

# Self Help Groups and Social Mobilization – A Way for Sustainable Livelihood

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## Abstract

*Self-help group is the vehicle to fight against poverty and provide employment opportunities to the lives of the poor and the marginalized sections of the population. The north eastern part of the India is considered as the backward regions of the country in terms of development. The slow-down of socio economic and infrastructure developments are responsible for the political situation, ethnic conflict and insurgency. The government agencies and non-government agencies recognized SHGs as a means to eradicate poverty, promoting sustainable livelihood and enhancing empowerment. As sustainable livelihood is being one of the key factors that tackle poverty particularly in rural areas and as a strategy to manage the present demand for livelihoods without compromising the future generation. Therefore, the present paper attempts to highlight the importance of strategic intervention of social mobilization through SHGs for the promotion of sustainable livelihood as it serves one of the effective approaches to enhance people's participation towards development. The paper is brought out on the basis of secondary sources of information followed by the conclusions*

**Keywords:** social mobilization, sustainable livelihood, self-help groups.

## Introduction

In India, the Self-Help groups (SHGs) movement is seen as a vehicle for change that transforms the living conditions of the marginalized population of the country. The SHGs organize people into groups to induce together to pool their resources, skills and abilities to higher their lives. this system of organizing the poor and marginalized to unravel their problems is seen as an efficient tool and is successful one. So as, it's being adopted governmental organizations and also the non-government organizations in achieving several goals oriented towards development. Further, people's engagement in SHGs movement provides them a chance to begin off their income generating activities (IGA) either collectively or individually thanks to the very fact to easy accessibility and avail to bank loans through the SHG. Thus, SHGs are being facilitated by various Governmental organizations and NGOs by organizing various programmes like capacity building, skills development, empowerment, etc., besides the economic aspects it also enhances the non-public and social aspects of the SHG members moreover. the assorted government schemes oriented towards people's participation like SGSY within the past and NRLM within the present are administered through the platform of the SHG movement are solely specialize in the SHGs. These schemes are being facilitated by Government organizations further because

the NGOs and being implemented within the North Eastern region as in other regions of the country. this is often because the govt. recognizes that involvement and engagement of individuals in various programs and schemes enhances their capacity building, skill development, participation and economic upliftment, etc., which translates into better status and better living condition. Comparatively people in rural areas have attained lower literacy rate and lesser employment opportunities on those living in urban areas. Hence, social mobilization plays a crucial role in sensitizing people to remember of the various schemes provided by the government for development and employment. People in rural areas are going to be able to enhance their skills and capacity building oriented towards improving their livelihood activities. As 'livelihood' connotes to an activity which provides self-employment so as to fulfill the wants and requirements for day to day living in people's lives. In this purview, it's possible for people to boost their livelihood endeavors through a correct channel of social mobilization. this scenario lays a good emphasis on people's participation and engagement in terms of development which is inclusive nature for self-supporting through income generating activities (IGA) so as to enhance their living conditions. Hence, social mobilization is a good means for the promotion of sustainable livelihood. Thus, considering

the event status of the North Eastern a part of India it suggests and desirables to own an approach of social mobilization through the SHGs for better growth and development. Therefore, at present, SHGs function an honest platform to interact in various income generating activities (IGA) which is sustainable in nature instead of agricultural activities which appears to be the only real source of income provider of the region.

### Objectives

To analyze social mobilization and sustainable livelihood through SHGs.

### Literature Review

Behera and Mohanty's notion of self facilitate teams (SHGs) is connoted to atiny low homogenized and a voluntary cluster kind by individual members World Health Organization close to achieve a typical goal & according Sivakumar opine that originally in Bharat the momentum of the expansion of the SHGs was at a slow pace which might be derived back in Eighties through the initiative undertaken by NGOs specifically, step by step the quantity of SHGs augmented and at this time the SHGs movement has unfold way and wide all across the country. Social mobilization is a crucial consider the method of participating people's participation for social transformation. this is often as a result of social mobilization organizes individuals for achieving their activities or goals as Azam et al. read that it's the method that connects or considerations with individual participation and engagement whereby people, communities and organizations take action so as to priorities and contend with the issues having known for whereas Aishwarya and United Nations agency opine that social mobilization could be a mass movement that engages people's participation. As a method social mobilization engages numerous stake holders within the societies World Health Organization square measure directed towards the social transformation. Socialmobilization as a way of participating people's participation is employed by a good vary of social actors together with government agencies, NGOs, youth, ladies teams, etc., so as to bring social transformation or to fight for a typical cause. Yoganand and Gebremedhin augment that awareness on the importance of property sustenance approach grew up thanks to the very fact that the

agricultural production seemed to be the sole put attentiveness stressed once addressing any rural development approaches but in contrary it witnessed that it failed to meet to deal with and tackle the sustenance desires of the poor individuals within the rural areas. Hence, the shift was tried to contemplate different in those ways and means that for higher sustenance activities which square measure property like part-time trade or handicraft production, watershed development program, etc. Conway and Chamber's conception of property sustenance grew wider that connotes the thought of long run of independence, self-sufficiency and temperateness. Further, property sustenance connotes to the flexibility to cope up, recover and meet these desires while not compromising the sustenance of ensuing generation. Arika and Nelapudi found out four styles of property i.e., economic property touching on economic and financial gain improvement and stability, establishment property touching on the network that's a policy and an establishment that gives a multiple network for sustenance, social property touching on the democratic approach wherever individuals themselves participate in characteristic sustenance priorities whereas external support should be in line with the wants of the individuals or state of affairs and surroundings property touching on the supporting system that's friendlier with the surroundings and also the higher management of the natural resources.

