

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No
1.	INTERNATIONAL FINANCIAL REPORTING STANDARD ADOPTION, IMPLICATION ON MANAGEMENT ACCOUNTING AND TAXATION IN NIGERIAN ECONOMY FOLAJIMI FESTUS ADEGBIE	1
2.	MODERN PORTFIOLIO THEORY (MPT) AND FINANCIAL ECONOMICS: A THEORY OF LESSER TURF? DR. ANDREY I. ARTEMENKOV	6
3.	THE IMPACT OF STOCK MARKET OPERATIONS ON THE NIGERIA ECONOMY:A TIME SERIES ANALYSIS (1981-2008) DR. OFURUM CLIFFORD OBIYO & TORBIRA, LEZAASI LENEE	13
4.	PERFORMANCE APPRAISAL SYSTEM ON COMPANY PAY ROLL EMPLOY, SENIOR, MIDDLE & LOWER MANAGEMENT (A STUDY WITH REFERENCE TO INTERNATIONAL TOBACO COMPANY LTD., GHAZIABAD) DR. RAGHVENDRA DWIVEDI & KUSH KUMAR	18
5.	CREDIT POLICY AND ITS EFFECT ON LIQUIDITY: A STUDY OF SELECTED MANUFACTURING COMPANIES IN NIGERIA STEPHEN A. OJEKA	25
6.	CREDIT RISK MANAGEMENT IN STATE BANK OF INDIA - A STUDY ON PERCEPTION OF SBI MANAGER'S IN VISAKHAPATNAM ZONE DR. P. VENI & P. SREE DEVI	31
7.	THE ARCHAEOLOGY OF RECESSION: DILEMMA BETWEEN CIVILIZATION AND CULTURE – TWO DIFFERENT APPROACHES OF WEST AND EAST WHILE COMBATING GREAT DEPRESSION DR. V. L. DHARURKAR & DR. MEENA CHANDAVARKAR	38
8.	TRANSFORMING A RETAIL CENTRE INTO A BRAND THROUGH PROFESSIONAL MALL MANAGEMENT DR. N. H. MULLICK & DR. M. ALTAF KHAN	42
9.	IMPACT OF EXCHANGE RATE VOLATILITY ON REVENUES: A CASE STUDY OF SELECTED IT COMPANIES FROM 2005 -2009 K. B. NALINA & DR. B. SHIVARAJ	47
10.	DETERMINING WORKING CAPITAL SOLVENCY LEVEL AND ITS EFFECT ON PROFITABILITY IN SELECTED INDIAN MANUFACTURING FIRMS KARAMJEET SINGH & FIREW CHEKOL ASRESS	52
11.	FUTURE NUTRITION & FOOD OF INDIA – THE AQUA-CULTURE: AN ENVIRONMENTAL MANAGEMENT & CULINARY PARADIGM PERSPECTIVE STUDY FOR A SUSTAINABLE NATIONAL STRATEGY DR. S. P. RATH, PROF. BISWAJIT DAS, PROF. SATISH JAYARAM & CHEF SUPRANA SAHA	57
12.	A STUDY OF NON-FUND BASED ACTIVITES OF MPFC - WITH SPECIAL REFRENCE TO CAUSES OF FAILURE AND PROBLEMS DR. UTTAM JAGTAP & MANOHAR KAPSE	65
13.	CRM IN BANKING: PERSPECTIVES AND INSIGHTS FROM INDIAN RURAL CUSTOMERS ARUN KUMAR, DEEPALI SINGH & P. ACHARYA	69
14.	DETERMINANTS OF INCOME GENERATION OF WOMEN ENTREPRENEURS THROUGH SHGS REVATHI PANDIAN	78
15 .	AGRICULTURAL CREDIT: IMPACT ASSESSMENT DR. RAMESH. O. OLEKAR	81
16.	MICRO FINANCE AND SELF- HELP GROUPS – AN EXPLORATORY STUDY OF SHIVAMOGA DISTRICT MAHESHA. V & DR. S. B. AKASH	87
17 .	INFORMAL SMALL SCALE BRICK-KILN ENTERPRISES IN GULBARGA URBAN AREA – AN ECONOMIC ANALYSIS SHARANAPPA SAIDAPUR	91
18.	EXTENT OF UNEMPLOYMENT AMONG THE TRIBAL AND NON-TRIBAL HOUSEHOLDS IN THE RURAL AREAS OF HIMACHAL PRADESH: A MULTI-DIMENSIONAL APPROACH DR. SARBJEET SINGH	98
19.	WOMEN SELF HELP GROUPS IN THE UPLIFTMENT OF TSUNAMI VICTIMS IN KANYAKUMARI DISTRICT DR. C. SIVA MURUGAN & S. SHAKESPEARE ISREAL	106
20.	FOREIGN BANKS IN INDIA – EMERGING LEADER IN BANKING SECTOR DR. C. PARAMASIVAN	110
21.	AN EMPIRICAL EVALUATION OF FINANCIAL HEALTH OF FERTILIZER INDUSTRY IN INDIA SARBAPRIYA RAY	114
22.	A STUDY ON EMPLOYEE ABSENTEEISM IN INDIAN INDUSTRY: AN OVERVIEW R. SURESH BABU & DR. D. VENKATRAMARAJU	119
23.	LONG MEMORY MODELLING OF RUPEE-DOLLAR EXCHANGE RATE RETURNS: A ROBUST ANALYSIS PUNEET KUMAR	124
24.	THE US ECONOMY IN THE POST CRISIS SCENARIO – HOLDING LITTLE CAUSE FOR CHEER C. BARATHI & S. PRAVEEN KUMAR	131
25.	IMPLEMENTATION OF 5 S IN BANKS YADUVEER YADAV, GAURAV YADAV & SWATI CHAUHAN	135
	REQUEST FOR FEEDBACK	149

