



EMPOWERMENT AND EMPLOYMENT GENERATION AMONG ADUGRAMAM BENEFICIARIES OF WAYANAD DISTRICT

Siddhartha Savale¹ and R. Senthikumar²

Department of Veterinary and Animal Husbandry Extension,
College of Veterinary and Animal Sciences,
Pookode, Wayanad – 673576

Received: 12.12.17

Accepted: 29.12.17

Abstract

Adugramam, a goat farming self help group, is governed by Kudumbashree, an organisation established in 1998 to empower women in Kerala. A study was designed to analyse the empowerment of Adugramam beneficiaries of Wayanad district of Kerala. By adopting multi stage random sampling technique 75 beneficiaries were selected and data was collected using the personal interview. The study revealed that majority of the Adugramam beneficiaries studied were middle aged with secondary level of education, belonged to general category of Hindu religion. It could also be observed that majority of them lived as nuclear families and size of the family was three to four members. Primary occupation was agriculture and secondary occupation was animal husbandry with above ten years of experience. Land owned by majority of beneficiaries was below one acre with average herd size of three to four goats. Analysis of empowerment revealed that majority of beneficiaries had low level of empowerment and upon evaluation of different dimensions of empowerment it was observed that psychological empowerment was ranked first.

Key words: *Adugramam, Kudumbashree, Empowerment*

Women - the unsung heroine who works from dawn to dusk but has long been overlooked in the process of empowerment (Sandhu, 2015). The world economy suffers a lot because of the unequal opportunity for women on workplaces. To ensure an upsurge in the economy, it is essential that one has to take up the right activity. Livestock farming in the present era has got ample scope to generate the income and employment opportunities (Jiji and Vijayan, 2012) which are essential prerequisites for their empowerment of women.

Kudumbashree is a poverty eradication and women empowerment programme implemented by the State Poverty Eradication Mission (SPEM) of the Government of Kerala. This organisation has implemented various employment and income generating activities for the empowerment of women. *Adugramam*- goat farming is one such activity where a group of beneficiaries are trained on farming practices before starting the enterprise and submitting a proposal to banks for availing

1. M.V.Sc Scholar, Phone No. 9497793263 E-mail: sssiddharth757@gmail.com

2. Assistant Professor.

loan. The eligible groups are sanctioned loan amounts which is then credited to the account of group secretary as bank loan and subsequently after the establishment of the enterprise one third of the total cost of the project is credited to the loan account of the beneficiaries by the District Kudumbashree Mission as a subsidy amount to the project. The payback period for the loan availed is three years and the goats are procured from the local market with the assistance of personnel from state department of Animal Husbandry. The scheme provides four goats to each beneficiary. Income and employment is generated through *Adugramam* which aids in women empowerment.

Materials and methods

The research design adopted for the present study was *Ex Post facto* design of research. The unit of study was Livestock based Women Self Help Group (LWSHG) member. Multi stage sampling technique was used to select the final respondents for the study. In first stage Wayanad district was purposively selected for the study followed by selection of three taluks namely Vythiri, Mananthavady and Sulthan Bathery of the district in the second stage. The third stage was selection of LWSHG at the block level. Five groups each consisting of five members were selected randomly from each of the three taluks of the district thus making 75 respondents for the study. Interview schedule was used as a tool to collect information from the respondents. The interview schedule included socio- economic variables such as age, religion, caste, family type, family size, education, primary occupation, secondary occupation, activity experience, land owned and livestock possession. To analyse the level of empowerment and to rank different dimensions of empowerment the scale developed by Kavitha (2005) was used. Data was analysed using simple statistical tools such as frequency and percentages.

