



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(12): 1924-1927
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www.thepharmajournal.com
Received: 01-10-2021
Accepted: 03-11-2021

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Constraints in production and marketing of sanitary pad, product of Jai Satnam self-help group (SHG) of Bemetara district of Chhattisgarh

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Abstract

SHGs are voluntary small group structures for mutual help and fulfillment of same target. As a rule, they are formed by people of the same age who have united to provide mutual assistance in meeting a common need. To study about the business performance of Jai Satnam Self Help Group village Bijabhat, Block Bemetara, District Bemetara of Chhattisgarh was selected for present study. This SHG have 10 members, who contribute to produce sanitary pads. Sanitary pads are the product made by this SHG. About 5040 packets of sanitary pads are produce by this SHG annually. All members of SHG contribute in production work with their specific work. Half respondents are between the age group of 30-40 years and remaining half are of 40-50 years age group. Literacy and illiteracy are 80 % and 20% respectively. Major constraints in production level found for the selected SHG are wastage of raw materials, lack of proper storage, high packaging material cost and timely unavailability of the raw material, ranked first, second, third and fourth respectively by using Garret ranking method. Same as major constraints in marketing found are lack of advertisement, lack of marketing skill, lack of company tie-up, lack of Government support and competition with branded companies ranked first, second, third, fourth and fifth respectively by using Garret ranking method. Based on findings of the study, it is suggested that SHGs should be encouraged to develop a platform, an application for the customer and seller both, SHGs should tie up with e-commerce Company, SHGs should try towards decrease packaging cost and should take training to learn proper technique of making of the sanitary pads, so wastage of raw materials could be decreased, SHG should connect itself to local supermarkets / e-commerce to improve self presence, social awareness and social marketing should be adopted, and setting up self-service kiosks will enhance the sales of products and educate them about the health benefits of the products.

Keywords: SHG, sanitary pad, garret ranking method

Introduction

SHGs are voluntary small group structures for mutual help and fulfillment of same targets. As a rule, they are formed by people of the same age who have united to provide mutual assistance in meeting a common need. SHGs in India have now grown into larger organizations from Group. 15-50 SHGs called Cluster / Village Organizations (VOs) which have 1 or 2 representative from each SHG and with several decision-making structures between the groups. The most important organizational model of SHGs is the SHG Bank Linkage Model (SBLM). The self-help group benefits the economy at many stages of the production process; by implementing joint action programs such as providing a concrete framework for cooperation in programs with institutions, promoting a democratic culture, an effective credit system, creating a forum for collective learning with the rural population, promoting a corporate culture. The creation of SHGs with the participation of women has greatly expanded their options. SHGs are now being introduced as an alternative credit system to meet credit needs, especially for low-income people, typically small / marginalized farmers and landless farm workers. Selected SHG has established under National Rural Livelihood Mission.

The Swarnjayanti Gram Swarozgar Yojana (SGSY) transformed into National Rural Livelihood Mission (NRLM) in FY 2010-2011 to generate a clearer and focused vision towards poverty reduction. The decision was targeted towards accomplish the Millennium Development Goals (MDGs) by 2015. On December 9, 2010 the structure for execute the NRLM found approval by the Ministry of Rural Development and officially launched on June 3, 2011. The NRLM program was renamed as Deendayal Antayodaya Yojana (DAY-NRLM) in November 2015.

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The Self Help Group (SHG) in India has come extensive way, since its origin in 1992. Through SBLP (SHG Bank Linkage program) about 69.53 lakhs SHGs have gained access to proper banking system and 90% of these SHG groups are only women SHG. Self-Help Groups play a significant role to enhance condition of the rural women with saving and credit services, have been popular very quickly entirely in India. It is expected that 25 million women are members on SHGs. The SHG is selected for study with the following objective:

- To find out the constraints in production and marketing of sanitary pad produced by Jai Satnam SHG of Bemetara and suggest some suitable measures to overcome them.

Materials and Methods

Collection of data

There are 28 districts in Chhattisgarh state. One of them namely, Bemetara, belongs to Chhattisgarh Plain, was selected intentionally for the present study. For the sampling methodology of the present study, 01 woman SHG namely Jai Satnam was Selected from Bemetara district intentionally, on the basis of their willingness of participating in the study and the convenience of the study.

