

# Marketing Problems of Self Help Groups (SHGs) Products in the Warangal District

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## Abstract:

This paper has majorly discussed the problems faced by Self Help Groups products while marketing. Women are having 50% in a population of India; their empowerment is one of the causes for the development of the Indian economy for this purpose government of India providing a lot of benefits and facilities to women with different schemes for women empowerment. The majority of women living in rural areas and those are played a vibrant role in Rural Economy. For this reason, the government of India started special programs for the empowerment of women with different schemes such as Training of Rural Youth for Self-employment, Integrated Rural Development Program (IRDP) and Development of Women and Children in Rural Areas (DWCRA). Self Help Groups also promoted by the government for the empowerment of women. In this SHGs women are voluntarily associated with empower in economically. For this reason, they will start the business transactions. These associations played a key role in the economic development of Telangana state. While running business transactions by Self Help Groups, are facing a lot of problems those are getting the less financial assistance from bank, repayment of the loan, Lack of raw materials, machines and equipment, to find the marketing perspective, poor product packaging, lack of continuity of product, labour and Marketing their products, lack of consciousness, etc. This study analyzes the marketing problems of the self-help group's products in the Warangal district.

**Keywords:** Economic development, Marketing Problems, Self Help Groups.

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## I. INTRODUCTION

Primarily the people who are there under below poverty line are facing a lot of problems for generating money while the emergency period so that they depend on the Money Lenders to accomplish their monetary needs. These money lenders provide money to the needed people at the high-interest rate and different types of conditions for repayment. Repaying of money to Money Lenders is not possible to the people in time so that maximum people are committed suicides in all states across the nation. To avoid such kind of circumstances and meet the emergency needs of people Self Help Groups are started. The primary object of the SHGs is savings. Initially the

government helps these groups for providing training sessions to strengthen the products of SHGs. The members of SHGs are while doing the business transaction are faced a lot of problems such as getting the less financial assistance from bank, repayment of the loan, Lack of raw materials, machines and equipment, to find the marketing perspective, poor product packaging, lack of continuity of product, labor and Marketing their products, lack of consciousness, etc. Self Help Groups formed by men or women and a mixed group is not preferable. For the common purpose the SHGs are formed. To form the SHGs require a minimum of 10-20 people who are coming from the same village, the less economic background is facing the same kind of problems to overcome.

These members regularly contribute some amount to the group and opened an account in a bank on the name of the group. Once the group savings are meet the requirements of members they will lend the amount from the group with fewer interest rates and repay the amount to the groups in time and at the same time group will be lend the amount for needed people like entrepreneurs for starting of new business activities so that group will get maximum benefits for lending money to others. These groups formed by rural and urban women for solving different kinds of problems facing by members in that group like socio-economic and other related problems. In India out of 704 districts including union territories 62, 63,581 SHG groups are there reported by National Rural Livelihood Mission. The concept of empowerment is one of the multidimensional social processes. This Empowerment occurs in socially, economical, psychological, political, education at different levels and has in individual or group or society there we will be assumptions should be quo and social dynamics.

## II. Objectives of the study

1. To study the socio-economic conditions of Women Self Help Groups in the Warangal District.
2. To analyze the marketing problems of SHGs in the Warangal District.

## III. Research Methodology

The data collected from primary and secondary sources. This study was done with the survey method. Primary data were collected from the questionnaire. Secondary data were collected from the reports maintained by SHG's published reports, dailies, magazines, government websites, Journals, and magazines.

**Sample Size** The personal interviews were conducted in the Warangal District, which got from successfully running groups.

The sample size is Five Hundred and Fifty respondents were selected for the study.

## Scope and Limitations of the study

The Study has been done with respondents confined within Warangal District. The data analyses majorly were done on the questionnaire base but due to some respondents are illiterates' and some are not revealed true information due to certain reasons such as lack of freedom of expression is not able to get total information. The findings are majorly made based on respondents who are provided information.

## Literature Review

**Dr. Kailash Chandra Mishra (2016)** observed that self-help groups are facing a lot of problems for survival in the market due to heavy competition from branded products apart from that there is no support from any other sources from the government. As per this analysis it is analyzed that provide sufficient infrastructure along training programs so that SHGs products also prove in the market their brand value.