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. BHAVFT

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

ADVISORS

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., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A

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

University School of Management Studies, Guru Gobind Singh I. 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

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

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

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

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

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

SUNIL KUMAR KARWASRA

Vice-Principal, Defence College of Education, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

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

TECHNICAL ADVISORS

AMITA

Faculty, E.C.C., Safidon, Jind

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

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 area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, **info@ijrcm.org.in** or **infoijrcm@gmail.com**.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

	Dated:
The Editor	
JRCM	
Subject: Submission of Manuscript in the Area of	
(e.g. Computer/Finance/Marketing/HRM/Ge	neral Management/other, please specify).
Dear Sir/Madam,	
Please find my submission of manuscript titled '	' for possible publication in your journal.
hereby affirm that the contents of this manuscript are original. Furthermore is it under review for publication anywhere.	re it has neither been published elsewhere in any language fully or partl
affirm that all author (s) have seen and agreed to the submitted version of	the manuscript and their inclusion of name (s) as co-author (s).
Also, if our/my manuscript is acconted 1/We agree to comply with the for-	
	malities as given on the website of journal & you are free to publish of
contribution to any of your journals.	malities as given on the website of journal & you are free to publish of
Also, in our fing manuscript is accepted, if we agree to comply with the form contribution to any of your journals. Name of Corresponding Author: Designation:	nalities as given on the website of journal & you are free to publish ou
contribution to any of your journals. Name of Corresponding Author: Designation:	nalities as given on the website of journal & you are free to publish of
contribution to any of your journals. Name of Corresponding Author: Designation: Affiliation:	malities as given on the website of journal & you are free to publish or
contribution to any of your journals. Name of Corresponding Author:	nalities as given on the website of journal & you are free to publish of

- 2. **INTRODUCTION**: Manuscript must be in British English prepared on a standard A4 size paper setting. 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 12 point Calibri Font with page numbers at the bottom and centre of the every page.
- 3. MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- 4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in 12-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 background, aims, methods, results and conclusion.

- 6. **KEYWORDS**: Abstract must be followed by 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.
- 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 be in a 8 point Calibri Font, single spaced and justified.
- 10. **FIGURES &TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. 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. It must be single spaced, and at the end of the manuscript. 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 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.
- Use endnotes rather than footnotes.
- 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.

Contributions to book

 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

• Chandel K.S. (2009): "Ethics in Commerce Education." 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. (2006): "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.

