ROLE OF SELF HELP GROUPS FOR ENTREPRENEURSHIP DEVELOPMENT IN RURAL AREAS: A REVIEW

DR. G. RAJESWARI
READER
ST. JOSEPH COLLEGE OF EDUCATION
GUNTUR

DR. D. RAMA RAO
FACULTY, DEPT. OF SOCIOLOGY
ANDHRA UNIVERSITY

ABSTRACT
Women play an important role in the development of human society. Erstwhile Prime Minister, Jawaharlal Nehru’s observation that to awakens the people it is the women who must be awakened, once she is on the move, the family moves, the village moves, the nation moves substantiates this stand. Women have long been the mainstay of communities and are heavily involved in community initiatives in various forms. They face cultural, economics, and social barriers in leading the community and in many cases overcoming those barriers become their motivation. The concept of Self Help Groups in this scenario is proving to be a helpful way for the women empowerment. SHG is an organization of rural poor, particularly of women that deliver micro credit to undertake the entrepreneurial activity. Entrepreneurship development and income generating activities are a viable solution for empowering women. It generates income and also provides suitable working hours according to the needs of families. Economic independence and income generation is the need of the hour. In this scenario, this paper examine the empowerment of women through entrepreneurial activities of self help groups, this particular research was directed with the specific objective to investigate the empowerment.

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