**V. Krishnaveni and Dr. R. Haridas (2014)** these researchers are observed and concentrated on the significance of women empowerment and the constraints facing by SHGs for marketing and promoting their products. The constraints are lack of market knowledge, lack of recognition, lack of capital for promoting the business, lack of machinery, high-interest rate and sustainability for marketing their SHG products.

**Babu R and Venkateshwarli Ragiri Babu M (2013)** these researchers are revealing the deficiency of raw materials is one of the major problems of SHGs followed by the poor quality of material,

lack of transportation and high cost of raw material and so on.

**Amrita. M. Patel (2011)** Observed that SHGs marketing problems including production, managerial, financial and labor-related problems.

**Lakshmi. R (2010)** she was majorly concentrated on the marketing problems of SHGs which are affecting business transactions.

**Kanchanadevi. P (2009)** observed that Decision Making played a crucial role in development and implementation as per this researcher observed that team spirit will increase the confidential levels of members in the implementation of the good decision in SHGs.

**Kavitha and Vasudeven (2008)** as per this research, are resolute the problems faced by SHGs in different conditions like entrepreneurial attitude, heavy competition from branded products, family issues, marketing strategies and credit issues of members of SHGs.

**Jerinabi (2007)** this study was majorly concentrated on insufficient bank linkage programs, conflicts between group members and marketing problems of SHGs.

### **General Marketing Problems of SHG's**

Marketing is a major functional area of SHGs. on the other hand, they face different kinds of problems in the marketing of products produced by SHGs. The following are some major problems faced by the SHGs in the study area.

1.Lack of Professionalism due to majority members are illiterates.

2.Less promotional activities to meet the physical distribution

3.Lack of marketing skills of members.

4.Lack of sufficient orders.

5.Lack of Linkage with the marketing agencies.

6.Lack of sales promotion measures.

7.Lack of a permanent market for the products of SHGs.

8.No proper brand name.

9.Poor/Unattractive packing system.

10.Poor quality of products because of the application of traditional technology resulting in a poor market.

11.Stiff competition from other branded suppliers.

12.Lack of a well defined and well-knit channel of distribution for marketing.

13.SHGs always suffer from inadequate resources for marketing the products

14.Difficult to find out the market potential

15.The public is not encouraged to buy SHGs Products

16.Difficult to compete with MNC branded products in the market

17.Lack of machines and pieces of equipment to meet market capacity

18.Products price demanded by the retailer or consumer is low

19.Poor Technology Support

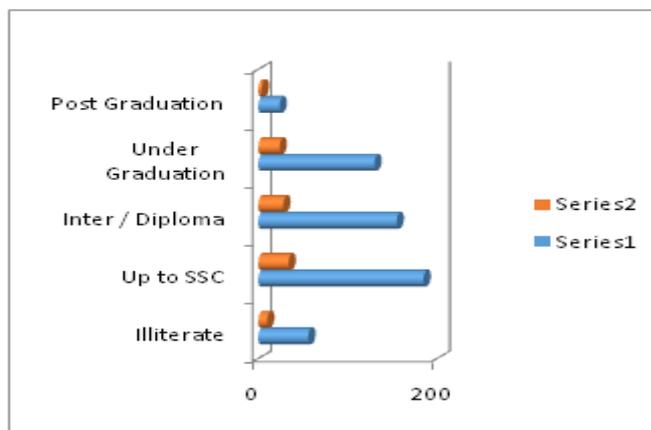
20.Consumer rejects to buy the products of SHG because MNC's products are available in the market.