Results and discussion

The socio-economic profile of respondents of the study sample was tabulated (Table). It can be observed that 60 per cent of the beneficiaries belonged to middle (36 to 55

years) age followed by 22.67 per cent and 17.33 per cent of the beneficiaries in the old (≥ 56 years) young (≤ 35 years) age groups, respectively. The reason may be due to the fact that middle aged persons are more capable to carry out activities of the farm in addition to household work. Another reason may be that the age limit to join as a member of *Adugramam* was 60 years. The above finding was in agreement with Chetan (2014) and Soni *et al.* (2016). Half of the beneficiaries (50.67%) were Hindus followed by Christians (38.67%) and Muslims (10.67%) and evaluation of caste pattern revealed that 60 per cent of the beneficiaries belonged to general caste followed by STs (20%), OBCs (18.67%) and SCs (1.33%). As per the 2011 census report of religion wise population of Wayanad district, Hindu population is highest in the district and hence this might be the reason why majority of beneficiaries were Hindus. It is also evident that the second highest proportion of beneficiaries of *Aadugramam* belonged to scheduled tribes. The habitat of the tribes being close to forest would facilitate the access of goats to the forest for browsing. Further, the relatively higher skill required for dairy farming and constraints in marketing of milk might have forced tribal people to join the *Aadugramam*.

Analysis of family type revealed that 64 per cent of the beneficiaries belonged to nuclear family followed by joint family (36 %). This reflects the trend of modern social system where the desire to live an independent life, insulated against probable familial conflict and the general tendency of the parents to give their children a separate living space is evident. This finding was in line with Thangamani and Muthuselvi (2013). Size of family varied from three to four members for 62.67 per cent of the beneficiaries followed by five to six members (29.33%), one to two members (6.67%) and seven to above (1.33%). As most of the beneficiaries belonged to the middle age category with nuclear family type, usually the family would consist of parents with one or two children. The above finding was in line with Rathod and Damodhar (2014). With respect to educational status 33.33 per cent of beneficiaries had secondary education while the beneficiaries belonging to illiterate, primary, higher secondary and diploma education categories were 16 per cent, 24 per cent, 22.67

Table 1. Socio economic profile of respondents

Variables	Category	Frequency
Age (years)	Young (≤ 35)	13 (17.33)
	Middle Age (35 to 50)	45 (60)
	Old Age (≥ 50)	17 (22.67)
Religion	Hindu	38 (50.67)
	Muslim	8 (10.67)
	Christian	29 (38.67)
	Others	0
Caste	General	45 (60)
	SC	1 (1.33)
	ST	15 (20)
	OBC	14 (18.67)
Education	Illiterate	12 (16)
	Primary	18 (24)
	Secondary	25 (33.33)
	Higher secondary	17 (22.67)
	Diploma	3 (4)
	Under graduation	0
	Post-graduation	0
Family type	Joint	27 (36)
	Nuclear	48 (64)
Family size	1 to 2 Members	5 (6.67)
	3 to 4 Members	47 (62.67)
	5 to 6 Members	22 (29.33)
	7 to 8 Members	1 (1.33)
Primary occupation	Unemployed	0
	Agriculture	59 (78.67)
	Animal husbandry	3 (4)
	Govt. employee	0
	Self-employment	6 (8)
	Farm labour	7 (9.33)
	Any other	0
Secondary occupation	No secondary occupation	0
	Animal husbandry	72 (96)
	Farm labour	0
	Agriculture	2 (2.67)
	Self-employment	1 (1.33)
Experience	Least (Less than 1 year)	0
	Less (1 to 5 years)	2 (2.67)
	Experienced (5 to 10 years)	9 (12)
	Highly experienced (Above 10 years)	64 (85.33)
Land owned	Landless	0
	Up to 10 cents	16 (21.33)
	Below 1 acre	41 (54.67)
	1-2 acres	12 (16)
	Above 2 acres	6 (8)
Livestock possession	1 to 2 Goats	15 (20)
	3 to 4 Goats	19 (25.33)
	5 to 6 Goats	17 (22.67)
	7 to 8 Goats	10 (13.33)
	9 to 10 Goats	8 (10.67)
	Above 11 Goats	6 (8)

