

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR  
CM



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,  
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],  
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6408 Cities in 196 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>CUSTOMER PREFERENCE ON BRANDED FAST FOOD RETAIL OUTLETS IN KERALA</b>  <i>Dr. T. SUBASH &amp; PARVATHY R. NAIR</i>	1
2.	<b>AN OVERVIEW AND IMPACT OF GOODS AND SERVICE TAX (GST) IN INDIA</b>  <i>Dr. PRAGYA PRASHANT GUPTA</i>	9
3.	<b>THE ROLE OF SELF HELP GROUP IN PROGRESS OF NRLM AND FINANCIAL INCLUSION</b>  <i>JAI CHAND</i>	13
4.	<b>AN EMPIRICAL STUDY ON CURRENT HUMAN RESOURCE MANAGEMENT PRACTICES OF HINDUSTAN AERONAUTICS LIMITED AND ITS IMPLICATIONS</b>  <i>RICHA VERMA</i>	17
5.	<b>A STUDY ON EMPLOYEE INDUCTION PROGRAM AT PRIVATE ORGANIZATION</b>  <i>AISHWARYA VAKHARIYA</i>	21
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	27

**FOUNDER PATRON****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
 Former Vice-President, Dadri Education Society, Charkhi Dadri  
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

**CO-EDITOR****Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

**EDITORIAL ADVISORY BOARD****Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

**Dr. SIKANDER KUMAR**

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**Dr. D. S. CHAUBEY**

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

**Dr. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**Dr. CLIFFORD OBIYO OFURUM**

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. MANOHAR LAL**

Director &amp; Chairman, School of Information &amp; Computer Sciences, I.G.N.O.U., New Delhi

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. VIRENDRA KUMAR SHRIVASTAVA**

Director, Asia Pacific Institute of Information Technology, Panipat

**Dr. VIJAYPAL SINGH DHAKA**

Professor &amp; Head, Department of Computer &amp; Communication Engineering, Manipal University, Jaipur

**Dr. NAWAB ALI KHAN**

Professor &amp; Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**Dr. EGWAKHE A. JOHNSON**

Professor &amp; Director, Babcock Centre for Executive Development, Babcock University, Nigeria

**Dr. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. BHARAT BHUSHAN**

Head, Department of Computer Science &amp; Applications, Guru Nanak Khalsa College, Yamunanagar

**MUDENDA COLLINS**

Head, Operations &amp; Supply Chain, School of Business, The Copperbelt University, Zambia

**Dr. JAYASHREE SHANTARAM PATIL (DAKE)**

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

**Dr. MURAT DARÇIN**

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

**Dr. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

**P. SARVAHARANA**

Asst. Registrar, Indian Institute of Technology (IIT), Madras

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**Dr. SEOW TA WEEA**

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Professor &amp; Dean, European University of Lefke, Lefke, Cyprus

**Dr. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. MOHAMMAD TALHA**

Associate Professor, Department of Accounting &amp; MIS, College of Industrial Management, King Fahd University of Petroleum &amp; Minerals, Dhahran, Saudi Arabia

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. TITUS AMODU UMORU**

Professor, Kwara State University, Kwara State, Nigeria

**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. ASHISH CHOPRA**

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDIEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**Dr. LALIT KUMAR**

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

***FORMER TECHNICAL ADVISOR***

**AMITA**

***FINANCIAL ADVISORS***

**DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

<b>NAME OF CORRESPONDING AUTHOR</b>	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