**Data Analysis and Interpretations**

**Table 1: Age of the SHG Respondents**

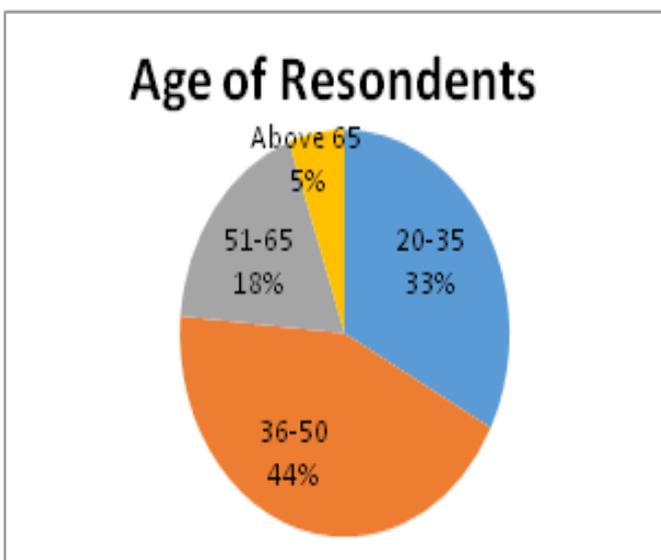
Age in years	Respondents	Percentage
20-35	180	33
36-50	240	44
51-65	100	18
Above 65	30	05
Total	550	100

Source: Primary data collected through Interview



Source: Primary data collected through Interview

The above table shows that 34% of respondents are studied up to SSC, 28% of respondents studied Inter or Diploma, 24% of respondents are undergraduates, 10% of respondents are Illiterates and 4% of respondents are postgraduates.



From the above table reveal that, 44% of respondent’s age between 36 – 50 years, 33% of respondent’s age between 20 – 35 years, 18% respondent’s age between 51 – 65 years and 5% of respondents age above 65 years in the selected area of study.

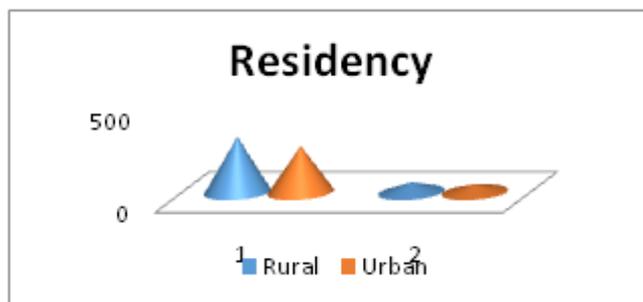
**Table 2: Education**

Education	Respondents	Percentage
Illiterate	56	10
Up to SSC	185	34
Inter / Diploma	155	28
Under Graduation	130	24
Post Graduation	24	4
Total	550	100

**Table 3: Residency**

Residency	Respondents	Percentage
Rural	300	55
Urban	250	45
Total	550	100

Source: Primary data collected through Interview

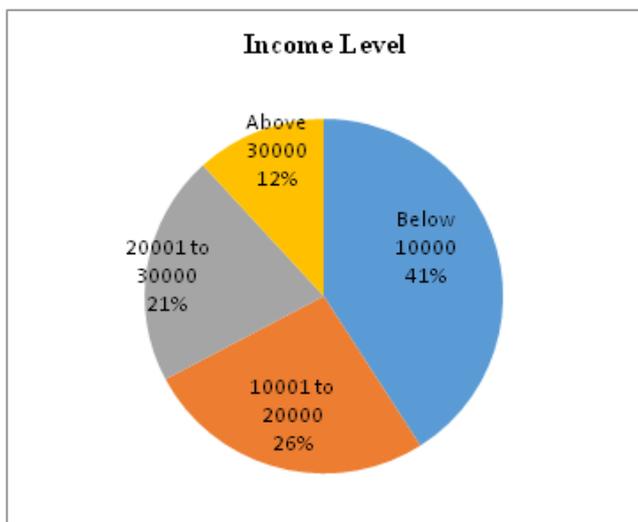


From the above table it is revealed that 55% of respondents are living in a rural area and 45% of respondents are living in the urban area.

**Table 4: Income Level per month**

Income	Respondents	Percentage
Below 10000	225	41
10001 to 20000	145	26

20001 to 30000	115	21
Above 30000	65	12
Total	550	100

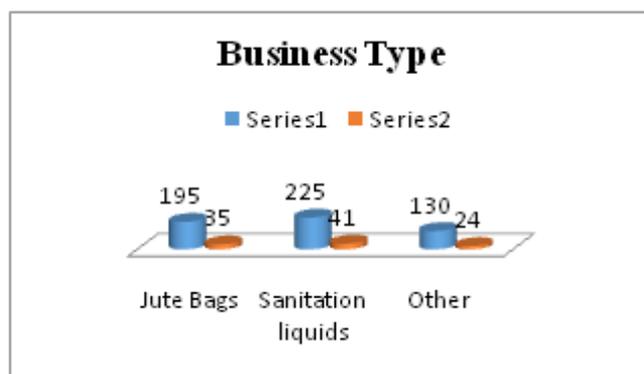


Source: Primary data collected through Interview

Above table said that 41% of respondents are earning below 10000 income, 26% of respondents are earning 10001 to 20000 income, 21% of respondents are earning 20001 to 30000 income and 12% of respondents are earning more than 30000 income in a month.

