

Demotivated Women: A Setback to Self Help Group (SHG) Movement

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ABSTRACT Working in a group gives members a better understanding and a healthy development. Without motivation, the progress of SHG (Self Help Group) would come to a grinding stop. Nothing could improve, for every individual capable of working toward change, would lack the motivation to move forward with their plans to achieve their SHG goals. The present paper analyzes the SHG women's motives that ensure women's participation in SHG activities on continuous basis and provide maximum satisfaction to the member individually and the group as whole. For this exploratory research, a motivator preference tool was developed. A total sample of 120 SHG women from rural Rajasthan was taken, to find out the motivators to draw conclusions on motivation to join SHG. Mean weight scores (MWS) were calculated. In the present investigation it was found out that the SHG members in general were not highly motivated with any of the possible motivators. These results provide guidelines for GO and NGOs in deciding future plans and making effective efforts to motivate rural women to join SHGs.