INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



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

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2980 Cities in 165 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

CONTENTS

	<u>ooni mio</u>	
Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
	A STUDY ON STATUS AND PROSPECTS OF INDIA - THAILAND FREE TRADE AGREEMENT	1
2.	DR. SAIFIL ALI & MANIVASAGAN MICRO FINANCE TOWARDS GENDER EQUITY AND SUSTAINABLE DEVELOPMENT	7
2.	DR. WAJEEDA BANO	
3.	TEXTILE INDUSTRY: INDIA'S SECOND LARGEST EMPLOYER, BUT WHAT'S REALLY IN FOR THE WORKERS?	14
4.	DR. HALIMA SADIA RIZVI & ISHA JASWAL CORPORATE GOVERNANCE ISSUES IN BANKS IN INDIA	18
	DR. PRITA D. MALLYA	
5.	DR. PAWAN KUMAR SHARMA	21
6.	DEALING WITH SEASONALITY: MODELLING TOURISM DEMAND IN CROATIA	23
_	DR. BALDIGARA TEA & MAJA MAMULA SOCIO-ECONOMIC DETERMINANTS OF TELECOMMUNICATION DEVELOPMENT IN INDIA: AN INTER-STATE ANALYSIS	30
7.	NEENA & KAWALJEET KAUR	30
8.	INTEREST RATE AND UNEMPLOYMENT NEXUS IN NIGERIA: AN EMPIRICAL ANALYSIS	42
9.	ABDURRAUF IDOWU BABALOLA CORRELATION BETWEEN CORPORATE GOVERNANCE PRACTICES AND FINANCIAL PERFORMANCE OF THE COMPANY: CASE OF 5	46
<i>J</i> .	INTERNATIONALLY ACCLAIMED INDIAN FIRMS SHWETA SATIJA	
10.	FINANCIAL CAPACITY AND ITS EFFECT ON IMPULSE BUYING BEHAVIOUR: AN ON-FIELD STUDY AT LULU INTERNATIONAL SHOPPING	50
	MALL, KOCHI JITHIN RAJ R & ELIZABETH JACOB	
11.	INCREASING AND CHANGING ROLE OF MANAGEMENT ACCOUNTING IN CAPTURING THE VOICE OF CUSTOMERS	55
12	MANMEET KAUR & RAVINDER KAUR GENDER BUDGET STATEMENT: IS THE BIG BEAUTIFUL	60
12.	MASROOR AHMAD	
13.	CREATING AN OPTIMAL PORTFOLIO ON S&P BSE SENSEX USING SHARPE'S SINGLE INDEX MODEL	64
14.	INNOVATION IN RURAL MARKETS: A CASE STUDY OF PROJECT SHAKTI BY HUL	69
	CHIRAG V. ERDA	L
15.	TEA INDUSTRY IN INDIA: AN OVERVIEW DR. R. SIVANESAN	71
16.	IMPACT OF WOMEN EDUCATION ON CHILD HEALTH	77
17	NUPUR KATARIA VIABILITY AND SUSTAINABILITY OF THE EUROPEAN UNION IN LIGHT OF THE TOURISM INDUSTRY	84
	BIVEK DATTA	
18.	AUTHENTIC LEADERSHIP PRACTICES AND TRUST AMOGH TALAN	89
19.	FOSTERING MUTUAL COEXISTENCE AMONG ETHNO-RELIGIOUS GROUPS IN NIGERIA TOWARDS SUSTAINABLE DEVELOPMENT BY THE	93
	YEAR 2020 ADEBISI KOLAWOLE SHITTU & ADEKOLA OMOTAYO AJIBIKE	
20.	THE EFFECT OF CLIMATIC SHOCKS ON AGRICULTURAL PRODUCTION AND FOOD SECURITY IN TIGRAY (NORTHERN ETHIOPIA): THE CASE	98
	OF RAYA AZEBO WOREDA GIRMA BERHE	
21.	A NOTE TOWARDS FINDING A BUYBACK CONTRACT PRODUCING CLOSE RESULT TO A GIVEN QUANTITY FLEXIBILITY CONTRACT	104
22	SHIRSENDU NANDI	107
22.	DIRECT TAX CODE IN INDIA: A MAJOR TAX REFORM FOR THE EMERGING ECONOMY RAKESH, C & MANJUNATHA, K	107
23.	PERFORMANCE OF INDIVIDUAL BOREWEL PROGRAMME IN KARNATAKA: WITH SPECIAL REFERENCE TO SCs AND STs	113
24.	DR. RAJAMMA.N EMPLOYMENT IN HARYANA: WHAT DOES THE LATEST DATA SHOWS?	115
25	ANNU	117
25.	ALGERIAN SMEs AMIDST ECONOMIC REFORMS AND GOVERNMENT SUPPORT AISSA MOSBAH & ROCHDI DEBILI	117
26.	CORRUPTION WITHIN EDUCATION SECTOR: A TYPOLOGY OF CONSEQUENCES	122
27	MOHAMED DRIDI GROWTH EVALUATION OF SELECTED COMMERCIAL BANKS IN PALESTINE	127
	MOHAMMED MALI	
28.	JOBLESS GROWTH IN INDIA IN 2000's JAGANATH BEHERA	131
29 .	FOOD PROCESSING AND VALUE ADDITION: THE PATHWAY TO AGRICULTURE SUSTAINABILITY	134
30.	AGRICULTURAL MARKETING REFORMS IN INDIA	138
	SHIKHA MAKKAR	
	REQUEST FOR FEEDBACK & DISCLAIMER	145

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

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

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, GuruGobindSinghl. P. University, Delhi

PROF. RAJENDER GUPTA

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

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

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

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, KurukshetraUniversity, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, MukandLalNationalCollege, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S.KhalsaLubanaGirlsCollege, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, AakashCollege of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN 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 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 or online by clicking the link online submission as given on our website (FOR ONLINE SUBMISSION, CLICK HERE).