Website

 Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on February 17, 2011 http://epw.in/epw/user/viewabstract.jsp

WOMEN SELF HELP GROUPS IN THE UPLIFTMENT OF TSUNAMI VICTIMS IN KANYAKUMARI DISTRICT

DR. C. SIVA MURUGAN
ASST. PROFESSOR
RESEARCH CENTRE IN ECONOMICS
ADITANAR COLLEGE OF ARTS AND SCIENCE
VIRAPANDIANPATTNAM, TIRUCHENDUR— 628 216

S. SHAKESPEARE ISREAL
ASST. PROFESSOR IN ECONOMICS
R. PONNUSAMY COLLEGE OF EDUCATION
SIVAKASI – 626 124

ABSTRACT

On 26th December, 2004 a volcanic earth quake measuring 9.30 rector's intensity shook the Indonesian coast at 6.30 am (IST). The earth quake in the sea formed tremendous waves and tides called Tsunami. The impact of Tsunami was in the form of demise of near and dear ones over night, making orphans and widows, loss of personal belongings like, jewels, cash, cloth cooking utensils, educational by tsunami. The population affected by Tsunami was 9, 84,564. The houses / huts damaged were 1, 26,182. The human lives lost their life in tsunami in Tamilnadu were 8,010. There were 3,432 people injured. In Kanyakumari District, 33 coastal villages were affected by tsunami, which resulted in the loss of 798 lives, apart from 750 persons injured. The active role played by SHGs in assisting Tsunami affected women wiped the hard tears of those who have been wounded by Tsunami. All these indicate that the incomes of the poor have increased as a result of the intensity of poverty (poverty gap) among the poor has come down. The women acquired some non-land assets, health, nutrition and educational status of children improved. After Tsunami the SHG's in Kanyakumari district have been more active than ever before. The main reason for this prospering trend among SHGs is the encouragement it got from Govt. It is particularly true in the case of SHGs functioning in the Tsunami affected area in Kanyakumari District. The SHGs have not only provided financial assistance but also other non monetary assistances bolstering confidence in the minds of Tsunami affected women. The main assistances due from SHGs to its members are infusing self confidence with women, increasing saving habit, creating self employment, creating co-operative sprite, upliftment of the area, improving leadership quality, relieving from the clutches of the money lenders.

KEYWORDS

Household, leadership quality, poverty, Tsunami, and upliftment.

INTRODUCTION

ural development and alleviation of poverty are the twin major hurdles that any developing nation faces to which India is no exception. Poverty is a multi faceted concept. It is a universal phenomenon. The phenomenon of poverty does not only affect the individual but is a producer of danger to nations. The phila delphia charters have postulated that, "poverty any where constitutes a danger to prosperity everywhere". The social status of women is a reliable indicator of the social development of the society. Rural women in India suffer from being both economically and socially invisible. Individual poor rural women can overcome economic deprivation. To counter powerlessness and economic deprivation women need to alter their self-image and therefore social image. To give rural women visibility and to enable society to come in contact with poor rural women they must get organized into groups. Thus the arrangement for credit supply to the poor through **Self Help Groups** (SHGs) is emerging fast as a promising tool for promoting income generation and economic empowerment for women in rural areas. The formation of SHGS in rural areas has created awareness among women about social issues and emboldened them to take up their cause with the authorities.

ORIGIN OF SHGS

The origin of SHGs is from the brain child to Grameen Bank of Bangladesh which was founded by the **Prof. Mohammed Yunus** of Cittangong University in the year 1975. This was exclusively established for the poor. "If women are given power there must be a reformation in the society". The self help organizations are functioning with this motto. The first SHG was started in 1992 in Tamil Nadu. An SHG is a small economically homogeneous affinity group of the rural poor voluntarily coming together to save all amounts regularly which are deposited in a common fund to meet their emergency needs and to provide collateral free loans with terms decided by the group at the market driven rates. **SHGs or micro credit groups** have been recognized as useful tools to help poor access financial resources not available to them previously and help them break through the stronghold of exploitative money lenders.

To improve the living standards of masses, several schemes have been devised and programmes were attempted by the planners. Of all the schemes and programmes, none of them, attract the involvement of the beneficiaries. This is the main reason for many of the schemes to fail to achieve their benchmark level objectives. To overcome these difficulties a new scheme has been devised and being tried by our policy makers into the recent past. This is the beginning of the Self Help Groups (SHGs), a non-governmental organization in rigorously formed both at the rural and urban centers with active participation of the targeted beneficiaries. The major break away of this scheme, from the earlier ones is the participation of the targeted beneficiaries. Hence, a natural interest arouse in the minds of researcher to undertake a study area to verify the amiability and performance of **Women Self Help Groups** (WSHGs).