## THE ROLE OF SELF HELP GROUP IN PROGRESS OF NRLM AND FINANCIAL INCLUSION

**JAI CHAND**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**KURUKSHETRA UNIVERSITY**  
**KURUKSHETRA**

### ABSTRACT

*National Rural Livelihood Mission (NRLM) is a poverty alleviation project implemented by Ministry of Rural Development, Government of India. This scheme is mainly focused on promoting self-employment and organization of rural poor peoples. Financial Literacy and financial inclusion have been important policy goals of India for quite some time. Inclusive financing or Financial inclusion is the delivery of financial services at reasonable costs to vast sections of low income population with the provision of equal opportunities. GOI (2008) defines Financial inclusion as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost. The main aims of Microfinance to providing financial services to the rural poor for the socio economic development through SHG. Financial inclusion means provided the financial services to the very rural poor people at a reasonable cost. It is a financial service that offers like loan, saving, insurance, fund transfer to providing very poor small entrepreneurs. The main objective of this study to examine the role of SHG in the development of NRLM and financial inclusion. The present study is a conceptual framework and based on secondary data. This study revealed that the SHGs played an important role in the progress of NRLM and Financial inclusion. During the year 2016-17, 37.44 lakh SHGs were savings linked to banks under NRLM. This represents a growth of 8.3 % over the previous year. These SHGs had savings to the tune of ₹7552.70 crores which is growth of 17.3 % over the previous year. Under NRLM, in 2016-17 credit was disbursed to 8.86 lakh SHGs, indicating a growth of 8.6 % over the previous year. The amount disbursed was ₹17,336 crores which represents a growth of 3.3 % over the previous year. The Self Help Group (SHG) plays a significant role in the financial inclusion. The subscriber base of Atal Pension Yojana has reached 55.60 lakhs as on 30th June, 2017 from 53.33 lakhs as end of May 2017. Contribution under APY has increased from ₹2,012 crore as on May' 2017 to ₹2,152 crore as on June, 2017.i.e by 6.95%.*


### KEYWORDS

SHGs, microfinance, rural credit, financial inclusion, poverty alleviation, socio and economic development.

### JEL CODES

R51, I38.

### INTRODUCTION

 National Rural Livelihoods Mission (NRLM) was launched by the Ministry of Rural Development (MoRD), Government of India in June 2011. The main aim of financial inclusion is delivery of banking and financial services in a fair, translucent, and impartial manner at a reasonable cost to the vast sections of disadvantaged and low or rural poor peoples. Financial Inclusion refers to a process of providing the financial products/services to weaker section of the society at affordable cost.

In India, Self Help Groups or SHGs represent a unique approach to financial intermediation. The approach combines access to low-cost financial services with a process of self-management and development for the women who are SHG members. A self-help group (SHG) is a village-based financial intermediary committee usually composed of 10–20 local women or men. Members make small regular savings contributions over a few months until there is enough capital in the group to begin lending. Funds may then be lent back to the members or to others in the village for any purpose. In India, many SHGs are 'linked' to banks for the delivery of micro-credit. For the rural women, economic empowerment can be harvested through the concept of Self-Help Groups (SHGs) based on group approach to rural development. SHGs are indeed a boon to the rural poor women who undertake viable economic activities on their own. SHGs are voluntary association of people formed to attain some common goals.

The various financial services include credit, savings, insurance, payments and remittance facilities. Financial inclusion goes beyond opening of bank accounts; it is a comprehensive set of services that needs to be offered to the clients so that they can choose based on their needs from the services. Aided in part through investment support by the World Bank, the Mission aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services. NRLM has set out with an agenda to cover 7 Crore rural poor households, across 600 districts, 6000 blocks, 2.5 lakh Gram Panchayats and 6 lakh villages in the country through self-managed Self Help Groups (SHGs) and federated institutions and support them for livelihoods collectives in a period of 8 -10 years.

There are four components of the NRLM (World Bank – Government of India project). The first component of the project is institutional and human capacity development. The objective of this component is to transform the role of the Ministry of Rural Development (MoRD) into a provider of high quality technical assistance in the field of rural livelihoods promotion. The second component of the project is state livelihood support. The objective of this component is to support state governments in the establishment of the necessary institutional architecture for the implementation of the National Rural Livelihoods Mission (NRLM) activities from the state to the block level. The third component of the project is innovation and partnership support. The objective of this component is to create an institutional mechanism to identify, nurture and support innovative ideas from across the country to address the livelihood needs of the rural poor. The fourth component of the project is project implementation support. The objective of this component is to establish an effective project management unit at the national level that develops key systems and processes for coordination and management of the project and the NRLM.