GUIDFLINES FOR SURMISSION OF MANUSCRIPT

	doid a miles i oil s	CEMINETON OF MEMICECIAL I	
1.	COVERING LETTER FOR SUBMISSION:	DATED:	
	THE EDITOR URCM		
	Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.		
	(e.g. Finance/Marketing/HRM/General Management/Econom	mics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)	
	DEAR SIR/MADAM		
	Please find my submission of manuscript entitled '	' for possible publication in your journals.	
	I hereby affirm that the contents of this manuscript are origina under review for publication elsewhere.	al. Furthermore, it has neither been published elsewhere in any language fully or partl	ly, nor is i
	I affirm that all the author (s) have seen and agreed to the subm	mitted version of the manuscript and their inclusion of name (s) as co-author (s).	
	Also, if my/our manuscript is accepted, I/We agree to comple contribution in any of your journals.	oly with the formalities as given on the website of the journal & you are free to pr	ublish ou
	NAME OF CORRESPONDING AUTHOR:		

Affiliation with full address, contact numbers & Pin Code:

Engineering/Mathematics/other, please specify)

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- The whole manuscript is required to be in ONE MS WORD FILE only (pdf. version is liable to be rejected without any consideration), which will start from a) the covering letter, inside the manuscript.
- b) The sender is required to mentionthe following in the **SUBJECT COLUMN** of the mail: New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/
- There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript. c)
- The total size of the file containing the manuscript is required to be below 500 KB.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.
- NUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- HOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email 3. address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **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 stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **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.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **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 are supposed to follow **Harvard Style of Referencing**. 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 italics. 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 parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

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, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

• 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

MICRO FINANCE TOWARDS GENDER EQUITY AND SUSTAINABLE DEVELOPMENT

DR. WAJEEDA BANO PRINCIPAL P.A. FIRST GRADE COLLEGE MANGALORE

ABSTRACT

Development affects people differently in different parts of the world whether they are male or female. If women are given same access to resources and economic opportunities as men—the resulting economic activity is not only good for families but makes significant contribution to community and country. Gender equity and women's empowerment are essential for inclusive growth and sustainable development and providing this leads to faster poverty reduction and accelerated progress towards attaining Millennium Development Goals (MDGs). In developing countries, the growth of microfinance institutions (MFIs) which specifically target low income individuals are viewed as potentially useful for promotion of financial inclusion. With this background the paper aims at two objectives (i) how micro finance activities can lead to inclusive development & (ii) How this inclusive development can bring financial, social and economic empowerment as well as improve gender relation. The paper will be both descriptive and analytical. Both secondary and primary data are used to analyze the progress and impact of SHG's microfinance activities in the rural area. The first part of the paper provides a detailed discussion of SHGs microfinance activity in the national, state and district level followed by a case study in Dakshina Kannada district in the second part. The Findings of the study shows that SHGs through micro finance activities are changing the economic condition of women with indicators like income, saving expenditure and marketing activities showing the improvement. SHGs have created opportunities of promotion of income generation activities and enhanced empowerment of the poor. Because of SHGs large number of the women in rural areas, are not only achieving greater economic independence and security but also are gaining social benefits which lead to sustainable development.

KEYWORDS

Gender Equity, Sustainable development, SHGs, Women empowerment.

INTRODUCTION

ustainable development has been defined in many ways, but the most frequently quoted definition is "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. All definitions of sustainable development require that we see the world as a system—a system that connects space; and a system that connects time. Gender equality and women's empowerment are essential for inclusive and sustainable development. Gender equality needs to be pursued in its own right for a just and equal society, and for better development outcomes - inclusive growth, faster poverty reduction and accelerated progress towards Millennium Development Goals (MDGs) attainment. We recognizes that without harnessing the talents, human capital and economic potential of women, India's goals of poverty reduction and sustainable development will not be met. India has made impressive strides over the last decade on narrowing gender gaps in education, health, employment and political participation. Today there are more girls in primary and secondary schools, more girls participating in tertiary education, fewer women dying in childbirth, more women in wage employment outside agriculture and more women in national parliaments and decision making bodies. But, the progress and achievements are not spread widely and evenly across the entire country.

Disparities remain in many areas. Many women are still denied access to basic services and essential assets such as land, and excluded from decision-making. Women still suffer from entrenched gender discrimination and exclusion that diminishes their life expectancy, education prospects, access to clean water, sanitation, and employment, and exposes them to gender-based violence. Empowering women economically and socially and giving them 'voice' is crucial for achieving goals of poverty reduction and inclusive development. "Equality for women is much more than only an ethical issue. A society that leaves girls and women out of the development process is one, that will never reach its full potential," — Rajat Nag, Managing Director General of ADB. Women's financial inclusion occurs when women have effective access to a range of financial products and services that cater to their multiple business and household needs and that are responsive to the socioeconomic and cultural factors that cause financial exclusion in women and men to have different characteristics Financial inclusion, managed properly, can increase the empowerment of women in a number of ways. Firstly, having access to resources on their own account and to the tools that help them to earn a living can increase women's bargaining power within households and their influence over how money and other resources are used. Secondly, financial inclusion can help increase women's opportunities to earn an income or control assets outside the household. Thirdly, it can reduce women's vulnerability by, for example, allowing them to insure against risk or borrow to meet unexpected expenses, such as medical treatments. These are all key factors for economic empowerment and they can also help to empower women and micro finance is one such approach which leads to financial inclusive sustainable development.

