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To work out the business performance of various organic pesticides manufactured by gayatri self-help group (SHG)

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Abstract

To know the business performance of SHG, Gayatri Self Help Group of village Tawarbahara district Gariaband was selected purposively for the present study. The selected SHG was established on 2016. Selected SHG is mainly work on organic pesticides, in this project 12 workers/ members were work assigned. Under this project they were making three products of organic pesticides i.e. Agnastra, Brahmastra, Dravya jeevamrit.

Organic pesticides is environment friendly and can be obtained directly from nature. It is almost free of cost and no impact on human health, soil, animal, and plants. The Agnastra was produced in major amount i.e.50 percent and rest of the products like Brahmastra and Dravya jeevamrit were 30 and 20 percent respectively. The literacy rate of the members of SHG was 90%, the majority of respondents in the study area belonged to the age between 18-30 years and most of them were married (90 percent). The average input- output ratio of Agnastra, Brahmastra, Dravya jeevamrit, were 1:3.2, 1:2 and 1:6.5 respectively. Similarly VC ratio were found to be 0.31, 0.5, and 0.37 respectively. The business performance of products or organic pesticides Agnastra gives maximum profit followed by Brahmastra and Dravya jeevamrit. Overall net profit of Gayatri Self Help Group was found to be rupees 51146/ year from the different organic pesticides.

Keywords: SHG, Dravya jeevamrt, Agnastra

Introduction

Self-help groups (SHGs) show an important role in poverty abolition of rural India. Mostly women of India are the members of SHGs and readily put to work in the income generation activities, natural resources management, improve the literacy level, children care, food & nourishment security, etc. Women members of SHGs are also managing the savings and credit (S/C) accounts. The S/C account is the most prominent element, which focused in the SHG and offering a opportunity to create some curb over capital, although the S/C account is most low amounts. The Self- help group method has proved to be very episodic and effective in providing women with the probability to slowly move distant from exploitation and segregation. Empowerment of women through SHGs has beneficiary not only the women but also their family and community as a entire. That is true that the poor condition of Indian women in villages can be changed with the help of Self-help groups. In the reference of rural growth as an instrumentation of rural empowerment and SHG are unceremonious associations of village poor women, who arrive farther autocratically for doing to their own economic, society and political growth. In more exact way as approved by varied research studies, it confirmation that the SHG is the suitable accessibility to make it competent village poor women who are they ideal of rural empowerment via rural development through destruction of rural poverty in particular and the every sided-continuous-development of the country in general. Nevertheless, rigid rules and regulating, uncertainty in leadership, difficult in maintaining ledger, inter group conflicts (Sangeetha *et al.* 2010).

The concept of SHG: The opinion of SHG service the rule is that, 'By women, for women and for women'. SHGs are acting of one's own free will of the people with general intention formed to collectively social and economic aims. Such clusters are organised for reciprocal help and advantage. It becomes absence of the pressure of any democracy. Each groups possibility comprises of 10-15 women although they commonly consists only of women members. In India, generally SHGs is made by women. It is done at micro as well as group level. The starting function of SHGs inception with getting loan from bank and NGOs.

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This groups infuse the knack of quality of using money and other resources carefully among the members. By collecting the money one has saved through that they make small amount of saving that help them to raise huge amount of money. These groups advanced loaner for the indigent members.

Need and importance of self-help group

Self -help groups are essential for overcoming utilization, instilling confidence in the economic self-sufficiency of village people, especially in women who are mostly not visible in the public composition. These team capable them for arrive forward for regular cause and draw power from each other to tackle the exploitage which they overlook in many forms. Groups from the basis of work and change. It also helps in building relation for common trust between the promotional organization and the rural poor through stable communication and actual efforts. SHGs play a vital role in discrepancy between customer credit and output credit, analyse the credit system for its implications and changing in the wealth, tradition and social status goal of groups, for providing simple access by credit and facilitating team/association for advisable control, repayment and assured continuity through group dynamics; to establish visible ideality for writing off bad loans, interest rates, repayment schedules, gestation period, extension, and assist group members with access to formal credit institutions.

Introduction of organic pesticides

Homemade organic pesticides in the agricultural practices are aging practices. It is very environment friendly and can obtained directly from nature. It is almost free of cost and there is no unassertive impact on human health, soil, animals, plants and environment. Now-a-days it is widely use to enhance environmental awareness and the pollution potential and health problem from many traditional pesticides, as well as increasing universal demand without the use of chemical fertilizers, pesticides. Grown food, are driving from the use of homemade bio-pesticides.

It will decide from the health advantages of organic pesticides, it is also financial mileage, as if mostly being available at little costs and this natural stuff are mainly available on home. As it was observed that, only some local farmers use homemade organic pesticides it is adequate knowing on how to making organic pesticides and the financially profitable.

Material and Methods

Chhattisgarh state consist 28 districts, out of which 1 district from Chhattisgarh plains name is Gariaband was to be selected purposively for the present study.

