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Constraints in production and marketing of vermicompost product of Kamdhenu self help group (SHG) of Mahasamund district of Chhattisgarh

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Abstract

In this present study to know the business performance and constraints of Kamdhenu Women Self Help of village Baronda Bazar, Tehsil & District Mahasamund of Chhattisgarh state. Total of 12 women are working under the self-help group (SHG) whose contributions are in the production of vermicompost. The Self-Help Group production of vermicompost product was 900q/lt/year. The SHG works for the vermicompost production process of the GNY scheme. The President, Secretary and members are doing different types of works in the production of vermicompost product. The illiteracy rate of selected members was 58%, the majority of the respondents in the study area belonged to the age between 30 to 40 years. Major production constraints were found in garret score order of their rank priority in selected Women SHGs were high production cost, high labour cost, lack of raw material availability and lack of product quality. Major marketing constraints were found in garret score order of their rank priority in selected Women SHGs was late payment clearing by a co-operative society, lack of marketing coordination with co-operative society, no selling of worms in the market, lack of marketing skills depends only on co-operative society.

Keywords: SHG, GNY, co-operative society, vermicompost

Introduction

SHG is a holistic program of micro-enterprises covering all aspects of self-employment, organization of the rural poor into self Help groups and their capacity building, planning of activity clusters, infrastructure build up, technology, credit and marketing. Some of the poor, who were not even reached by the vast network of the institutional credit system, organized themselves into self-help groups (SHGs) and a lot of those groups came into being either spontaneously, or with the active participation of volunteers, who spurs the poor rural population to achieve their small, frequent co-operation. The whole aim of SHG is to improve the functional potential of the weak and excluded in order to eradicate specific problems. However, somebody will have to step in and only educated people can collectively pursue the outsider to solve their problems. The SHG members are responsible for their future as efforts for mutual trust and mutual support are made. Through member shall also be responsible for any group decision, which is why the group works only if each group member is dedicated to the community.

Reviews

Rahumathunza (1999) identified operational questions in the operations of SHG, with strategies for the reconstruction of SHGs that were identified between 1999 and 2007. The teaching of SHGs in socioeconomic empowerment has been found to benefit women in rural areas. However, businessmen continue to struggle to maintain their prospects. The findings have also been verified by the SWOT and TOWS analyzes. It is proposed that similar groups should have common centers of facilities. The monetary stimulus for SHGs must be related to the quality of the company.

Rangi *et al.* (2002) performed in the Punjab District of Fatehgarh Sahib. 70% of SHG members have been trained and the remainder have been illiterates. Of the qualified grades, the majority of respondents earned education up to the 5th and middle level, with a total of about 57 per cent. Even the educated respondents' groups were not therefore highly skilled. In addition, 56 percent of the respondents had up to five family members, while 44 percent had six to 10 family members. The respondents' following groups were representatives of the joint families.

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Tripathy Umakanta (2015) ^[12], explained most women felt that after their participation in SHGs they are more respected in their own families and society in general. Their contribution to the family is valued and the family in turn supports them to undertake activities like these. Previously women never participated in political activities. Now they have chances to win local elections. The accession to credit with flexibility made them financial included by regular banking and financial system. This study shows that the Self Help Group concept not only provides financial services to the rural poor but also acts as a launching pad for livelihood intervention. Therefore, proper capacity building and linkage of SHGs to mainstream organizations has really necessary to succeed in poverty alleviation and social upliftment. The success of micro enterprises depends on identification of enterprises with local talents and native capabilities of poor rural, extending training to develop in them self-confidence, self-esteem, self-reliance and motivation promotion of small savings through micro finance, supply of raw materials, facilities of marketing, technology up gradation and evaluation and assessment.

Sucharita, Swati (2019) ^[11] 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.

Material and Methods

Collection of data

Chhattisgarh state consist 28 districts, out of which 1 district from Chhattisgarh Mahasamund, was to be selected purposively for the present study. For the Sampling methodology of the present study, 01 women SHG was selected from district purposively on the basis of their willingness of participating in the study and the convenience of the study.

Garrett's ranking technique

Garrett's ranking technique is a tool which is commonly used for the variable that makes use of mean scores expressed in ranks. It offers the change of orders of constraints and benefits into numerical ratings. The primary advantage of this technique over simple frequency distribution is that, from the point of view of respondents, the constraints are structured based on their intensity. Therefore, the same number of respondents may have been ranked differently on two or more constraints. Garrett's formula for converting ranks into percentage is:

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

Where,

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

N_j = Number of constraint ranked by j th individual.

The percentage position of each rank will be converted into scores referring to the table given by Garrett and Woodworth (1969).

The scores of individual respondents will be added together for each factor and divided by the total number of respondents for whom scores will be added. These mean scores for all the constraints will be arranged in descending order; the constraints will be accordingly ranked.