LITERATURE REVIEW

Various studies have been conducted since many years highlighting role of SHGs on women empowerment. Several studies have been conducted by social scientist, financial institutions and agencies, which highlighted the positive trends and impact of SHGs on empowerment, credit accessibility and the social change. The researcher has tried to review the following:

Puhazhendhi and Satyasai(2001) in their paper attempted to evaluate the performance of SHGs with references to social and economic empowerment. The finding of the study revealed that SHGs as institutional arrangement could positively contribute to the economic and social empowerment of rural women and the impact on the later was more pronounced then on the former. K.C. Sharma (2001) maintained that through SHGs women empowerment is taking place, their participation in the economic activities and decision making at the household and society level is increasing and making the process of rural development participatory, democratic, sustain and independent of subsidy, thus micro-finance through SHGs is contributing to the development of rural poor. K.P.Singh (2001) conducted a study in UP comparing the pre and post SHGs situations of women empowerment. He found that the average value of the assets increased by 46.0 per cent and the annual income per household by 20.0 per cent between pre and post SHGs periods. M.S. Kallur (2001) analyzed the impact of SHGs supported by NGOs namely MYRADA on women empowerment in Karnataka. It was found that loans were taken for productive purpose, interest charged were high to cover the expenditure of the group, the new rate was high compared to formal credit and income generation is small. Jothy K and Sunder J (2002) in their study of evaluation of the programme of Tamil Nadu, Mahalir Thittan found that SHGs women are currently involved in economic activites such as production and marketing of agarbhati, candle soap, ready made garment, pickles, coir mat, leather goods etc. A study conducted by NABARD (2002) in 11 states of India elucidated that there has been a positive result in enhancing the standard of living of SHGs members in case of assets holding, savings and borrowing capacity, income generation activity and income level. The housing condition of people is improved. Pattanaik (2003) in her study reveals that SHGs are continuously striving for a better future for tribal women as participants, decision-makers and beneficiaries in the domestic, economic, social and cultural spheres of life. But due to certain constraints like gender inequality, exploitation, women torture for which various Self Help Groups are not organised properly and effectively. Malhotra (2004) in her book has examined how women entrepreneurs affect the global economy, why women start business, how women's business associations promote entrepreneurs, and to what extent women contribute to international trade. It explores potential of micro-finance programmes for empowering and employing women and also discusses the opportunities and challenges of using micro-finance to tackle the feminization of poverty.

Narasaiah (2004) in her study mentioned that the change in women's contribution to society is one of the striking phenomena of the late twentieth century. According to him micro-credit plays an important role in empowering women. Giving women the opportunity to realize their potential in all spheres of society is increasingly important. Cheston & Kuhn (2004) in their study concluded that micro-finance programmes have been very successful in reaching women. This gives micro-finance institutions an extraordinary opportunity to act intentionally to empower poor women and to minimize the potentially negative impacts some women experiences.

Manimekalai (2004) in his article commented that to run the income generating activities successfully the SHGs must get the help of NGOs. The bank officials should counsel and guide the women in selecting and implementing profitable income generating activities. He remarked that the formation of SHGs have boosted the self-image and confidence of rural women. Dutta Neelakantan (2004) in their programmes, micro finance indeed any credit based activity faces certain unusual pre and post contractual problems such as adverse selection and moral hazards, which arise due to informational asymmetric and incompetence, as well as imperfect commitment on the part of contracting parties. Sahu and Tripathy (2005) in their edited book views that 70 per cent of world's poor are women. Access to poor to banking services is important not only for poverty alleviation but also for optimizing their contribution to the growth of regional as well as the national economy. Das Gupta (2005) in his article commented that a paradigm shift is required from "financial sector reform" to "micro-finance reform". While the priority sector needs to be made lean, mandatory micro credit must be monitored rigorously. Simultaneously space and scope have to be properly designed for providing competitive environment to micro-finance services. Extensive database needs to be created by the RBI for understanding micro-finance. Sinha (2005) in his study has observed that micro-finance is making a significant contribution to both the savings and borrowing of the poor in the country. According to him the main use of micro-credit is for direct investment. There is of course some fungibility, depending on household credit requirements at the time of loan disbursement. Naila Kabir 2005 in her study on Micro finance has assessed the impact of micro finance on women empowerment. Micro finance offers an important and effective means to achieve change in a number of different fronts, economic, social, and political. The success of micro finance organization is building up the organizational capacity of the poor women provides the basis for their social mobilization. Singh and Pandey (2007) in their study on empowerment of scheduled caste women have highlighted that impact of Micro finance on social, economic empowerment of scheduled caste women in UP and Uttaranchal. They are of the view that SHGs based on micro finance is an instrument for overall economic empowerment of rural poor women. Prem Chander and Vanguri (2007) highlighted the impact of micro finance programmes on women empowerment in India. They compare Swashakti, Swayamsidha, Swaran Jayanthi Grammen Rozgar Yojana and Rashtriya Mahila Kosh, micro finance programmes for financing poor women in their access to micro credit. Prema Ramachandran (2008) in her study on unleasing the power of SHGs the study of world's largest micro finance programme has highlighted that the SHGs create significant social impact. It is a social mobilization process of poor for economic uplift and not merely a bank loan enabler. Renu Verma (2008) in his study on micro finance and empowerment of rural women highlighted that micro finance is expected to play a significant role in poverty alleviation and rural development, micro finance programmes have bin the recent past become one of the move promosing ways to use scarce development funds to achieve objective of poverty alleviation. Prof. Neha Patel (2009) highlighted in her study about the history of micro finance in India and role of micro finance in regarding power. Some studies reveal that micro-finance programmes have had positive as well as negative impacts on women. Some researchers have questioned how far micro-finance benefits women (Goetz and Sen. Gupta, 1996). Some argue that micro-finance programmes divert the attention of women from other more effective strategies for empowerment (Ebdon, 1995), and the attention and the resources of donors from alternative, and possibly more effective means of alleviating poverty (Rogaly, 1996).