Garrett's Ranking Technique was used to prioritize the constraints encounter by SHG members at different stages of production and marketing of product. It offers the change of orders of constraints and benefits into numerical ratings. Garrett's formula for converting ranks into percentage is:

$$\text{Percent position} = 100 * (R_{ij} - 0.5) / N_j$$

Where,

R_{ij} = rank given for i th constraint by j th individual

N_j = number of constraint ranked by j th individual

Review of Literature

Karuppasamu (2010) determined that the government should take steps towards marketing of products of SHGs. Government should organize advertising training programs to make them efficient and skilled and should arrange presentation. The government channels can telecast their advertise in minimal price or free of cost to promote their marketing.

Mondal and Sarkhel (2015) revealed that because of some selling difficulties, faced by SHGs, there could be a need of middleman to sell the product. Middleman gets that extra income of the product instead of SHG members. This problem may exist in rural areas, where proper connectivity with the market is not present.

Deshmukh (2018) [2] reported that high packaging cost, lack of marketing skills, lack of advertisement, high transportation cost, long distance markets, were the significant as well as major constraints of marketing of SHGs products. There are some suggestions, to overcome these constraints such as enhancement of packaging standards, attractive packaging, making attractive products, making good marketing strategies like tie ups with local super markets/ e-commerce space, establishing self-service kiosk in garden, porch, colonies and market places to enhance product sale along with their benefits.

Sucharita, Swati (2019) [5] studied that to understand the cause of marketing problem it is necessary to understand the

marketing strategy used by the SHGs. Keeping this in mind the present study was designed to study the marketing strategy used by the SHGs in Ranapur block of Odisha. It was found that majority (80.5%) of the respondents were marketing their product in local shops. In case of managing competition, majority (89.8%) of the respondents focused on maintaining the quality of the product. In case of product packaging, majority of the respondents (79.9%) were packing their product and mostly used polythene bags (89.5%) for packing. It was also found that majority of the respondents were not branding and labeling their product and did not used any type of advertising for promoting their product as all these added extra cost to the product. The marketing strategy score was calculated and accordingly the SHGs were classified from very good to poor category. It was found that the marketing strategy of majority (47%) of the SHG was average, followed by good (26.4%) and poor (20.6%). Very few SHGs (6%) had very good marketing strategy. This means that the marketing strategy of the SHGs needs improvement.

Siddhesh (2020) revealed that social marketing is based on communication so the success of marketing is based on communication skill. Awareness campaigns are the social marketing in rural areas to educate the women for menstrual hygiene and menstrual health. Social campaigns are an effective way to learn and aware rural women about menstrual practices and menstrual health. A rural woman does not prefer sanitary pads cause of lack of awareness and knowledge and high cost. A number of opportunities have emerged for sanitary pad manufacturing companies to tie up with the locals in introducing cheap sanitary pads and simultaneously create awareness through social marketing. Counseling and support during menstruation can result in prevention of unwanted events in the lives of rural women.

Results and Discussion

In the starting of covid-19 Jai Satnam SHG's production and marketing of sanitary pad work had been slow down. In the time of lockdown the work efficiency was going down and after the lockdown over the efficiency was increased with extra labor power. The overall effect in production and marketing of Jai Satnam was very low.

An attempt has been made in this section to highlight the important constraints faced at various levels by the self-help group. It was observed that number of problems faced by Jai Satnam Self Help Group (SHG) village Bijabhat, District Bemetara is related to the production, and marketing of sanitary pads.

Marketing of the product is a significant factor influence the financial benefit to the SHG. It is like a task and major challenge for the SHGs. The following significant constraints are enlisted in selected woman SHGs in order of their rank priority.

1. Constraints in production level

Major constraints found in production level in selected SHG were following

1. Wastage of raw materials
2. High packaging cost
3. Lack of proper storage
4. Timely unavailability of raw material

Table 1: Major constraints in production in selected SHG

SN	Major Constraints	Average score	Garret Ranking
1.	Wastage of raw materials	62.4	I
2.	High Packaging Material Cost	53.2	III
3.	Lack of Proper Storage	56.7	II
4.	Timely Unavailability of Raw Material	48.6	IV