Results and Discussion

Constraints

In the starting of covid-19 Kamdhenu SHG's production and marketing of vermicompost 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 labour power. The overall effect in production and marketing of vermicompost 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. For studying this, the constraints were discussed under a co-operative self-help group. The quality and quantity of Mushroom and Mushroom products are directly associated with the various activities involved. It was observed that number of problems faced by Kamdhenu Self Help Group (SHG) Baronda Bazaar, Mahasamund is related to the production, processing and marketing of vermicompost products. The following major constraints were observed in the self-help group. The collections of information from Kamdhenu Self Help Group (SHG) are given below:

Constraints in production of vermicompost products

- High production cost
- High Labour cost
- Lack of Raw material availability
- Lack of poor product quality

Table 1: Garrett scores for Production Constraints of selected Women SHGs

Sl. No.	Constraints	Mean score	Garret Ranking
1.	High production cost	84.52	I
2.	High Labour cost	76.32	II
3.	Lack of Raw material availability	72.35	II
4.	Lack of product quality	48.26	IV

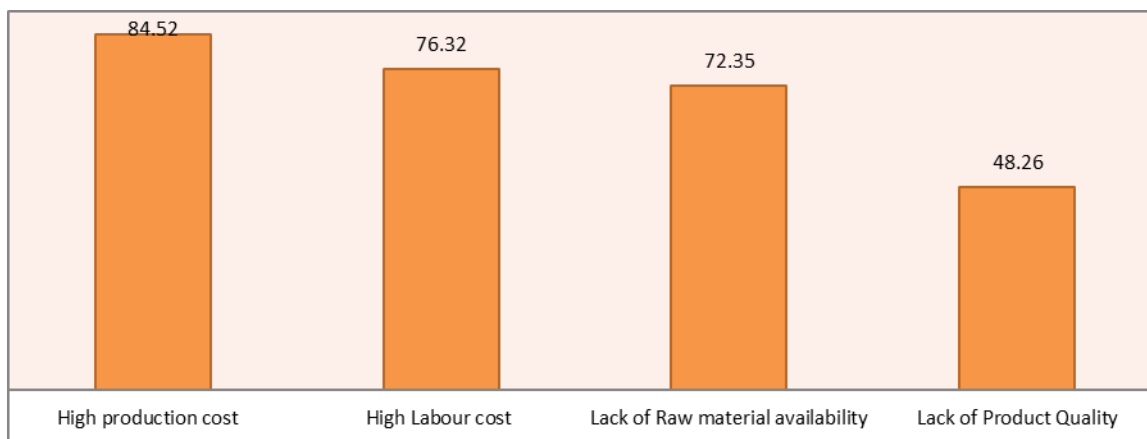


Fig 1: Garrett scores for Production Constraints of selected Women SHGs

Constraints in the marketing of vermicompost products

- Late payment clearing by a co-operative society.
- Lack of marketing coordination with co-operative society.
- No selling of worms in the market.
- Lack of marketing skills depends only on co-operative society.

Table 2: Garrett scores for marketing constraints of selected Women SHGs

Sl. No.	Constraints	Mean score	Garret Ranking
1.	Late payment clearing by co-operative society	81.52	I
2.	Lack of marketing coordination with co-operative society.	46.32	IV
3.	No selling of worms in market	75.48	II
4.	Lack of marketing skills	52.36	III

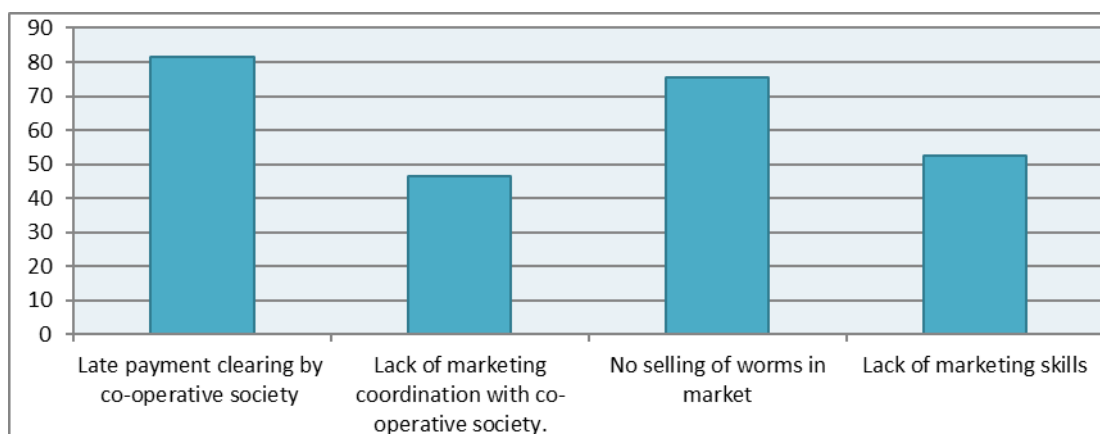


Fig 2: Garrett scores for marketing constraints of selected Women SHGs

Some suitable measures to overcome them

- Increase the income with production of other vermicompost product like Vermiwash.
- Selling the worms in other SHG/ customers.
- Increase the MRP of vermicompost for increase profit of SHG.
- The per year production of vermicompost will have to increases.

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