IMPORTANCE OF THE STUDY

The review of literature pertaining on micro finance and women empowerment simply demonstrate that there has been significant contribution of SHGs based micro finance in the social change and empowerment of the poor. SHGs either non government or government have no doubt created opportunities of promotion of income generation activities and enhanced empowerment of the poor. However most of the studied focuses on specific issues and geographical regions. There is paucity of literature and empowerment data which provide basis of analysis of the impact micro finance activities on women empowerment. Thus present study attempted to assess the impact of SHGs based micro finance activities on rural and urban women in Dakshina Kannda District.

OBJECTIVES

The specific objectives of the paper are

- 1. How micro finance activities can lead to inclusive development &
- 2. How this inclusive development can bring financial, social and economic empowerment as well as improve gender relation.

RESEARCH METHODOLOGY

The present paper is both descriptive and analytical. Both secondary and primary data are used to analyze the progress and impact of SHG's microfinance activities in the rural area. The first part of the paper provides a detailed discussion of SHGs microfinance activity in the national, state and district level followed by a case study in Dakshina Kannada district in the second part. The study undertaken in the Dakshina Kannada district of Karnataka State in India for an in-depth analysis of issues related to women empowerment. A total of 300 members were selected representing equally rural and urban (rural150 and urban 150). Apart from primary data, the researcher gathered relevant data from various sources such books, journals, reports published by the government of India and Karnataka, financial institution, articles, dailies and internet publications. To capture the empowerment of women as an impact of microfinance activities through SHGs Likert five point range technique is used and later to determine the various components of empowerment and to compare the rural and urban cases index number is used. An index is devised to measure the level of empowerment scaled by target group. In the final ranking of each component that is instrumental in empowerment, was done with the help of an index on a five-point scale (A=80, B=60, C=40, D=20, E=>20). Response from the members of the SHG's was collected through interview, and participant observation method. Ranking was done on a five-point scale based on the response. Empowerment among women members of the SHGs were analyzed in three dimensions

- Personal empowerment,
- Social empowerment and
- Economic empowerment.

Appropriate parameters of these empowerments were identified and measured.

PART I - DISCUSSION

In recent times, microfinance intervention have been increasingly seen all over the world as an effective mechanism for poverty alleviation and improving socioeconomic status of rural poor. In India too, Micro finance claimed to be headway in its effort of reducing poverty and empowering rural women. Micro finance
institutions in India can be broadly classified in to two categories namely, formal institutions and informal organizations - Commercial banks, Regional Rural
banks, Cooperative Bank that provides micro finance services in addition to their general banking activities and are referred to as micro credit service providers.
On the other hand, informal organizations include NGOs that under take microfinance services as their as main and also as their allied activities. It should be
noted that SEWA (Self Employed Women's Association), a cooperative of women of petty trade groups, established in1974 in Gujarat was the pioneer informal
organization providing microfinance services. The leadership of Ms Ella Bhatt for providing banking services to the poor women employed in the unorganized
sector of that region. First official interest in India took shape during 1986-87 on the initiative of the National Bank for Agriculture and Rural Development
(NABARD). NABARD sponsored an action research project in 1987 through an NGO called MYRADA (Mysore Resettlement and Development Agency) in
Karnataka. Encouraged by the success of MYRADA, NABARAD launched a pilot project in1991-92 in the partnership with NGOs for promoting and grooming self
help groups (SHGs) and making saving from existing banks and within the legal framework. Steady progress of the pilot project led to the main streaming of the

SHGs –bank Linkage programme in 1996 as a normal banking activity of the banks with widespread acceptance. In India formal financial institutions have not been able to reach the poor household and women in particular, in the unorganized sector. Structural rigidities and overheads leads to high cost of making small loans. This gave rise to the concept of micro credit for the poorest segment with a new set of credit delivery techniques. With the support from NGOs an informal sector comprising small self help groups started mobilizing savings of their members and lending resources among the members on micro scale. The potential of SHGs to develop as local financial intermediaries to reach poor has gained recognisation due to their community based participatory approach and sustainability, recovery rates have been much higher than those achieved by commercial banks in spite of loans going to poor, unorganized individual without collateral security. Success stories in the neighboring countries, like Grameen banks in Bangladesh, Bank Rakiat in Indonesia, commercial and Industrial Bank in Philippines etc Gave further boost to the concept in India.

SHGs IN KARNATAKA

The history of SHGs promotion in Karnataka started with NGOs taking the lead in the mid-1980s and the lead passing on to the NABARD by the late 1980s. After the SHG-Bank linkage programme was launched in 1991-92, the very first loans to SHGs in the country were given in Kolar district of Karnataka. by the Vysya Bank Bangarpet branch to Venkateshwara mahila sangha of Muduguli on December 9 1991 and by Corporation Bank to Saraswathi Mahila Sangha on January 30 1992. Nabard up scaled the programme in Karnataka by initiating a series of measures that included training of NGOs and bank staff, convening regular meetings of all intervening agencies, analyzing report and providing feed back for changes in operational systems to make them more user friendly and launching the first RRB(regional rural bank) the Cavery Grameen bank of Mysore Districts an SHG promoting institution(1994-95). In the 1990 IFAD with World Bank collaboration, and in partnership with the government of India and six state governments including Karnataka, launched a similar programme titled Swashakti. This experience encouraged Karnataka to launch a state wide programme called Stree Shakti(women power)based on the SHGs strategy. Together the initiatives of various stakeholders, (the government, NGOs Bank) increased SHGs coverage in Karnataka significantly. At recent estimates 40295anganwadi workers (of Department of Women and Child Development) 561 NGOs 8 regional rural banks 20district central cooperative bank and 2 commercial banks are engaged in SHGs promotion. Together they are estimated to have facilitated the creation of close to 1, 95,000 SHGs in Karnataka.

