

SYNOPSIS

**IIHMR UNIVERSITY JAIPUR
MBA IN DEVELOPMENT MANAGEMENT (DM-0030)
BATCH – 2022-2024
Roll No- 0030**

**A Study to “WOMEN’S EMPOWERMENT THROUGH SELF HELP
GROUP INTEGRATED” LIVELIHOOD, POULTRY, GOAT, AND DAIRY
AKRSP
DISTRICT-DANG, GUJRAT.**

**BY
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GUIDED TO:

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ORGANIZATION- Aga Khan Rural Support Programme (India) is a non-denominational, non-government development organization. AKRSP(I) works as a catalyst for the betterment of rural communities by providing direct support to local communities. AKRSP(I) is active in over **3255** villages of **Gujarat, Madhya Pradesh, Bihar, and Maharashtra**. It has impacted lives of over 3.5 million people from marginalised sections of society. Over 80% of the households impacted by AKRSP(I)'s work belong to marginalised communities like tribals, dalits, and minorities. Over 60% of beneficiaries are women who form a core group for program interventions.

OUR MISSION

"AKRSP(I) exists to enable the empowerment of rural communities and groups, particularly the underprivileged and women, to take control over their lives and manage their environment, to create a better and more equitable society."

The Vision

The Vision "AKRSP(I) can contribute in India to the creation of an enabling environment in which rural people can identify their needs and priorities and with professional support, organize themselves to improve the quality of their lives."

Objectives:

- Financial Inclusion through Project fund & Bank linkage
- Provide livelihood support.
- Develop skills of rural youth
- **COVERAGE WITH THE OTHERS GOVT PROGRAMS**

Literature Review:

The present study is focused at studying the role of SHGs for women empowerment. One of the unique parts of this study is to study the role of SHG on the social media awareness of the respondents. The review of literature is done basically to get a fair idea on the possible area of research, which have already been done in the area because of studies related to the following issue.

stock is integrated part of rural livelihood systems in India particularly for small and marginal farmers. Livestock plays very critical role in risk mitigation in addition to income source for rural people. In the regions where adequate land and water resources are available dairy has emerged as important income

source for the farmers. Goat rearing and poultry are less input intensive hence suitable for farmers having low resource base. Over the period of time AKRSP(I) has worked with all three sectors: goat rearing, dairy and poultry.

Outcomes of Goat Rearing Program

- Our goat rearing program currently reaches more than **55000** goat rearing households
- Within a year, mortality rates are decreased drastically to around 6% from prevailing 20% to 30% mortality rates in villages. This leads to direct impact on income levels.
- Over **1200** village level Pashu Sakhis (Paravets) trained

Poultry

Members of women Self-Help Groups (SHGs) in Madhya Pradesh have taken up poultry as an income generating activity. Tribal households are involved in poultry on a large scale. In Madhya Pradesh AKRSP(I) is working on both the models of poultry; improving existing backyard poultry and promoting commercial poultry as micro-enterprise.

Essential elements of our intervention

- Making provisions for vaccinations in poultry birds through PashuSakhis
- Promoting low cost shelters
- Improvement in feeding practices
- Linkages for chicks' procurement
- Market linkages with traders for purchase of full grown birds
- Facilitating women to get credit services from their SHGs and banks
- Facilitating government schemes around backyard poultry

In addition to this, one pilot project is underway to develop a remunerable model for rearing of the indigenous poultry bird, Kadaknath.

Outcomes from Poultry Intervention

Our poultry program reach to over 1500 farmers mostly from tribal communities

- Households which adopted a micro-enterprise model of poultry are earning income in the range of Rs.30000 to Rs.60000 per annum
- Mortality rates in poultry have been drastically reduced with vaccination and other practices.
- Activities are largely adopted and run by women, which leads to economic empowerment of women.
- Most of the backward linkages, like chick and feed purchases, are done by farmer's producers' companies, hence these companies are able to generate sustainable business.

Dairy

Dairy emerged as a very important livelihood activity, especially in areas where irrigation areas has increased due to the constant efforts of government and other development agencies. Tribal regions and the Saurashtra region in Gujarat benefitted the most from this.

Our dairy program has benefitted over 5200 farmers, mostly in Gujarat.

Research Questions:

1. What kind of institutional supports SHGs receive?
2. How sustainable are the SHGs farmers in dairy sector dang dist?
3. What is the impact of dairy and integrated livelihood through farmers?
4. What are the issues and challenges faced by dairy sector in farmers and SHGs?

Objective:

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- To study the various kinds of institutional linkages associated with SHGs.
- To examine the sustainability of income generating activities and group dynamics within the SHGs.
- To study the issues and challenges faced by women SHGs.
- To investigate the kinds of empowerment SHGs provide to women members.
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Research Methodology:

Research is an art of scientific investigation. Research Methodology is the scientific way to solve research problems. It gives an idea about various steps adopted by the researcher in a systematic

manner with an objective to determine the research problem and the logic behind them. The research methodology adopted in the present research study is given below.

Research Design:

The research design used by the researcher is descriptive research design. In descriptive studies, a researcher's aim is to describe a phenomenon exactly as it is. This study investigated factors that influence performance of 5 self-help groups named Jay Maa Durga SHG, Laxmi maa SHG, Ghanteswari SHG, Bajrangbali SHG, Santosini SHG among these groups a total 50 respondents were found from each SHGs a total of 5 respondents.

Sources of Data:

Data is one of the most important and vital aspects of any research study. Data is thought to be the lowest unit of information from which other measurements and analysis can be done. The purpose of data collection is to obtain information to keep on record etc.

The foundation of data analysis in statistics lies in the collection of data. Data is nothing but unorganized facts and figures which are collected for certain purposes, like an analysis. The medium through which data is collected is termed as a source of data.

Method of Data Collection:

I. Primary Data

The basic methodology adopted for primary data collection is the Schedule cum Questionnaire method. To serve the purpose of the research, a structured schedule cum questionnaire has been designed for the respondents and they are asked to fill up questionnaire by marking preferred option and the investigator interviewed the respondents and collect information. It has been designed in such a way that maximum relevant information can be gathered.

II. Secondary Data

The method for collecting secondary data is mainly to search and find where the researcher looks in various available literatures, journals, books, and web searches and thus obtain them for the purpose of research.

Study Area:

This study will be conducted on a Rural area of Ranchi district, Jharkhand.

Duration of Study:

This study duration is going to be 3 months (14 march to 13 June 2024).

Sample Design:

- A. **Sample size:** The study involves a sample size of 50 respondents, irrespective of their background, Educational Qualification, and age group.
- B. **Sampling Technique:** A study would be used of technique Simple Random Sample and Stratified Sample in research.