meeting the financial needs of the rural poor, but the Bank Linkage Program as a cost-effective mechanism to provide financial services to the 'unaffordable poor'. is. Bali Swain, Ranjula Warentin, Fan Yang 4 International Review of Applied Economics. July 2012 assessed the impact of economic and non-economic factors on the empowerment of women in self-help group (SHG) members. A structural equation model (SEM) is estimated to correct for the ordinality of the data to account for the effects of potential factors on women's empowerment. SEM results show that economic factors are most effective in empowering women in SHG members. Increased autonomy and social attitudes also have a significant impact on women's empowerment. K., Geetamma Bulla, B.5 Golden Research Thoughts. July 2013. Explores the international recognition of self-help group (SHG) microfinance as a modern tool for poverty alleviation and rural development. Microfinance and SHG are effective in reducing poverty and raising awareness that ultimately leads to sustainable development of the country.

Objectives of the Study:

- To study the Women behavior towards SHG in Coimbatore district.
- To determine the Women satisfaction towards SHG loan scheme with special reference to Coimbatore

Research Methodology:

Coimbatore is the study area selected for this research. Primary data is collected through well-structured questionnaire. A sample of 100 respondents in Coimbatore have been selected by using purposive sampling method. The collected information were reviewed and consolidated into a master table. For the purpose of analysis the data were further processed by using statistical tools. The statistical tools are

- Simple Percentage
- Chi-Square Test

Limitations of the Study:

- The study is restricted to the selected sample of Coimbatore and hence the result of the study cannot be generalized.
- The statistical methods used to analyze the data have their own limitation.
- All the limitations of primary data are applicable to this study.

Analysis and Interpretation:

Demographic Profile of the Women:

Table 1 describes the demographic profile of the women for the study. Out of 100 respondents who were taken for the study: it has been identified that most (57%) of the women age group is under 26 to 50 years, most (68%) of the respondents are graduates, the Annual income of (42%) respondents is above Rs.2,50,000, (64%) of the respondents belong to nuclear family and (61%) of the respondents came to know about the SHG loan scheme through Friends/Relatives.

Table 1: Demographic Profile of the Women

Factors	Number of Respondents N=100	Percentage
Age (Years)		
Up to 25	14	14
26 to 50	57	57
Above 50	29	29
Educational Qualification		
Up to School Level	68	68
Graduate	21	21
House wife	11	11
Annual Income		
Up to Rs.1,00,000	24	24

Rs.1,00,001 to Rs.2,50,000	34	34
Above Rs.2,50,000	42	42
Type of Family		
Nuclear Family	36	36
Joint Family	64	64
Sources of Knowledge		
Friends/ Relatives	61	61
Mass Media	12	12
Officers	27	27

Table 2: Relationship between the Demographic Profile and level of satisfaction towards SHG loan scheme of banking institutions

Variables	Level of Satisfaction			Total	χ^2 Value	Table Value	Remarks
	Low	Moderate	High				
Age (Years)							
Up to 25	4	5	5	14	12.499	9.488	S
26 to 50	17	26	14	57			
Above 50	12	5	12	29			
Educational Qualification							
Up to School Level	26	20	22	68	16.178	9.488	S
Graduate	8	8	5	21			
House wife	4	3	4	11			
Annual Income							
Up to Rs.1,00,000	11	7	6	24	1.823	9.488	NS
Rs.1,00,001 to Rs.2,50,000	9	19	6	34			
Above Rs.2,50,000	14	18	10	42			
Type of Family							
Nuclear Family	7	20	9	36	3.598	5.991	NS
Joint Family	18	34	12	64			
Sources of Knowledge							
Friends/ Relatives	11	23	27	61	14.862	9.488	S
Mass Media	3	5	4	12			
Officers	10	7	10	27			

* significant at 5% percent level

Relationship between the Demographic Profile and Level of Satisfaction towards SHG Loan Scheme of Banking Institutions:

Table 2 depicts the relationship between selected demographic variables and Level of the Satisfaction of the respondents. It is clear that , the calculated Chi-square value is less than the table value at five percent level, there does not exists any significant association between annual income, type of family of the Women and level of satisfaction towards SHG loan scheme of banking institutions . Thus the null hypothesis is accepted. It is clear that, the calculated Chi-square value is greater than the table value at five percent level, there exists a significant association between age, educational qualification and source of knowledge about SHG loan scheme and level of satisfaction SHG loan scheme of banking institutions. Thus the null hypothesis is rejected.

Conclusion:

In the last two years, microfinance projects have seen growth in both banking and the distribution of loans to the rural poor. Banks are flooded as they find it profitable to lend to the poor. Evaluation of mfis shows that they are successful in reaching customers. Evidence shows that women's participation in shg-bank microfinance companies has increased for 22 years, resulting in increased awareness and trust among women. Various studies have proven that women develop confidence and self-esteem through shg exercises. Through this process, not only poverty but also social and gender issues can be effectively resolved. Also, shg is an institution that has emerged very quickly to promote economic development in rural areas. The government is also keen to improve the livelihoods of the rural poor through various development programmes. The participation of women in shg-bank organizations paved the way for rapid economic growth and productivity. Overall, microfinance is a way to support the poorest people to meet their living needs. Through microfinance, not only financial services, but also social support, access to work, etc. While microfinance is seen as a viable financial method to address economic disadvantage, it has demonstrated the potential to create jobs for poor communities. Systematic research should seek specific facts that are consistent with the above assumptions. The results of empirical evidence can be used to make necessary changes in development programs for women's empowerment. Finance is the foundation of any project and plays an important role in any development project.

It is compulsory for women to work on their own account. The owner of one of his working hours can

arrange his work. Now women have broken men's freedom by proving that they are not inferior to men. In the last few years women have been freed from the role of mother or housewife. From the research, it is seen that the women behavior towards SHG shows have good employees and the future will be bright and prosperous if women are educated and trained to be successful in their business in the business environment.

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