**Table 5:** Business Type of Respondents

Business	Respondents	Percentage
Jute Bags	195	35
Sanitation liquids	225	41
Other	130	24
Total	550	100



From the above table interpreted that 41% of respondents are producing sanitation liquids, 35% of respondents are making jute bags and rest of 24% of respondents are doing other productions with the help of Self Help Groups in Warangal district.

**Table 6: Marketing problems**

Marketing Problems	SA (5)	A (4)	N (3)	DA (2)	SDA (1)	Mean Score	Rank
Inadequate Resources	325	122	65	38	0	4.33	9
Tough Marketing Potential	395	110	45	0	0	4.63	6
Lack of knowledge about the market	440	105	5	0	0	4.79	2
Less Promotion of products	380	95	40	35	0	4.49	8
No Brand Name	425	85	25	15	0	4.67	5
Not interest to buy products	450	50	50	0	0	4.72	3
Lack of equipment and machinery	430	70	50	0	0	4.69	4
Product price demanded at low	365	155	0	30	0	4.55	7
No latest Technology	410	80	35	25	0	3.84	10

Lack of permanent market	500	50	0	0	0	4.9	1
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For the above table used Mean Score, MS highest value given Rank 1 and so on with marketing problems of SHGs in Warangal district

Source: Primary data collected through Interview  
SA - Strongly Agree (5): A – Agree (4): N – Nuclear (3): DA – Disagree (2): SDA - Strongly Disagree (1):

products, arrange the equipment and machinery to the respondents on time so that the SHGs will produce maximum production and do their business with effectively.

#### V Findings

- 1.The majority of respondents (44%)are having age between 36 – 50 years;this is middle age it is more convenient and scope for generating money in their life as much as possible for survival.
- 2.Most of the respondents (34%) are having the minimum educational qualification studied up to SSC this helps to members to read and write information in the group.
- 3.The majority of respondents (55%) are living in a rural area.
- 4.Most of the respondents (41%) are earning income below 10000 dues to the maximum number of respondents are living in a rural area this is one of the causes to join in SHGs to increase their income level.
- 5.The majority of respondents (41%)are producing sanitation liquids through SHGs.
- 6.Most of the respondents are agreed with there is a lack of permanent market to SHGs products.

#### VI Conclusions

The present study analyzed the Marketing Problems of Self Help Groups (SHGs) Products in the Warangal District. The government of Telangana provides maximum support to SHGs for producing different kinds of products. The government helps to SHGs in the initial period to overcome the basic

From the above table it is observed that lack of permanent market to SHGs is the highest problem for marketing their product along with lack of knowledge about the market, not interest to buy SHG products, lack of equipment and machinery these are the major problems of SHGs. So that the government of Telangana should beconcentrated on increase market potential, create brand value to SHGs

problems that provided training sessions to the members and given loans at low-interest rates for the beginning of business in their groups. This helps members to increase their income capacity and created value in society. In Warangal district maximum SHGs are producing jute bags and sanitary liquids. Jute bags utilization increased in nowadays instead of plastic. While producing the products by SHGs they are facing different kinds of problems like lack of permanent market, lack of knowledge about the market, etc.

#### VII Suggestions

Self Help Groups is providing maximum opportunities to the women for economic empowerment along with political, social and education. Telangana government providing maximum facilities and benefits to SHGs. Even though it was not reached to women so that the government should take more interest regarding SHGs for providing better market conditions, provide training sessions to the members to produce a maximum member of products by utilization of the latest technology and give tough competition to the branded products produced by multinational companies. Last but not least the government should educate the people to join in SHGs for self-empowerment

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