According to the latest report of DAY-NRLM, NRLM has now been rolled out across 30 States/UTs, Number of Districts with intensive blocks in NRLM States stood at 557, Number of Blocks identified for intensive approach in NRLM States is 4066, Number of Blocks where intensive implementation has commenced is 4049, Number of villages in which intensive implementation has started is 2,65,325, Number of households mobilized into SHGs (in Lakh) is 365.7, Number of SHGs promoted (in Lakh) is 36.2, Number of Village Organizations promoted is 161350.

### PRINCIPLES OF NRLM

- Poor have a strong desire to come out of poverty, and, have innate capabilities.
- Social mobilization and building strong institutions of the poor is critical for unleashing their capabilities.
- An external dedicated and sensitive support structure is required to induce social mobilization.
- Providing employment opportunities to people.
- To create livelihood opportunities through Self Help Groups.
- To give opportunities to marginalized sections to have some avenues to lead life with dignity.

**REVIEW OF LITERATURE**

Dr. Gomathy and jyoti nair (2016) studied a review of financial inclusion in India. the study indicated that the This study is an attempt to integrate the results of existing literature on financial inclusion in India, role played by Government, RBI and the banks in promoting inclusive growth and barriers and challenges on the demand as well as supply aspects of financial inclusion. It has been observed that Government, RBI and banks have adopted various policy measures and innovative tools to ensure access of financial products and services to weaker and under privileged sections of the society.

Paramjeet kaur (2014) studied on the financial inclusion highlighted the role of banks in implemented a scalable and sustainable financial inclusion. The banks encouraged the financial inclusion through various government schemes.

Zahid Hassan Kharuri (2014) studied based on the savings’ mobilization initiative by the Government of India through means of financial inclusion. It has been intended to explore and suggest increased savings mobility to SHG’s, so as to enhance the governments’ initiative in mobilizing savings. Bank linkage schemes like saving linked SHG’s and fresh loans to SHG’s by banks have been analyzed. Further, measures have been suggested to banks to strengthen SHG-Bank linkage programme.

Sonu Garg, Dr. Parul aggarwal (2014) this studied explained the financial inclusion in india with a review of initiatives and achievements. This study focuses on approaches adopted by various Indian banks towards achieving the ultimate goal of financial inclusion for inclusive growth in India and analyses of past years progress and achievements. The relevant data for this study has been collected with the help of from various Research journals, Articles, reports of RBI, reports of NABARD and online resources.

Gadamsetty Sai Arun (2013) studied explained the financial inclusion and role of ICT in ICT. Significant progress towards financial inclusion has been made through various initiatives taken by the Government, RBI, Banks and ICT has been the key driver in implementing these initiatives. Various models have been tested for financial inclusion, however BC model has emerged out to be the most effective model for the financial inclusion so far and has managed to reduce the transaction costs and tackle the barriers of financial inclusion.

**OBJECTIVES OF THE STUDY**

1. Analysis the SHGs with saving linked to banks under NRLM.
2. Analysis the SHGs having Credit –Linked to banks under NRLM.
3. Analysis the SHGs having Credit Outstanding to banks under NRLM.
4. Analysis the various schemes of financial inclusion.

**METHODOLOGY**

The present study is a conceptual framework. This study based on secondary data. The source of data article, journal paper, NABARD report etc.