OUT REACH

Today there is scarily a village in Karnataka where an SHG has not been facilitated. The state government is the single largest SHG promoting institution. Broadly; there are three categories of institutions promoting: SHGs the Government, financial institutions and NGOs. The promoting institution plays a significant role in the way an SHG develops and functions. The Stree shakti programme anchored by the department of Women and Child Development, attempt to focus the attention of the members on curbing domestic violence against women, promoting girl child education, preventing child marriage etc. SHGs promoted by financial institutions have focused on credit provision, and investment in the institutional capacity building of SHGs. SHGs promoted by NGOs tend to promote the priorities and agenda of the NGO concerned and to reflect the organizational and financial strengths as well as weaknesses of the NGOs. However though there may be one institution taking the lead in SHG promotion in a given context, yet in most cases other institutions are brought in as the programme progresses. For example, both the government and the financial institutions tend to involve NGOs in the training of SHGs. NGOs and government encourage their groups to link with financial institutions, and NGOs learn both from the government and from the financial institutions the formal system of reporting and financial management.

SHGs MOVEMENT IN DAKSHINA KANNADA DISTRICT

Dakshina Kannada district assumes an important place in the history of micro finance SHGs of Karnataka. Ever since the SHGs bank linkage programme of NABARD launched in Karnataka state in 1992, the movement started to spread soon across the district (Jayasheela et al 2006). The response in the district for SHG movement has been quite rapid due to the presence of good physical infrastructure and literacy rate and wide spread banking network in the district. Besides, there are plenty of NGOs in the district who took boldly the steps to promote and nurture SHGs. The role of state government too cannot be ignored. As a result today Dakshina Kannada district has more than 65000 SHGs in the state. About 70.0 per cent are exclusively women SHGs and remaining are men and mixed SHGs. Promoting agencies of SHGs in the district may be classified in to four categories. (1) NGOs (2) Bank (3) Co operative (4) Government. NGOs promote 50.0 per cent of the SHGs, followed by Cooperative and Bank (RRBs) 35.0 per cent and government 15.0 per cent. Government SHGs are under SGYSY of the central government and Stree Shakti, programme of the state government SGSY groups are limited in number and are linked with leading NGOs, in the district

CONDITION OF WOMEN IN KARNATAKA

The condition of women in terms of income, inheritance rights and social status continued to be the matter of concern in all regions of the state. The Karnataka Government brought out Human Development Reports in the year 1999 and 2005 with an exclusive topic on women. These reports too computed Human development Index (HDI) and Gender Development Index (GDI) for all districts of Karnataka's close readings of these indices enable us to understand as to how women continued to be at disadvantages. The report observed the presence of wide disparities in GDI and HDI among the districts of Karnataka. Table-1 shows the HDI and GDI for the districts in the state.



TABLE-1: HUMAN DEVELOPMENT (HDI) AND GENDER DEVELOPMENT INDEX (GDI) IN KARNATAKA

SI. No.	Districts	2001 (HDI)		2001(GDI)	
		Value	Rank	Value	Rank
1	Bagalkot	0.591	22	0.571	23
2	Banglore Rural	0.653	6	0.640	6
3	Banglore	0.753	1	0.731	1
4	Belgaum	0.648	8	0.635	9
5	Bellary	0.617	18	0.606	17
6	Bidar	0.599	21	0.572	22
7	Bijapur	0.589	23	0.573	21
8	Chamarajnagar	0.576	25	0.557	25
9	Chicmaglore	0.647	9	0.636	8
10	Chitradurga	0.627	16	0.0.618	14
11	Dakshin Kannada	0.722	2	0.714	2
12	Davengere	0.635	12	0.621	13
13	Dharwad	0.642	10	0.626	11
14	Gadag	0.634	13	0.625	12
15	Gulbarga	0.564	26	0.543	26
16	Hassan	0.639	11	0.630	10
17	Haveri	0.603	20	0.596	19
18	Kadagu	0.697	4	0.690	4
19	Kollar	0.625	17	0.613	16
20	Koppal	0.582	24	0.561	24
21	Mandya	0.609	19	0.593	20
22	Mysore	0.631	14	0.605	18
23	Raichur	0.547	27	0.530	27
24	Shimoga	0.673	5	0.661	5
25	Tumkur	0.630	15	0.681	15
26	Udupi	0.714	3	0.704	3
27	UttarKannada	0.653	7	0.639	7
	Karnataka	0.650		0.637	

Source: Government of Karnataka H.D &G.D Report 2005

Table-2 indicates that the HDI for the state has increased from 0.541 in 1990 to 0.650 in 2001, showing a 20.0 per cent improvement. There are wide disparities in the level of development among the districts. The district HDI in 2001 has been found to range from 0.753 in Bangalore urban district to 0,547 in Raichur district. Both HDI (2) and GDI(2) are higher in Dakshina Kannada district compared to the state average It is widely understood that mere provision of state sponsor facilities to enhance women condition is not sufficient because these facilities are mediated through a complex socio-economic structure which to great extent women exclusive. Micro finance activities have been growing in Karnataka over the years. Various self help groups are playing a key role in promoting micro finance activities.

