



Influence of SHG Participation on Communication Skills

KEYWORDS

Influence- Self Help Groups - Communication skills

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ABSTRACT *Communication is the vehicle of knowledge. In the present world, one cannot dispense with communication. Communicating with others is an essential skill in family affairs, community relations, and business dealings. In spite of the increasing importance placed on communication skills, many individuals continue to struggle with this, unable to communicate their thoughts and ideas effectively. Even among the poor people if the communication skills are properly developed then they will be able to exchange their ideas with lot of confidence and authenticity. Good communication skills among the people are the basic and essential component which enables them to be socially sustainable. SHGs came into existence as instruments of empowerment of people and communication skills among the members plays an important role in empowering themselves. In this study an attempt has been made to study the influence SHG participation on the communication skills the among the members and the findings are presented in the paper.*

The Government of India has launched a number of programmes for the promotion of skills, abilities and components among the masses in various spheres. Thus, the SHGs came into existence as instruments of empowerment of people to enable them to be socially sustainable. In view of this the investigator has made an attempt to know the influence of SHG participation on the communication among the members. Communication is the vehicle of knowledge. In the present world, one cannot dispense with communication. Communicating with others is an essential skill in family affairs, community relations, and business dealings. In spite of the increasing importance placed on communication skills, many individuals continue to struggle with this, unable to communicate their thoughts and ideas effectively. This inability makes it nearly impossible for them to complete effectively in the work place, and stands in the way of career progression. Even among the poor people if the communication skills are properly developed then they will be able to exchange their ideas with lot of confidence and authenticity. Good communication skills among the people is the basic and essential component which enables them to be socially sustainable. In this study an attempt has been made to study the influence SHG participation on the communication skills the among the members and the findings are presented below.

Objectives of the study:

- To study the influence of SHG participation on communication skills of the sample.
- To know the difference in the communication skills of the sample belonging to rural and urban mandals.

Methodology:

The study was conducted in the Tirupati Rural and Tirupati Urban mandals of Chittoor District in Andhra Pradesh. 50 women without SHG Participation (i.e., 25 from rural and 25 from urban mandals) and 50 SHG participants (i.e., 25 from rural and 25 from urban mandals) were selected as the sample of the study. A schedule was devised by the investigator and administered to the sample and collected the data. The findings of the study were presented.

Table: I
Communication skills possessed by the respondents

S.No	Group	N	% Poor	% Moderate	% Good
1.	Non SHG Participants	50	38 (19)	52 (26)	10 (5)
3.	SHG Participants	50	20 (10)	40 (20)	40 (20)

The percentages obtained by the respondents shows that majority of the SHG participants possess with good communication skills (40 per cent) than non participants of SHGs. Moderate communication skills among 52 per cent of non SHG participants and poor communication skills among 38 per cent of the non SHG participants was found. Only 20 per cent of the SHG Participants were poor in communicating with others and 40 per cent possess with moderate communication skills.

Table:II
Mean scores on communication skills of the sample in Rural Mandal

S.No	Group	N	Mean
2.	Non SHG participants	25	30.920
3.	Literate SHG participants	25	33.800

The mean values indicates that the members SHGs are having good communication skills than the non participants . Through the discussion with the sample the investigator came to know that the SHG participants in the rural mandal are denied opportunities to participate in the meetings and public speaking. The frequency of meetings is low in rural mandal.

Table:III
Mean scores on communication skills of the sample in Urban Mandal

S.No	Group	N	Mean
1.	Non SHG participants	25	32.640
3.	SHG participants	25	35.520

The trend of the mean scores obtained shows that the self help group members having literacy possess good communication skills. While talking to the sample the researcher came to know that in the SHGs, meetings will be organized periodically. In each and every meeting every member has to talk compulsory before the group. The results show that the collective strength along with literacy led to the improvement in the communication skills of the sample.

Table:III
Mean value scores on communication skills of the sample in Rural and Urban Mandal

S. No	Mandal	N	Mean
1.	Rural	50	32.693
2.	Urban	50	34.360

The mean values in the above tables shows that the respondents belonging to the urban mandal are having good communication skills than the respondents of rural mandal. Through the discussion with the rural respondents the investigator came to know that their participation in SHG meetings is low, they feel shy and the rural society being highly orthodox, their family members are not allowing them to come out and speak with the officials, in meetings etc. the investigator found a lot of potential and ability among the rural respondents also but the objection from the objection from their elders and husbands is becoming an obstacle to use it.

Findings of the Study

- Literate SGH participants possess good communication skills than illiterate SHG participants and literates without SHG Participation. The investigator found that the illiteracy as an obstacle among both SHG and non SHG participants in communicating with officials.
- The investigator came to know from the responses that the literate SHG participants are approaching the bankers and government officials. Illiterate SHG participants are depending on the literates for this purpose.

- Good communication skills, perceptive improvement in the confidence, increasing demand for amenities, and gain in potential to act against social and economic injustice were observed among the SHG participants.
- Poor to Moderate communication skills and dependence on literate and educated persons for savings of income, approaching banks, to get loans were observed among the illiterate SHG participants non SHG participants.

From the above findings it is clear that literacy and SHG participation shows positive impact on communication skills of the respondents. Collective strength (SHG participation) contributed much in promoting competence among the respondents among SHG participants and it was low among non SHG participants.

Suggestions

- As literacy is recognized as the instrument of social change and to meet the demand for literacy of the savings scheme in SHGs, compulsory literacy among the SHG members should be implemented.
- Emphasis should be given to intensify the training programmes especially in rural areas on public relation, entrepreneurship development, finance management, marketing strategies. Periodical meetings by the officials in the SHGs should be conducted to talk to the people and to bridge the gap between officials and the rural masses.
- They must be provided adequate information on the developmental programmes in the SHGs and to encourage them to participation in the programmes.