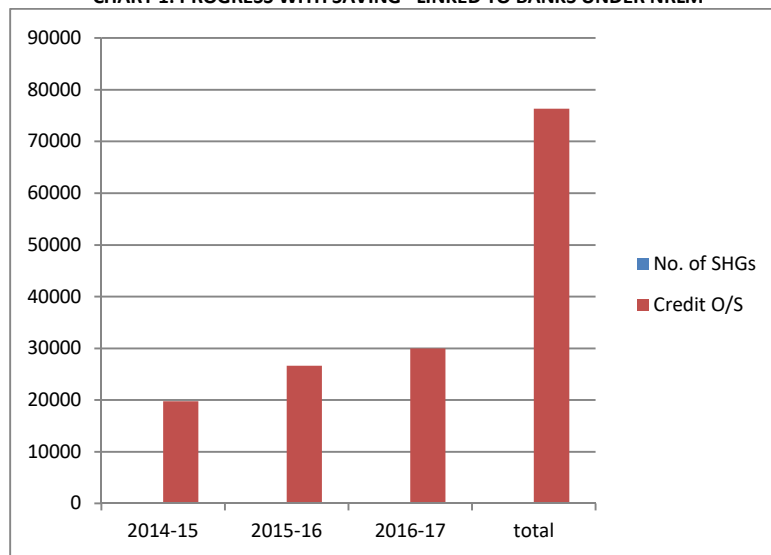
**DISCUSSION & RESULT**

**FIGURE 1: SHGs WITH SAVINGS-LINKED TO BANKS UNDER NRLM**

	No. of SHGs (in Lakh)	Saving Linked to Banks (amount in Cr.)
2014-15	30.52	4424.03
2015-16	34.57	6244.97
2016-17	37.44	7552.70
Total	102.53	18221.70

Source: The Bharat Microfinance Report 2017

**CHART 1: PROGRESS WITH SAVING –LINKED TO BANKS UNDER NRLM**



**FIGURE 2: SHGs HAVING CREDIT- LINKED TO BANKS UNDER NRLM**

	No. of SHGs (in Lakh)	Credit–Linked to Banks (in Cr.)
2014-15	6.43	9487.70
2015-16	8.16	16783.80
2016-17	8.86	17336.20
Total	23.45	43607.70

Source: The Bharat Microfinance Report 2017

CHART 2: PROGRESS WITH SHGs HAVING CREDIT - LINKED TO BANKS UNDER NRLM

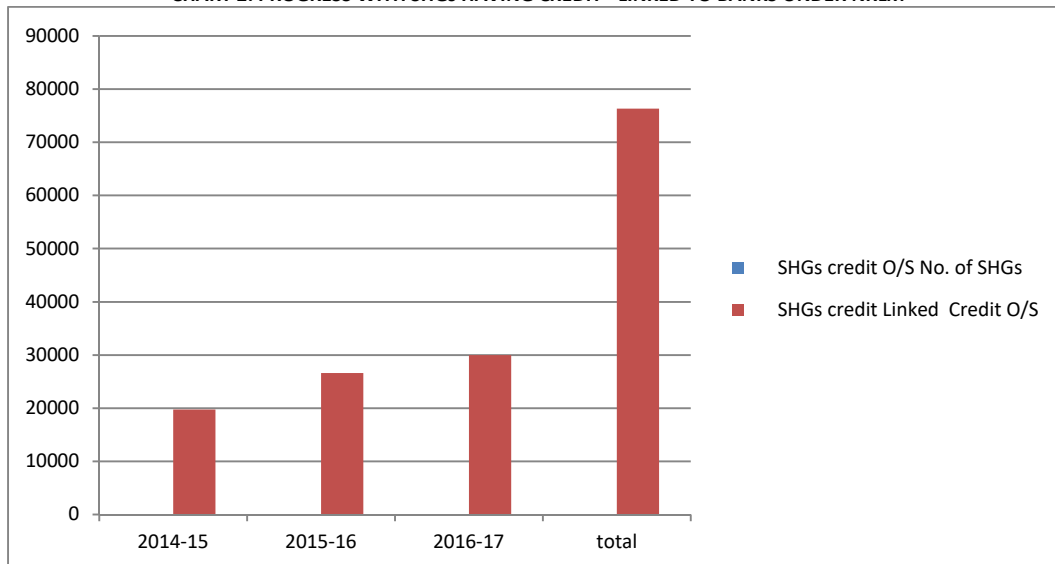
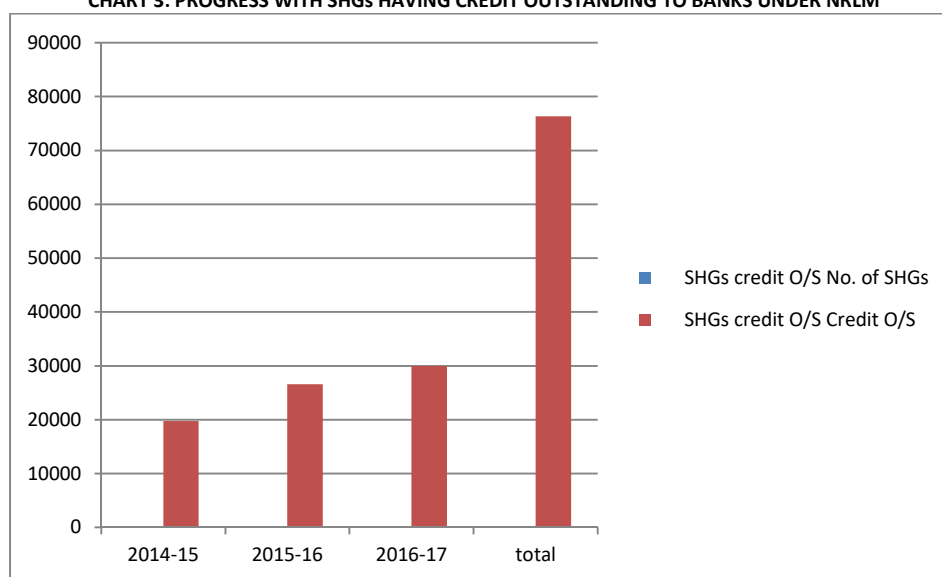