Self Help Group (SHG) is defined as a voluntary group valuing personal interaction and mutual aid as means of altering or ameliorating problems perceived as alterable, processing and personal by most of its participants, over the last few years: the Self Help approach has been utilized in a growing number of projects and programmes.

The objectives of Self Help Group are:

- Development of leadership qualities
- Self-confidence building
- Increasing social awareness
- Improving the status of the women in the family and society
- Improvement in the family welfare
- Functional literacy
- Awareness of legal rights
- Economic development
- Inculcating the habit of savings
- Increasing income
- Increasing assets

- · Access to market, choice of activities
- · Getting out of money lenders clutches

The coastal district of Tamil Nadu suffered massive destruction and damage to life and property on 26-12-2004 by the **TSUNAMI**. In Kanniyakumari district women Self Help Groups have made a significant impact on the life of its members. It is especially true during and after Tsunami which hit the southern part of the Indian continent in 2004. In the upliftment of women worstly hit by Tsunami, the Self Help Groups functioning in Kanyakumari district have played an immense role which never could be forgotten. The present paper explains the impact of Self Help Groups on the upliftment of women in the tsunami hit area in Kanyakumari district.

THE SPECIFIC OBJECTIVES PERTAINING TO THIS STUDY ARE:

- To study the extent of benefits extended by Self Help Groups to their members in ameliorating their problems after tsunami.
- To evaluate the impact of SHG's in the upliftment of their members in Kanyakumari District.
- To locate the problems faced by members of SHG's in availing of assistances.

METHODOLOGY

The data collected from 100 sample respondents through an interview schedule from randomly selected Self Help Groups functioning in the tsunami hit area has been used for the study. All the respondents have been living in the tsunami hit area and directly affected by tsunami. Scaling method is employed to evaluate the different assistances availed by the respondents. The first ranking assistance gets 7 scores followed by other assistances in descending order. Similarly for evaluating the problems faced by members scaling method with seven scores has been employed. Secondary data collected from DRDA, Nagercoil, KSS, Nagercoil and other published sources have also been used.

Galab and Chandrasekhara Rao (2003) in their study based on the review of some relevant studies found that participation in SHGs has improved the access of women to credit. This has helped women in reducing their dependence on moneylenders. The women have invested the credit obtained from SHGs in new economic activities and or strengthening the old activities. They have contributed to the occupational diversification at the household level. The non-agricultural activities undertaken by the women helped the households to obtain income from low risk activities. All these indicate that the incomes of the poor have increased as a result of the intensity of poverty (poverty gap) among the poor has come down. The women acquired some non-land assets, health, nutrition and educational status of children improved.

TSUNAMI

On 26th December, 2004 a volcanic earth quake measuring 9.30 rector's intensity shook the Indonesian coast at 6.30 am (IST). The earth quake in the sea formed tremendous waves and tides called Tsunami (Japanese word meaning 'harbour waves' **Tsu** means **'harbour'** and **Nami** stands for **'waves'**) which hit the Indian coast between 8.30 am (IST) and 11.30 am (IST). Today Tsunami has become a cautioning word for every Indian citizen from children to very old person in India. Before December 2004 nobody in India was aware of Tsunami. In 2004 the Tsunami had made a bad impact in Indian continent. Many coastal parts of the country especially in Tamilnadu were much affected in India. Among the worst hit districts in Tamilnadu next to Nagapattinam, Kanyakumari is the most affected one. The unprecedented devastation with distortions impacted in the coastal region caused unimaginable socio-economic challenges before the humanity as whole. The traditional and hardworking fisherman community suffered heavy losses.

The impact of Tsunami was in the form of demise of near and dear ones over night, making orphans and widows, loss of personal belongings like, jewels, cash, cloth cooking utensils, educational by tsunami. The population affected by Tsunami was 9, 84,564. The houses / huts damaged were 1, 26,182. The human lives lost their life in tsunami in Tamilnadu were 8,010. There were 3,432 people injured. In Kanyakumari District, 33 coastal villages were affected by tsunami, which resulted in the loss of 798 lives, apart from 750 persons injured. There were 2536 houses fully damaged and 3965 houses partially damaged. Agricultural and Horticultural crop in an area of 297.26 ha were damaged and 1080 farmers were affected. There were 1187 livestock lost their lives. There were 91 small traders in the coastal area were heavily damaged. Further 4 schools, 30 anganwadis and 12 sanitary complexes were damaged. The roads damage in the district by Tsunami was 123.36 kms. The other damages caused by tsunami in the district are: materials like books, bags etc. The confirmed death in Indonesia was 1, 30,736, in Srilanka 35,322, in India 12,045 Thailand it was 5,395.In Tamilnadu 13 districts were affected