MICRO FINANCE IN DAKSHINA KANNADA DISTRICT

Dakshina Kannada district is an important coastal district known for commerce, banking, education and rich cultural heritage. As we know from Human development Report of 1991 and 2005 that Dakshina Kannada district is better in terms of economic, human and gender development indicators compared to other districts of the state. In fact this may be only district where we find women heading family tradition are prevailing. The district has made spectacle improvement in all the sectors of social and economic life with rapid modernization. The movement of self help groups and the programmes of micro finance for women empowerment were enthusiastically welcomed in the region hence; the region offers an interesting site for exploring how micro finance schemes through self help groups affects women empowerment. Dakshina Kannada district is divided in to five taluks. There are more 80000 Self help groups sponsored by government and non government agencies working in the district.

Empowerment through micro-credit is one of the components in the development Programmes in Dakshina Kannada of Karnataka. In the district, Non-government Organizations, Voluntary sector, Co-operative sector and the Civil Society Organizations are actively involved in the task of women empowerment through Micro-credit. These organizations have been justifying their presence in the economic development of the region on the basis of their achievements in empowerment of women. For example Sri Kshethra Dharmasthala Rural development Programme (SKDRDP), Shankaranarayana Milk producers Cooperative society, Sthri Shakthi, Netravathi Grameen bank, Nagrika Seva trust, Maitri Trust, Canara Organization of Development and Peace etc. The several studies conducted by research scholars found strong evidences that micro finance institutions contributed to women's empowerment in the district. One consistent finding was increased self confidence, increased self esteem and women's increased participation in economic and political decision making. Various studies have also shown ample evidence of efficient sustainable micro finance institutions whose programmes are intentionally empowering.

Women experienced an increase in their decision making role in the areas of family planning, children's marriage, buying and selling property, and sending their children to school. It is also found that the combination of education and credit put women in stronger position to ensure more equal access for female children to food, schooling and medical care. Other studies also showed increased ability to make purchasing choice, manage household funds, and manage enterprise funds for example SKDRDP has promoted economic empowerment among the poor landless families by introducing various income generating activities both in production and service sectors. Jike this many government and non government agencies in the district are successful in bringing desired grass root changes in rural economy and have created awareness so much that almost in all villages in the district women have joined in large number such agencies. But there are studies whose findings show that there is no substantial manifestation of improvement of material conditions in terms of assets, resource allocation, capacity building and income generating activities. As it is claimed that micro finance activities through self help groups have increasingly freed women from the clutches of rural money lenders, although it looks true but such a freedom has not lead to liberation from debt burden of women what has happened is a shift in the source of debt with, of course lesser interest rates. Apart from this, due to multiplicity of membership of poor women in different SHGs promoted by different facilitators in the same village, the women are falling in to a kind of ' proto debt trap'. Therefore the improved condition that micro finance promises is a borrowed and an illusory better world. The largely unaffected material condition of poor and disadvantaged women be corroborated by the evidences from the studies conducted relating to the assets, level of education, occupation, income and autonomy where it matters to the beneficiaries. But it is also a fact

PART II CASE STUDY

Review of the literature on women empowerment indicates that women contribution to the economy is invisible; there work is not accounted however, significantly for the economic development. Ignorance of their contribution is more in rural areas. Efforts were made to empower women through various

planned programmes. In the recent years, SHGs movement through micro finance activities mobilized backward women to come forward. This study makes an attempt to study the role played by SHGs in empowering women both in rural and urban areas in Dakshina-Kannada district and its impact on inclusive growth. The present study has considered certain measurable indicators of women empowerment which are consolidated again as Personal empowerment, social empowerment and economic empowerment. These empowerment indicators are analyzed further, scores of these empowerment indicators are compared across rural and urban cases.

PERSONAL EMPOWERMENT

In the framework of empowerment, psychological empowerment of women by feeling better about themselves, gaining self confidence, believing in their potential is important. It is this, psychological feeling coupled with increased level of awareness that will give them the power to assert themselves or express their needs. Again these parameters of personal empowerment of women is analyzed through the scores given by the sample members of SHGs, Further indicators such as Self confidence, Self image, Leadership quality, Self awareness, Skill development, Problem solving capacity, Positive attitude Communication skill ,Negotiating power ,Risk taken.

TABLE-1: EMPOWERMENT LEVELS AS PER THE EMPOWERMENT INDEX

SL.No	VARIABLES	Rural	Urban
1	Self confidence,	В	Α
2	Self image	В	С
3	Leadership quality	Α	Α
4	Self awareness	В	Α
5	Skill development	D	В
6	Problem solving capacity	D	В
7	Positive attitude	В	С
8	Communication skill	С	В
9	Negotiation power	D	D
10	Risk taking capacity		
	Total self empowerment scores	480	640

As far as the personal empowerment of women members in SHGs concerned, urban case shows a slight better compared to rural case. However in case of self confidence rural women scores remarkable higher than the urban sample members. However, in case of rural women risk taking, problem solving capacity, communication skill, and Skill development are scored significantly low. In case of urban women problem solving capacity, risk taking, are scored low. And all other variables are comparatively better scored.

SOCIAL EMPOWERMENT

Social empowerment of women enables them to participate in the decision making, enhancing status of women in the family and community. Women respondents have also experienced improved status and gender relations in the household .Women's financial contribution helped them earn greater respect from their husband and to avoid family quarrels over money. Indicators used to know social empowerment at community level are respect in family, recognisation in the society, ability to run the family, participation in public programmes, social awareness, social mobility, decision making, social respect, risk taking ability and entrepreneurial ability.