FIGURE 3. SHGs HAVING CREDIT OUTSTANDING TO BANKS UNDER NRLM

	No. of SHGs (in Lakh)	Credit outstanding to Banks (in Cr.)
2014-15	18.46	19752.70
2015-16	21.91	26610.20
2016-17	24.91	29994.40
Total	65.28	76357.30

Source: The Bharat Microfinance Report 2017

CHART 3: PROGRESS WITH SHGs HAVING CREDIT OUTSTANDING TO BANKS UNDER NRLM



The Figures 1, 2, 3, indicate above the progress of SHG linkage under NRLM.

In the year 2016-17, 37.44 lakh SHGs were savings linked to banks under NRLM. This represents a growth of 8.3 % over the previous year. These SHGs had savings to the tune of ₹7552.70 crores which is growth of 17.3 % over the previous year. Under NRLM, in 2016-17 credit was disbursed to 8.86 lakh SHGs, indicating a growth of 8.6 % over the previous year. The amount disbursed was ₹17,336 crores which represents a growth of 3.3 % over the previous year. 24.91 lakh NRLM groups had credit outstanding of ₹29,994.4 crores in 2016-17 which indicates a growth of 14.1 % and 12.7 % respectively.

**FINANCIAL INCLUSIONS SCHEMES**

In India, RBI has initiated several measures to achieve greater financial inclusion, such as facilitating no-frills accounts and GCCs for small deposits and credit. Some of these steps are:

Financial inclusion is not an Indian specific problem; it is global one. So now financial inclusion is a topic of increasing interest on the international policy agenda. But in India, home to the second largest population in the world, with huge mass of people below the poverty line spread across nearly 600,000 villages in 600 districts, it assumes utmost importance. India's government has a long tradition of promoting financial inclusion. For more than 40 years, the Reserve Bank of India has been operating priority sector lending mandating a portion of banks' loan portfolios to be in the agriculture sector and to small and micro enterprises. In 2005, it required banks to offer basic no-frills accounts with no, or very low, minimum balances and affordable charges. However, use of these accounts has been very low. In 2011, banks were advised to provide at a minimum four products: (a) a savings or overdraft account, (b) a remittance product for electronic transfer of government benefits and other remittances, (c) a pure savings product (ideally a recurring-deposit scheme), and (d) entrepreneurial credit. In a parallel initiative, in 2010 the government and the central bank set goals to provide by 2015 all villages in India with a banking outlet (either by a branch or a retail agent, in India known as a business correspondent), with stipulated annual targets along the way. While these targets were not specified by law, the Reserve Bank of India requires all banks to report progress regularly and closely monitors their achievements. It is still too early to say how successful the implementation of these ambitious goals will be. Some banks have risen to the challenge and opened numerous new outlets (mostly business correspondents). Others have complained that the financial inclusion targets hurt their profits.

**PRADHAN MANTRI JAN DHAN YOJNA (PMJDY)**

The Government of India announced "Pradhan Mantri Jan Dhan Yojna," a national financial inclusion mission which aims to provide bank accounts to at least 75 million people by January 26, 2015. To achieve this milestone, it's important for both service providers and policy makers to have readily available information outlining gaps in access and interactive tools that help better understand the context at the district level.