- 1. The bridge connecting Mela manakudy and Keezha manakudi which was constructed at a cost of Rs.8.60 crores got completely washed away.
- 2. The China Muttom fishing harbor near Kanyakumari was also severely damaged.
- 3. Regarding the electricity supply 2601 LT poles, 58 kms of conductors, 1316 public lights and 27,294 individual connections were damaged.
- 4. The ferry service between Kanniyakumari and the Vivekananda rock memorial was stopped because of the damages to the ferry and the boat jetty.
- 5. Water supply to Kottilpadu, Colachal, Simoncolony, Kadiapattinam, Keezha manakudy, Mela manakudy, Azhikal, Pillaithoppu were severely affected.

SELF HELP GROUPS IN ACTION

There are 2393 Self Help Groups exclusively functioning for the welfare of women in Kanyakumari District. Since SHGs have been directly assisting women, the Govt. encouraged the women in Tsunami hit area to start as many SHGs as possible, were by the Govt felt that the Tsunami hit women could be uplift at the earliest. As the out come many number of SHGs were formed in the Tsunami hit area after Tsunami. The details of new SHGs formed in the Tsunami hit area in Kanyakumari District are presented in table 1

TABLE-1: SELF HELP GROUPS FORMED IN KANYAKUMARI DISTRICT AFTER TSUNAMI

SI. No	Name of the Town Panchayat	No. of SHGs formed
1	Kanyakumari	361
2	Reethapuram	104
3	Manavalakurichi	125
4	Kallukottam	223
5	Ganapathypuram	205
6	Mandaikadu	152
7	Pallapallam	143
8	Puthalam	152
9	Anjugramam	67
10	Kollencode	403
	Total	1935

Source: NABARD, Nagercoil, Kanniyakumari District

Table 1 shows the details of the growth of SHGs in Kanyakumari District after Tsunami. Though SHGs have been started throughout the district the growth is high in the Tsunami hit area. As the maximum of 403 SHGs were formed in Kollencode Town Panchayat followed by Kanyakumari panchayat with 361 SHGs and Kallukottam with 223 SHGs. In the Tsunami hit area in Anjugrammam Panchayat 63 SHGs allowed were formed after Tsunami. The main reason for the lag in the growth of SHGs in Anjugrammam Panchayat is that for the upliftment of women who have been affected by Tsunami, revolving fund is sanctioned by the Govt. of

Tamilnadu in priority to those groups functioning in the Tsunami affected area. The details of revolving fund sanctioned for the SHGs functioning in Tsunami affected area in Kanyakumari district is presented in table 2.

TABLE- 2: REVOLVING FUND SANCTIONED FOR SELF HELP GROUPS IN KANYAKUMARI DISTRICT

SI. No	Name of the Town Panchayat	Revolving fund sanctioned (Rs.in lakhs)
1	Kanyakumari	29.70
2	Reethapuram	15.30
3	Manavalakurichi	12.10
4	Kallukottam	14.90
5	Ganapathypuram	48.50
6	Mandaikadu	19.80
7	Pallapallam	31.40
8	Puthalam	27.90
9	Anjugramam	16.30
10	Kollencode	46.80
	Total	262.70

Source : NABARD, Nagercoil, Kanniyakumari District

Women in the Tsunami hit area have developed their family and set aside their loses made by Tsunami not alone by joining in the SHG, but also undergoing various training programmes conducted by various agencies. The NGO's sponsoring SHGs conduct several training programme which include basic orientation training and skill development training. Both of the training programmes imparted by the NGO's guided the members of SHGs to start industrial activities. Further the programmes instill confidence in the minds of Tsunami hit women which makes them to be bolder to face the challenges. The details of basic orientation training programmes and skill development programmes conducted in Tsunami hit area for SHG members is presented in tables 3 and 4.