TABLE-2: SOCIAL EMPOWERMENT LEVELS AS PER THE EMPOWERMENT INDEX

SI.No	variables	Urban	Rural
1	respect in family	В	Α
2	Recognisation in the society	В	Α
3	Ability to run the family	В	Α
4	Participation in public programmes	В	Α
5	Social awareness	В	Α
6	Social mobility	В	Α
7	Decision making	D	С
8	Social respect	D	D
9	Risk taking ability	D	С
10	Entrepreneurial	D	С
	Total social empowerment scores	620	440

When social empowerments scored are compared across rural and urban cases, unlike in personal empowerment, rural case shows better scores than urban case. It is to be noticed that social mobility, scores significantly higher in case of rural women. Further, there are few variables under social empowerment scored significantly low both in rural and urban area.

ECONOMIC EMPOWERMENT

Economic empowerment refers to access to financial resources, decrease of vulnerability of women during crises situations, eliminating the dependency on money lenders, increase in the income o women and the freedom to use that income, financial self reliance and ownership of income generation assets. Women access to saving and credit gives them a greater economic role in decision making through their decision about saving and credit. When women control decision regarding credit and saving, they will optimize their own and the household's welfare. The investment in women economic activities will improve employment opportunity for women and then have a trickle down and out effect. To find out extent economic empowerment has taken place indicators like income improvement, consumption, saving, economic decision making investment, managing economic activity, employment assets position and standard of living etc are considered Economic empowerment

TABLE-3: ECONOMIC EMPOWERMENT LEVELS AS PER THE EMPOWERMENT INDEX

Sl.no	Variables	Rural	Urban
1	Income improvement	D	E
2	Consumption	С	С
3	Saving	С	С
4	Economic decision making	D	D
5	investment	В	С
6	Managing economic activity	С	D
7	Employment	Α	В
8	Asset position	D	D
9	Standard of living	С	D
10	Sense of economic activity	С	D
Total	Economic empowerment scores	420	310

With regard to economic empowerment also rural case scores better than urban case. Here it is interesting to notice that in managing economic activity, improvement in asset position are scored by rural sample women remarkably higher than urban counter parts. This indicates SHGs movements have better impact in rural area in terms of improved capacity of managing economic activity, employment generally and improvement in assets positions. It is also noticed that SHGs movement has helped to improve income level of rural women. However, scores on saving improvement, investment change, economic decision making are significantly low.

TABLE-4: EMPOWERMENT LEVELS AS PER THE EMPOWERMENT INDEX

Empowerment components	Rural	Urban
Economic empowerment	420	310
Personal empowerment	480	640
Social empowerment	620	440
Total	1520	1390

Comparison among the rural and urban cases indicates that SHGs movement empowered rural women more than urban women members. Among the rural women economic empowerment is followed by personal and social empowerment. With regard to economic empowerment SHGs movement through there micro finance activists in rural area is better than urban areas.

GENERAL FINDINGS

The present study found that micro finance activities with Self Help Group movement have experienced women empowerment both in rural and urban areas.

- Compared to urban areas SHGs and their impact on women are found very effective in rural areas, all the indicators used to measure economic empowerment, shows this point oblivious.
- In rural areas awareness about various SHGs is more and in fact every women is a member of one or the other SHG, Whereas in urban areas majority of women living below the poverty line do not know the existence of such agencies, either because of their ignorance or lack of motivation by the staff of SHGs
- Economic condition of women in rural areas is found to be better than their counterparts in urban areas, because in rural areas poor women are working at a time in multiple jobs in addition to the beedi rolling and agriculture but in urban areas majority of poor women are engaged only in beedi rolling while very few are engaged in other activities because of that they earn less income.
- The study reveals that the respondents had experienced great relief from the burden of debt from money lenders but not completely liberated from debt as they continued to borrow money from different SHGs at the same time.
- In the absences of income generating activities among majority of the respondents, the standard of living continued to be low.
- Very few respondents have taken loan for productive purpose, so it is necessary to sensitize the members about the productive use of loan so that economic empowerment can be achieved.
- There is a sizable section of the women that is left out of the whole SHG movement precisely because thrift is the passport to the entry in to SHGs and they do not posses.
- SHGs run by the NGOs are performing better than SHGs run by the Government.
- The researcher found that women in rural areas are more active and involved in the SHG movement, compared to urban women who shown very limited interest in such movement.
- SHGs have developed awareness among women and are successful in developing their communication skill, leadership quality and also general knowledge. They have created a lot of self confidence among poor women and led to their personality development.
- A very interesting finding of the present study is that women both in rural and urban areas are getting good support from their families' particular from the male members.

SUGGESTION/CONCLUSION

It is proved that Self-help Group is a good strategy associated with micro-finance to empower rural women. It has made rural women to involve in various investment activities and hence, inculcated confidence of engaging economic activities. But Viability of micro finance needs to be understood from a dimension that is far broader- in looking at its long-term aspects too. Very little attention has been given to empowerment questions or ways in which both empowerment and sustainability aims may be accommodated.

SCOPE FOR FUTURE RESEARCH

It is clear that gender strategies in micro finance need to look beyond just increasing women's access to savings and credit and organizing self help groups to look strategically at how programmes can actively promote gender equality and women's empowerment. Moreover, the focus should be on developing a diversified micro finance sector where different type of organizations, NGO, MFIs and formal sector banks all should have gender policies adapted to the needs of their particular target groups and work together to make a significant contribution to gender equality towards sustainable development.