### Methodology

The paper adopted the descriptive design where it focused on the secondary resources of information collected from books, articles such as journals, government reports and online materials. This paper attempts to propose on the importance of social mobilization in the process of promotion of sustainable livelihood through SHGs. The search engine for the literature review includes books and Google search for online materials. The themes that have been taken from the literature for the paper are social mobilization, sustainable livelihood and SHGs.

### Analysis

**Table 1- Bank loan disbursed to SHGs (NE region))**

Factors/Year wise	2017-18	2018-19	2019-20
No. of SHGs	35,017	27,086	37,807

Loan availed	35,721	29,001	57,893
Average loan disbursed	1,02,010	1,07,070	1,53,128

Source – NABARD report

Inference – It is evident from the above table, that among the states of NE region 2018-19 number of SHGs came down to 8000 approx from the previous year of 2017-18, but it increased to approximately to 10,000 during 2019-20. Same has been witnessed in case of bank loan availed by those SHGs during the years. But if we look at the factors of average loan availed by those SHGs, during 2017-18 & 2018-19 it increased at a level of (5000 approx) whereas from 2018-19 to 2019-20, it rose significantly taking the rate at a good level of height of 46000 approx.

**Table 2 – Credit linkage of SHGs of NE states**

States	Credit (in %age)
Arunachal Pradesh	2.6
Assam	6.4
Manipur	14.4
Meghalaya	9.3
Mizoram	10.4
Nagaland	4.2
Sikkim	12.4
Tripura	7.2

Source – NABARD report

Inference – From the above table, it has been seen that from among the eight states of North Eastern region, Manipur has the highest credit linkage of SHGs with different banks of 14.4% as compared to Arunachal Pradesh, the hilly state of 2.6%, a very low rate of credit linkage. After Manipur, the Himalayan state i.e., Sikkim stands second in terms of credit linkage %age of 12.4. The largest state of NE region is Assam, but it has also witnessed a low rate of only 6.4 as if compared to Tripura which have higher rate than Assam.

### Discussion

Thus, the higher than figures pictured that folk within the region are required to be mobilized and inspired to hitch SHGs as engagement in SHGs brings employment through the financial gain generating activities (IGA) that interprets in to the upliftment of the economic standing so as to

produce them a stronger resource. So, during this regard social mobilization plays a crucial role in mobilizing folks to have interaction within the SHG movement for the promotion of property for livelihood. To handiness of loan is one in every of the vital aspects of the engagement in SHG that helps the folks to begin off their financial gain generating activities or small finance. Additionally, saving is also one in every of the core functions of SHG. thence so as to create folks understand all told these aspects it's vital that a correct social mobilization is needed. Therefore, it necessitates higher organization and strategy for effective and larger participation of individuals within the promotion of property resource within the region. it's fascinating that correct social mobilization through SHGs ought to be dole out by government and NGOs to boost people's participation to attain a standard goal. this is often in line with the read given by (Aishwarya, 2014) as regards to social mobilization that it a method to have interaction varied folks, organizations and establishments for giving awareness to a selected programme, serving to folks to avail to resources, services and to create the community participation stronger to attain their goals or activities that are property in nature. Thus, so as to create simpler of resource promotion, social mobilization is one in every of the key factors people and folks in rural areas specially are required to be mobilized and allergic on varied aspects to create their resource simpler and property channelizing people the proper direction to hold out their resource activities which might be helpful for them. Moreover, the method of social mobilization can enhance the agricultural folks to be ready to priorities their resource activities that might sustain them. aside from of this social mobilization additionally enhances management wherever folks are ready to decide and participate effectively in their resource promotion consistent with what they feel most significant, consistent with their capability and selections. With associate adverse result, the increasing in participation can cause effective efforts and at last on the over development towards higher living condition of the folks and also the development of the country by a massive that is in accordance with the world organization report on SDGs 2017-15. So, the implementation of social mobilization through SHGs within the method of property resource

promotion are seen as a crucial and effective suggests that.

### Conclusion

SHG as a tool of social mobilization serves as an effective means in the process of promoting sustainable livelihood particularly in rural areas people requiring help and support from expert to make right choice in their livelihood with their limited knowledge and skills. It is imperative to suggest for the NE part of India that people's engagement in SHGs movement will enhance them to start other income generating activities besides agricultural activities through enhancement of their capacity and skills. Finally, people will be able to bring about change and sustainable development in the region and their livelihood promotion will be oriented toward sustainability that is assuring tackle of economic crisis and to also overcome poverty. Indeed, the adoption of effective methods and strategy of social mobilization through SHGs by both the government and NGOs agencies oriented toward the promotion of sustainable livelihood for rural people of North East India will highly implicate for sustainable development of the nation.

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