TABLE-3: BASIC ORIENTATION TRAINING IMPARTED TO SELF HELP GROUPS IN KANYAKUMARI DISTRICT AFTER TSUNAMI

SI no	Name of the Town Panchayat	Total no of SHGs	Basic Orientation training				
			No. of SHG	is Expenditure			
1	Kanyakumari	361	210	4.43			
2	Reethapuram	104	54	1.12			
3	Manavalakurichi	125	58	1.23			
4	Kallukuttam	223	106	2.20			
5	Ganapathipuram	205	185	3.88			
6	Mandaikadu	152	94	1.96			
7	Pallapallam	143	120	2.53			
8	Puthalam	152	134	2.81			
9	Anjugramam	67	57	1.22			
10	Kollencodu	403	164	3.44			
	Total	1935	1182	24.82			

Source: NABARD, Nagercoil, Kanniyakumari District

TABLE-4: SKILL TRAINING IMPARTED TO SELF HELP GROUPS IN KANYAKUMARI DISTRICT AFTER TSUNAMI

SI no	Name of the Town Panchayat	Total no of SHGs Skill Training			
			No. of SHO	is Expenditure	
1	Kanyakumari	361	40	0.80	
2	Reethapuram	104	95	1.90	
3	Manavalakurichi	125	94	1.88	
4	Kallukuttam	223	36	0.72	
5	Ganapathipuram	205	32	0.64	
6	Mandaikadu	152	22	0.44	
7	Pallapallam	143	43	0.86	
8	Puthalam	152	50	1.00	
9	Anjugramam	67	50	1.00	
10	Kollencodu	403	0	0.00	
Total		1935	462	9.24	

Source: NABARD, Nagercoil, Kanniyakumari District

It is clear that in Kanyakumari district as a maximum 210 SHGs in Kanyakumari Town panchayat basic orientation training resulting in an expenditure of Rs.4.43 lakhs followed by Ganabathipuram Town Panchayat with 185 SHGs (Rs.3.88 lakhs) and Kollencode town panchayat with 164 groups (3.44 Lakhs).

In respect of skill training Reethapuram town panchyat topped the list with 95 SHGs (Rs 1.90) followed by Manavalakurichi town panchayat with 94 SHGs(Rs 1.88 lakhs).it is intresting to note that in kollencode town panchayat even though sufficient number of SHGs have undergone basic orientation training , no group has come forward to undergo skill training . it all shows that still there is hesitation among SHGs to undergo various training programmes and whereby they could improve their well being.

IMPACT OF SHGS ON THEIR MEMBERS AFTER TSUNAMI

After Tsunami the SHG's in Kanyakumari district have been more active than ever before. The main reason for this prospering trend among SHGs is the encouragement it got from Govt. It is particularly true in the case of SHGs functioning in the Tsunami affected area in Kanyakumari District. The SHGs have not only provided financial assistance but also other non monetary assistances bolstering confidence in the minds of Tsunami affected women. The main assistances due from SHGs to its members are infusing self confidence with women, increasing saving habit, creating self employment, creating co-operative sprite, upliftment of the area, improving leadership quality, relieving from the clutches of the money lenders.

The details of the impact of SHGs made on its members in the Tsunami hit area in Kanyakumari District by way of different assistances listed above is furnished in table 5.

TABLE -5: IMPACT OF SELF HELP GROUPS ON MEMBERS

Sl.No	Weight	7	6	5	4	3	2	1	Total	Rank
	Particular	1	Ш	Ш	IV	V	VI	VII		
1	Infusing self confidence	21	22	9	15	21	12	0	471	2
		147	132	45	60	63	24	0		
2	Women increasing saving habit	34	20	10	24	9	3	0	537	1
		238	120	50	96	27	6	0		
3	Creating self employment	12	10	30	15	3	10	20	403	4
		84	60	150	60	9	20	20		
4	Creating co-operative sprite	8	13	15	11	18	21	14	363	5
		56	78	75	44	54	42	14		
5	Uplift of the area	2	12	11	14	15	20	26	320	6
		14	84	55	56	45	40	26		
6	Improving leadership quality	7	8	5	9	9	27	35	279	7
		49	48	30	36	27	54	35		
7	Relieving from the clutches	16	15	20	12	25	7	5	444	3
	of the money	112	90	100	48	75	14	5		

Source: Primary data

It is clear from table that women in the Tsunami hit area have been assisted by SHGs in a large scale. Among the various assistances 'increasing saving habit' among members of SHGs gets highest priority with 537 weighted scores. Hence SHG's in the Tsunami hit area has much impacted on its members through increasing saving habit. Next to this assistance SHG's have much impacted through the variable self confidence with 471 and hence it gets second priority among respondents. The least impacting variable on members is relieving from the clutches of the money lenders with 444 scores. Thus the analysis of the data reveals that SHG's have impacted in the upliftment of its members in different forms.