Values in the brackets are percentages

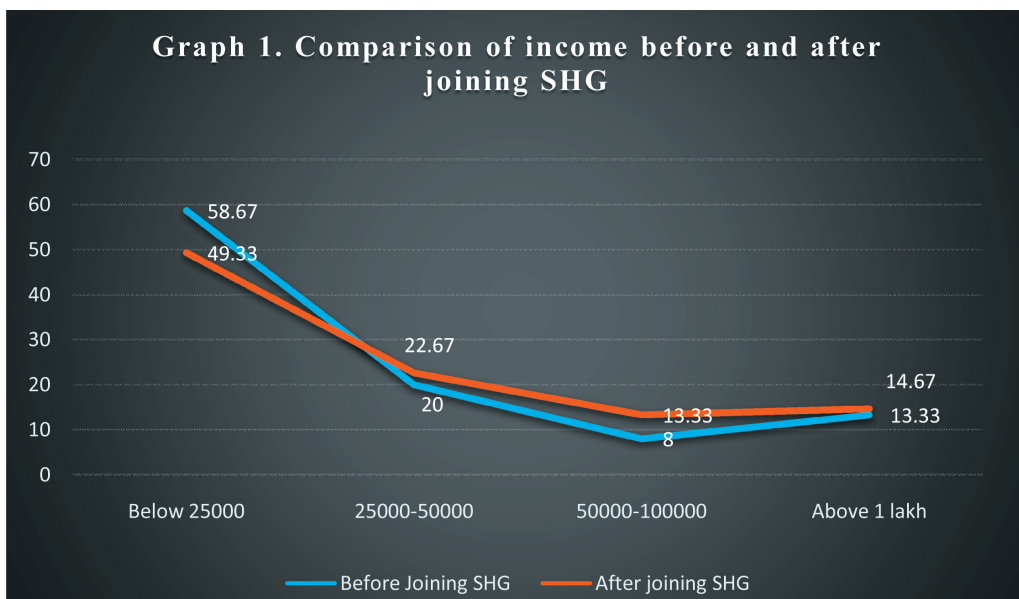
Table 2. Distribution of Adugramam beneficiaries based on the level of empowerment n=75

Empowerment	Frequency	Percentage
Very low (68-86)	8	10.67
Low (86.01-92)	41	54.67
High (92.01-95)	15	20
Very high (95.01-101)	11	14.67
Total	75	100

per cent and 4 per cent respectively. None of the beneficiaries had education of graduation and above. Compulsory and free education up to primary level, equal opportunities for females, realization of importance of education, etc. were the facilitating factors for the increased literacy rate of the respondents. The present finding was in agreement with Haque *et al.* (2014).

Primary occupation for 78.67 per cent of the beneficiaries was agriculture followed by farm labourers (9.33%), self-employment (8 %) and animal husbandry (4 %). The

beneficiaries were neither unemployed nor government employees. Secondary occupation for 96 per cent of the beneficiaries was animal husbandry followed by agriculture (2.67%) and self-employment (1.33%), and none of them were belonged to the farm labourer category. This might be due to the fact that Wayanad is basically an agrarian district and majority of the beneficiaries of the three projects hailed from these families. With regard to activity experience 85.33 per cent of the beneficiaries were highly experienced in goat farming followed by moderately experienced (12 %) and less experienced (2.67%). Agriculture and animal husbandry are considered as family occupations and the beneficiaries had relatively more experience in the selected livestock activities. The above finding was in line with Chethan (2014). Land owned by 54.67 per cent of the beneficiaries as of below one acre followed by up to 10 cents (21.33%), one to two acres (16 %) and above two acres (8 %) and none of the beneficiaries were landless. The smaller landholding might be due to increased population resulting in fragmentation