REFERENCES

- 1. Agarwal, B. (1994) "A field of one's own: Gender and land rights in south Asia", Cambridge University Press, UK.
- 2. Banerjee, N.K. (1995) "Grass root Empowerment (1975-1990)", Discussion Paper, Centre for Women's Development studies, New Delhi.
- 3. Batliwala, S. (1994) "The meaning of Women's Empowerment: New concepts from action" in Gita Sen et al. eds. Population Policies Reconsidered: Health, Empowerment and rights, Harvard Centre for Population and Development Studies.
- 4. Beteille (1995) "Empowerment", Economical and Political Weekly, March 1999, PP. 589-597.
- 5. Bhai, P.N. (1986) "Haryana women in independent India", B.R. Publishing, New Delhi.
- 6. Boserup, E. (1970) "Women's Role in Economic Development", St. Martin's Press, New York.
- 7. Carr, M. Chen, M. and Jhabvala, R. (1996) eds. "Speakiong out: Women's economic empowerment in south Asia: Agfha Khan Foundation and UNIFEM", LIT Publication, London.
- 8. Chen, M.A. (1993) "Women and Wasteland development in India", An issue paper in N. Burra and A. M. Singh eds. Women and Wasteland development in India, Sage Publications, New Delhi.
- 9. Devdas, R.P., Lakshni, S.R. and Ramathialan, A. (1988) "Home Science education and Women's Empowerment", Proc. of Association of Women in Development conference, Washington.
- 10. Government of Karnataka, "Karnataka Human development Report" 2005 published by govt of Karnataka.
- 11. International Labour Organisation (ILO) (1984) "Women's Participation in Economic Activity: World Employment Programme Research", Working Paper No. 42, Geneva: 17.
- 12. Kabir (1992) "Can empowerment lead to self reliance? The Nigeria Kori experience, United Nations, New York.
- 13. Kiran Prakash (2004) "Role of Women and Media", Women Publications, New Dehli.
- 14. Kiran Prasad (2004) "Communication and Empowerment of Women-Strategies and Policy insights from India", The women Press, New Dehli.
- 15. Kiran Prasad (2006) "Women in rural development contemporary social policy and practices", The Women Press, New Delhi.
- 16. Korten, D.C. (1986) "Community Management: Asian experience and perspectives", Kumarian Press, Hartford.

- 17. Krishna Ahuja-Patel (1995) "Women and sustainable development: An International Dimension", Ashish Publishing House, New Delhi.
- 18. Likert, Rensis (1932). "A Technique for the Measurement of Attitudes". Archives of Psychology 140: 1–55.
- 19. Manisha Gangwar, Nita Kandekar, Mandal, M.K. and Prakash Kandekar (2004) "Empowerment status of rural women: Insights from dairy cooperatives", Social Change: March 2004: Vol.34 No.1. PP.112-125.
- 20. Mazumdar, V. (1987) "The first six years and forward", Centre for Women's Development Studies, New Delhi.
- 21. Naik, N.T.K., Mansoor Rahiman, S. and Chinna Venkatswamy, K. (2005) "Podupu Laxmi A poverty eradication strategy for Kurnool district of Andhra Pradesh", Jagriti: Sep 2005, PP.29-32.
- 22. Overholt, C., Anderson, M., Cloud, K. and Austen, J. (1985) eds. "Gender roles in development projects", Kumarian Press, Hartford.
- 23. Peggy, A. (1989) "The Empowerment of Women" in R. Gallin, M. Arnoff and A. Ferguson Eds. The Women and International Development Annual, West View Press, Boulder.
- 24. Pillai, J.K. (1990) "Empowering women in India: New roles for education". University News: 28(47) 3.
- 25. Ramanjaneylu, M. (2006) "Economic Empowerment of women in India", Anmol Publication Pvt. Ltd., New Delhi.
- 26. Ranjani K Murthy (2005) "Building women's Capacities" second reprint, Sage publications, New Delhi.
- 27. Rao, V. M. (2004) "Empowering Rural Women", Anmol Publications Pvt. Ltd., New Dehli.
- 28. Ruth, S. (1980) "Issues in Femin ism", Houghton Miffin Company, Boston.
- 29. Sachidhananda and Niraj Kumar (2006) "On Women Empowerment: promise and performance", The Eastern Anthropologist: 59: 1, PP.39-50.
- 30. Samar Singhe, V. (1993) "Puppets on string L: Women wage work and empowerment among female tea plantation workers of Sri Lanka", The Journal of Development Areas: 27(3) PP. 329-340.
- 31. Sethalakshmi, S. and Jothimani, G. (1994) "Organisational behaviour as a means of employment", Kurukshetra, XIII (12), PP.5-10.
- 32. Shiva Chittappa (2005) "Women Development Corporation and Empowerment of women in Karnataka", Jagriti: Aug 2005, PP.26-30.
- 33. Srinath, K. (1992) "Empowering rural women through extension education and action research in a fishing village", PhD Thesis, Tamil Nadu Agriculture University, Coimbatore.
- 34. Sulthana, M. (1990) "Participation, empowerment and variation in development projects for rural Bangladeshi women", Dissertation Abstracts International Humanities and Social Sciences: 50(1):3763.
- 35. Syed Afzal Peerzade and Prema Perande (2005) "Economic empowerment of women: Theory and Practice", Southern Economist: Mar 2005, PP. 7-10.
- Tapash Kumar Biswas and Kabir, M. (2004) "Measuring Women's Empowerment: Indicators and measurement techniques", Social change, Sept 2004, vol.34. PP. 64-77.
- 37. Tiyas Biswas, "Women Empowerment through Micro finance: A Boom for Development", Internet.
- 38. UNDP (1994) "Human development in Bangladesh: Empowerment of women", Human development report,
- 39. Vishwanathan, Sujata "Grouping women empowerment for economic empowerment", Yojana 41 (3) 1997.



REQUEST FOR FEEDBACK

Dear Readers

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

I would like to request you tosupply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mailinfoijrcm@gmail.com for further improvements in the interest of research.

If youhave any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

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

Looking forward 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, nor 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 is 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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