MIX designed the financial inclusion Lab India FI workbook to support these actors as they craft strategies to achieve these goals. Several Startups are working towards increasing Financial Inclusion in India by organising various large unorganised sectors where payments primarily happen in cash, instead of a bank transaction.

**MICRO PENSION**

The National Pension System (NPS) and Atal Pension Yojana (APY)'s subscriber base has seen gradual growth during the last five years. As of 1st quarter of this year, NPS had a subscriber base of 163.55 lakhs. The number of subscribers under NPS and APY increased from 160.43 lakhs as at the end of May, 2017 to 163.55 lakhs as at the end of June, 2017. The main contributor to the growth is Atal Pension Yojana in which the number of subscriber increased from 53.33 lakhs as at the end of May 2017 to 55.60 lakhs as at the end of June 2017, registering a growth of 4.26 %. All citizen subscribers have increased by 2.39% during the same period and Corporate Sector subscribers have increased by 1.65 % during the same period. The overall growth has been 1.94 % in the month of June, 2017.

**NATIONAL PENSION SYSTEM (NPS): SWAVALAMBAN**

There are 29 states under NPS. Various State Governments have adopted NPS architecture and implemented NPS with effect from different dates. Tamil Nadu has adopted pension scheme under National Pension System (NPS), though it does not contribute towards the employees' pension account under NPS. Besides, West Bengal and Tripura have not adopted the NPS so far, and PFRDA is in discussion with both the states to take them on board. As end of June 2017, Uttar Pradesh has the highest number of subscribers enrolled under NPS followed by Madhya Pradesh, Rajasthan and Chhattisgarh.

**ATAL PENSION YOJNA (APY)**

The subscriber base of Atal Pension Yojana has reached 55.60 lakhs as on 30th June, 2017 from 53.33 lakhs as end of May 2017. Contribution under APY has increased from ₹2,012 crore as on May' 2017 to ₹2,152 crore as on June, 2017. i.e by 6.95%. AUM under APY has increased from ₹506 crore as at the end of March, 2016 to ₹1,885 crore as at the end of March 2017 and further ₹2,161 crore as on May, 2017 to 2,354 crore as on June, 2017.

**CONCLUSION**

It is found that the Self Help Group (SHG) played a very important role in the progress of National Rural Livelihood Mission (NRLM) and the Financial Inclusion. Figure 1, 2, 3, show that indicated the progress under NRLM. In the year 2016-17, 37.44 lakh SHGs were savings linked to banks under NRLM. This represents a growth of 8.3 % over the previous year. These SHGs had savings to the tune of ₹7552.70 crores which is growth of 17.3 % over the previous year. Under NRLM, in 2016-17 credit was disbursed to 8.86 lakh SHGs, indicating a growth of 8.6 % over the previous year. The amount disbursed was ₹17,336 crores which represents a growth of 3.3 % over the previous year. Financial inclusion also shows that the progress through various schemes of Government of India side by side Reserve Bank of India (RBI). So we can say that the overall progress of NRLM and Financial inclusion it is growing very fast and increase positively year to year.

**REFERENCES**

1. Arun, G. S. (2013). Understanding Financial Inclusion in India and Role of ICT in ICT. *International Journal of Innovative Research and Development*, 2(12), 198-201.
2. Garg, S., & Agarwal, P. (2014). Financial inclusion in India—a Review of initiatives and achievements. *IOSR Journal of Business and Management*, 16(6), 52-61.
3. Kumar, P. Public Delivery System through Self Help Groups (SHG) in National Rural Livelihood Mission (NRLM) Approach: A Case Study of Odisha. *Surender Mor*, 64.
4. Singh, P. K. (2014). A study on financial Inclusion-Role of Indian banks in implementing a scalable and sustainable financial inclusion strategy. *International Journal of Management (IJM)*, 5(11), 103-110.
5. The Bharat Microfinance Report 2017
6. Thyagarajan, G., & Nair, J. (2016). Financial Inclusion in India—A Review. *International Journal of Science Technology and Management*, 5(8).

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

## *Our Other Journals*