**Table 3.** Study of different dimensions of empowerment of Adugramam beneficiaries

Sl. No.	Dimensions	Mean score	Rank
1	Psychological empowerment	1.82	I
2	Economic empowerment	1.81	II
3	Information and technological empowerment	1.74	III
4	Social empowerment	1.47	IV

and subdivision of land by family members. The above finding is in line with that of Chethan (2014). Livestock possessed by 25.33 per cent of the beneficiaries ranged from three to four goats followed by 22.67 percent, 20 per cent, 13.33 per cent, 10.67 per cent and 8 per cent with five to six goats, one to two goats, seven to eight goats, nine to ten goats, above 11 goats respectively.

Graph 1 indicates that there was a slight variation in the annual income before and after joining self help group. Majority of the beneficiaries (58.67 %) had an annual total income of below Rs. 25,000 followed by Rs. 25,000 to 50,000 (20 %), above Rs. one lakh (13.33%) and Rs. 50,000 to one lakh (8 %) before joining SHG. Annual income had slightly increased after joining SHG, 49.33 per cent of the beneficiaries had an annual total income of below 25,000 income followed by 25,000 to 50,000 rupees (22.67%), above one lakh rupees (14.67%) and 50,000 to one lakh rupees (13.33%) after joining SHG.

Data in Table 2 indicated that 54.67 per cent of *Adugramam* beneficiaries had low level of empowerment followed by 20 per cent, 14.67 per cent and 10.67 per cent with high, very high and very low level of empowerment respectively. The data in Table 3 indicates that the psychological empowerment dimension was scored first with a mean score of 1.82 followed by economic empowerment (1.81), information and technological empowerment (1.74) and social empowerment (1.47). Goats are easy to manage and they can be liquidated whenever there is urgent requirement for money this could be the reason for the enhanced independence and psychological security and are the consequences of high ranking. Further employment generated was analysed by calculating the average number of working hours per day which revealed that average working hours in *Adugramam* was 5.45 hours/day.

The present study indicated that about two-third of *Adugramam* beneficiaries belonged to very low to low level of overall empowerment and the dimension-wise analysis revealed that

psychological and economic empowerment were ranked high.

References

- Chethan, G.N. 2014. Impact assessment of the Livestock Development for Livelihood Support Programme in Wayanad district. *M.V.Sc thesis*, Kerala Veterinary and Animal Sciences University, Pookode, 98p
- Haque, M., Saharia, K.K., Talukdar, J. and Khuman, L.S. 2014. Bank Linked Poultry Entrepreneurship by SHG Members Counting Inflation. *Ind. Res. J.Ext. Educ.* **14**(4): 1-5.
- Jiji, R.S. and Vijayan, R. 2012. Knowledge of improved livestock and poultry farming practices among tribal women of western ghat region of Nedumangadu taluk in Thiruvananthapuram district. *J. Vet. Anim. Sci.* **43**:52-55.
- Kavitha, V. 2005. Perception of empowerment by the members of women self-help groups in goat farming in Thrissur district. *M.V.Sc thesis*, Kerala Agricultural University, Mannuthy, 78p.
- Rathod, M.K. and Damodhar, P. 2014. Impact of MAVIM Activities on Empowerment of Rural Women. *Ind. Res. J. Ext. Educ.* **15**(1): 8-11.
- Sandhu, K. 2015. Women Empowerment through Self Help Groups. *Ind. Res. J. Ext. Educ.* **15**(4): 29-34.
- Soni Arti, N., Pandya C.D. and Patel G.R. 2016. Impact of self help groups on socio-economic status of tribal women in adopted villages of KVK, Tapi, Gujarat, India. *Int. J. Agri. Sci.* **8**(20): 1357-1361.
- Thangamani, S. and Muthuselvi, S. 2013. A study on women empowerment through self-help groups with special reference to Mettupalayam Taluk in Coimbatore District. *J. Bus. Mgmt.* **8**(6): 17-24. ■