For the sampling methodology of the present study, 01 woman SHG was selection from Gariaband district purposively on the basic of their willingness of participating in the study and the convenience of the study. From the selected SHG, 12 womans were selected. As respondent for the present study.

Tools of analysis

The major tools for data collection were interview schedule, designed questionnaire and secondary source. The data was analysed using frequency distribution technique, 5 point rating scale, simple tools like percentage and average were also use to analyse the data.

Input- output ratio

Input- output ratio can be expressed as the ratio of total output

to total input. The ratio was calculated as

$$\text{Input-output ratio} = \frac{\text{Total output}}{\text{Total input}}$$

Result and Discussion

In Gayatri self-help group twelve women are working including president of SHG for preparation or manufacturing the organic pesticides the details of organic pesticides in given under-

1. Agnastra
2. Brahmastra
3. Dravya jeevamrit

Agnastra pesticide

The cost and return for preparation of Agnastra is worked out and presented in Table 1 It revealed that for preparation of Agnastra, the cost of raw material incurred Rs 3.80 per litre, cost on packaging material was Rs 3 per litre, the cost on labour use was Rs 15 per litre. The total cost incurred for preparation of Agnastra Rs 21.80 per litre. Both MRP and sell price (total returns) was Rs 70 per litre and net return obtained was Rs 48.20 per litre. The input and output ratio was 1:3.2 and the variable cost was 0.31 and V.C ratio was 31 per cent (Table....). Thus, it could be concluded that procedure or members of GSHG has earned 31 per cent profit by investing on variable cost.

Table 1: Cost and return of Agnastra (Rs./ltr)

S. No	Particular	Agnastra (Rs./ltr)
1.	Raw material cost	3.80
2.	Packaging material cost	3
3.	Labour cost	15
4.	Total cost	21.80
5.	MRP	70
6.	Sale price (Total return)	70
7.	Net return(TR-TC)	48.20
8.	Input-output ratio	1:3.2
9.	Variable cost ratio	0.31
10.	VC Ratio (%)	31

Brahmastra pesticide

The cost and return for preparation Brahmastra has been worked out in Rs per litre and it is presented in Table 2. It reveals that cost on raw material incurred of Rs 2 per litre, packaging and labour cost was Rs 3 per litre and Rs 20 per litre, respectively. The amounting total cost for manufacturing the Brahmastra was Rs 25 per litre. The MRP or sell price (total return) was Rs 50 per litre. The net return obtained was Rs 25 per litre. The input output ratio was 1:2 and the variable cost ratio was 0.5 and return over variable cost was 50 per cent in manufacturing the Brahmastra.

Table 2: Cost and return of Brahmastra (Rs./ltr)

S. No	Particular	Brahmastra (Rs./ltr)
1.	Raw material cost	2
2.	Packaging material cost	3
3.	Labour cost	20
4.	Total cost	25
5.	MRP	50
6.	Sale price (Total return)	50
7.	Net return	25
8.	Input-output ratio	1:2
9.	Variable cost ratio	0.5
10.	VC Ratio (%)	50

Dravya jeevamrit

The cost and return for preparation of Dravya jeevamrit was worked out in Rs per litre and it is given in Table 3. It reveals that cost of raw material incurred for manufacturing the Dravya jeevamrit was Rs 3.33 per litre, packaging and labour cost incurred Rs 3 per litre and Rs 20 per litre. The amounting total cost was Rs 26.33 per litre. The MRP or sell price (total return) was Rs 70 per litre. The obtained net return was Rs 43.67 and the input output ratio was 1:2.65. The variable cost ratio was 0.37 and percentage return over variable cost was 37 per cent.

Table 3: Cost and return of Dravya jeevamrit (Rs./ltr)

S. No	Particular	Dravya jeevamrit (Rs./ltr)
1.	Raw material cost	3.33
2.	Packaging material cost	3
3.	Labour cost	20
4.	Total cost	26.33
5.	MRP	70
6.	Sale price (Total return)	70
7.	Net return (TR-TC)	43.67
8.	Input-output ratio	1:65
9.	Variable cost ratio	0.37
10.	VC Ratio (%)	37

Conclusion

- The various type organic pesticides were found to be Agnastra, Brahmastra, Dravya jeevamrit. The majority of produced Agnastra (50 percent) and rest of the pesticides like Brahmastra and Dravya jeevamrit were 30 and 20 percent respectively.
- The average Input-Output ratios of Agnastra, Brahmastra, and dravya jeevamrit, were 1:3.2, 1:2.1 and 1:6.5 respectively. Similarly VC ratios were found to be 0.31, 0.5, and 0.37 respectively.
- Major constraints were found in order of their rank priority in selected Woman SHGs were – lack of advertisement, Unorganised market, lack of government support.
- Overall net profit of Gayatri SHG was found to be rupees 51146 /year from the different organic pesticides.

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