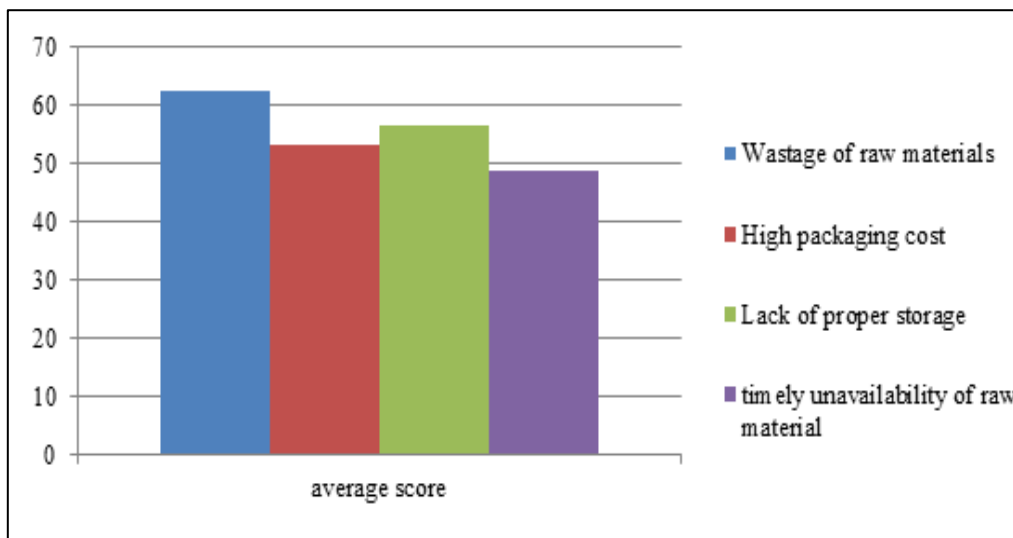


Fig 1: Major Constraints in production in selected SHG

2. Constraints in marketing level

Major constraints found in marketing level in selected SHG were following

1. Competition with branded companies
2. Lack of marketing skill
3. Lack of company tie-up
4. Lack of Government support
5. Lack of advertising

Table 2: Major constraints in marketing in selected SHG

SN	Constraints	Average score	Garret ranking
1.	Competition with branded companies	43.0	V
2.	Lack of marketing skill	55.5	II
3.	Lack of company tie-up	53.5	III
4.	Lack of Government support	46.0	IV
5.	Lack of advertising	63.5	I

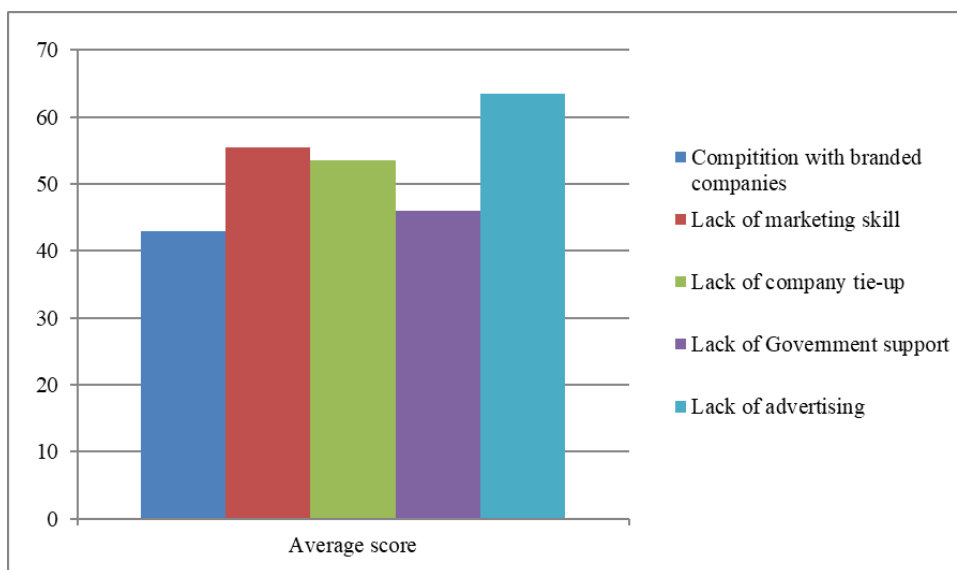


Fig 2: Major marketing constraints in selected SHG

3. Suggestions

- It is suggested that SHG should connect itself to local supermarkets / e-commerce to improve self presence.
- It is suggested for the marketing constraints, door to door marketing should be done. Social marketing should be adopted and introduce women to consequences of using cloth pads and health benefits of sanitary pads.
- Setting up self-service kiosks will enhance the sales of

products and educate them about the health benefits of the products.

- Mobile app intended to provide a platform for buyers and sellers could be developed for better market access.
- In order to decreasing of wastage of raw materials, members should take training to learn proper technique of making sanitary pads.

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