Inspite of the hard initiatives there have been several criticisms leveled against SHG's by its member because of the problems encountered by them in availing the benefits especially after Tsunami. The various problems and difficulties experienced by the members of SHG's in the Tsunami hit area in Kanyakumari District are lack of strong leadership, financial deficit, misuse of the group money by leaders, lack of education among members, non awareness of government scheme, non repayment of loan by members and other miscellaneous problems.

The major problems faced by the members of Self Help Groups in the tsunami hit area are presented in table 6.

TABLE -6: PROBLEMS FACED BY MEMBERS OF SELF HELP GROUPS

Sl.No	Problems Weight	7	6	5	4	3	2	1	Total	Rank
		ı	П	Ш	IV	V	VI	VII		
1	Lack of strong leadership	32	20	9	24	9	4	2	522	1
		24	120	45	96	27	8	2		
2	Financial deficit	21	20	10	15	21	11	2	464	2
		147	120	50	60	63	22	2		
3	Misuse of group money by leaders	7	8	5	9	9	26	36	273	7
		49	48	25	36	27	52	36		
4	Lack of education in member	8	13	15	11	18	17 34	18 18	359	5
		56	78	75	44	54				
5	Non awareness of government scheme	18	15	20	12	25	7	3	456	3
		126	90	100	48	75	14	3		
6	Members don't repay the loan amount	12	14	30	15	3	15	11	416	4
		84	84	150	60	9	30	11		
7	Other problems	2	10	11	14	15	20	28	322	6
		14	60	55	56	45	40	28		

Source: Primary data

Table 6 shows that members of SHG's in Tsunami hit area in Kanyakumari District have been facing many problems after Tsunami. The paramount problem which affects the sample respondents in the study area is the absence of strong leadership. The sample data reveals that absence of strong leadership has been attributed as a major problem by majority of the members with 522 scores. The other important problem which are perceived to be much affecting the members are financial deficit (464 scores) and non awareness of Government schemes (456 scores) respectively in priority. The least faced problem by SHGs in the study area is misuse of group fund by leaders. It all shows that inspite of the several assistances provided for the upliftment of members, it has several criticisms.

CONCLUSION

In the upliftment of women affected by Tsunami SHGs have been doing Women service. SHGs have been so active after Tsunami in Kanyakumari District. The active role played by SHGs in assisting Tsunami affected women wiped the hard tears of those who have been wounded by Tsunami. It is possible for the SHGs only through the co-operation of the Government and NGOs who have sponsored SHGs. Among the different assistenced extended by SHGs a few alone have much impacted on women than the other assistances. Inspite of these hard facts there are hue and cry in some corners as to the pains and problems as they are experiencing in availing assistances from SHG's. A much more concentrated effort on the part of the SHG's will remove such hardship.

REFERENCES

- Janine Rodgers (2001), "Women and Service Sector Employment" The Global Context." The Indian Journal of labour Economics Vol. 44, No 2, April June. P 24.
- 2. Jeyaraman Ajay salty Senthil kumar and Selvaraj (2004), "Role of self help groups in fisher women Development" Penisular Economist, Vol. XII, No 2, 196-200
- 3. Misra (2002), P.K. Empowerment of Rural Youth through Self help groups and co operative "Tamil Nadu Journal of co operation, PP 53 59.
- 4. Jayakumar, Bandula. TRO and Tsunami south Asia Intelligence Review Vol. 13, No 3, March 28, New Delhi. www.satp.org.
- 5. La, John, (2004) "Forced Remittances in Canada;s Tamil Enchaves peace review Vol. 16, No3, September PP 379 85.
- C. Siva Murugan, (2008), Impact of Self Help Groups on Income, Savings, Assets and Occupational Pattern in Tamilnadu, Social Welfare, Volume.55, No: 6, pp.15- 18.

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

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

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. info@ijrcm.org.in or infoijrcm@gmail.com for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator Co-or