CHAPTER-VII

Successful Case Studies of Communication for
Socio-Economic Level of SHG Women

The Chittoor district has a number of success stories. Basically the scheme related officers, Group leaders are very active, they personally meet the SHG groups and women encourages them to strengthen their groups. As a result most of the women got self confidence, able to express themselves. SHG members are able to deal with problem of family, they are able to participate in decision making which we rarely see even in urban. They share the experience and work together, media habits also help them and to be educate aware of present situation about society. The following case studies highlight the socio-economic conditions of the respondents. They also shows the efforts made by the respondents in taking of various income generation programmes through SHGs and their opinions about the scheme have also been mentioned.

K. Muni Laxmi is 30 years old she studied 10th class. She is SHG member. She said that more coverage on women issue is helping in increasing the self confidence of women. Hence news paper reading is very useful and listening radio and watching T.V helps in discussing many unknown facts.

After joining SHG, she got knowledge about various government schemes and knowledge about their district, state, country is widened she said.

Kanamaum Bedu
B.N. Kandriga Mandal
K. Mani is 34 years old. She stopped her education at 7th standard. She got married at the age of 15 years. Her marriage was arranged by her parents. She has one daughter and one son. Daughter is studying in 9th standard and the second one is studying 5th class. Her husband is a dailywise labour. Her family position is very poor so, both wife and husband are working as daily labour. She joined in SHG in the year 1998 and the group is Vishalakshi Swayam Sahayaka Sangam. She was not doing any business before joining. After joining SHG she started Tomato Business. At the beginning she was saving Rs. 50 per month. Now she is saving Rs.500 per month. She feels that her position has economically improved and her husband is also very co-operative and both are successfully running Tomato Business. Both are heartily thankful to Vishalakshi Swayam Sahayaka Sangam and SHG Group. related officials.

Munagamakula Kotture (M. Kottoor)  
Nagari Mandal

Kasulola Latha, the age of 35 years. She stopped her education 8th standard. She belongs to forward community. Her husband was vegetable vender. She has two children’s, one is 3 years old. Another one is 5 years old. Her family is suffering below poverty line. She suffer her family situations one day her neighbour informed about SHG. Then she immediately joined Sri Ganesh Swayam Sahayaka Sangam in 2004. All SHG members also co-operate her. After joining SHG she started tailoring. She earn Rs. 800-1200 monthly and that money is useful to her family, now she is very happy. She says that self
help group scheme helped her. She felt happy for giving support income to her family.

Munagamakula Kotture (M. Kottoor)  
Nagari Mandal

M. Parvattamma is 55 years old. She got married to Yati Raju at the age of 15. She has four sons. They didn’t have education. All of them are married and living separately. Her husband was doing agriculture. He suffered with illness and died. After the death of her husband, she felt difficult to maintain the family. She saves Rs.30/- per month.

After the death of her husband, relatives suggested her to join in the SHG group. After joining in the SHG she has given good education to her children, After marriage they have neglected their mother. Both the sons are separated. Parvattama joined in SHG group in the 1998. She got subsidy loan Rs. 9000/-. Through SHG money she has purchased two buffalo, and started milk business. Her savings in the group is Rs.30/-per month. She has own house. Each member in the group got revolving fund of Rs. 1000/-. She utilizes that money to improve her milk business.

Munagamakula Kottoor  
Nagari Mandal

Manjula is 30 years old, her education qualification is 10th class, she joined SHG in the year 2000. She is very active and sportive. Manjula read the news paper thoroughly to know the latest news. She is also a reporter from Navodayam Community Magazine. She learnt the technic of reporting by reading news papers, she added. She said reading news papers would help her to know about society and the daily happenings around the world. She listens
to radio and watch T.V. women programmes and Entertainments programmes she got promotion Navodayam Divisional Incharge. Now she is doing her job successfully. She said SHG helped her great extents to know about living standards of people, who are below poverty line her opinion is that any goal can be achieved in unity. She revealed that first she felt uneasy to go to the people for reporting, because she is not well educated. But after getting the timing in the related organization, she got the courage and confidence to write reports relating to women issues. However is unhappy about indifferent attitudes of village women. Who refuse to come to the rescue of fellow women who are in trouble. She strongly felt women needs greater strength to empower themselves. She appreciated some women colleagues who are helping the printing work Navodayam. Now she got promotion Navodayam Divisional Incharge. Now she is doing her job successfully.

Brahmanapally 
Vedurukuppa

K. Bhanumathi is 25 years old, she studied Intermediate she is community activist she said media is useful to villages in many ways. Knowledge about various scheme offered by government are known through media. SHG helps in empowering the villages. Especially the women before this programme is launched many women were confined to the houses. But now the women in the villages are in a position to solve their own problems.

Through Navodayam Community Magazine, we are able to know the information about various other mandal. This magazine is helping in building the self confidence.
M. Munibhushana is 38 Years old. She discontinued her studies in 10th standard. She is widow and she has one son. Her husband name is Late M. Subba Raamayya. He suffered with health problems. Unfortunately he is dead. She is stays alone with her kid. Her neighbour told her about SHG groups. She joined Laxmi Prasanna group in the year of 2000. Group supporting by Muni Bhushana. She got loan and she started cloth business. She improved her business she also maintained good relations with her neighbours, relatives. She earn credibility to her village. Each member in the group got revolving fund of Rs.1000/- she utilize that money systematically to improve her business. Her son has completed intermediate. Now he is joining B.Tech 1st year (her Neighbours also surprise for M. Muni Bhushana) now she is taking tuitions for pre-primary, 1st class students. She said she got self confidence, Communicate with others. So she improved self discipline. I am living in the society that credit goes to SHG. Without SHG I am nothing. So I am very thankful to SHG.

M.R. Pally
Tirupati Rural

I. Urmila 33years old. She studied 5th Class. She Got married. She has two childrens. She is belongs to forward Community. But her family is having financial problems. But she did not informed relatives and neighbours. Because she is from forward community. Her family position known to others. That is very inference feel her she is dory. About her family one day he attend Grama Sabha meeting. Development officer told about SHG. Then she is joined SHG Navajyothi group in the year 2001, she regularly attend group meetings. She
also got group loan. She started cool drink shop in her area. Her husband also very friendly with her. Both are worked in shop. She told cool drink shop run successfully, but especially in summer. She saved some money on that season. She is earning monthly Rs-1000/- through cool drink shop. She felt her Responsibility motivated other women to join in SHG. (She is also thanks her group) because now her lively hood has totally changed and the family members are living happily.

G. Dessamma is 33 years old. She got married at the age of 18 years. Her marriage is arranged by her parents. She got two daughters. Now they are going to school. Her husband is an Agriculture Labour. Her family is very poor, she is suffering a lot from financial problems, she has spent all her time as an ordinary house wife. One day her Aunty told her about SHG. She joined Sri Sairam Self Help Groups in the year 2003. After joining SHG she purchased two buffalos and she started milk business. She earn money and slowly saved some money every month. Now she is very confident. I am supporting my family. She suggest that every women should join SHG for their bright future.

E. Malleshwari is 30 years old, she is married, she has two childrens. Her husband running a very small shop. Her family need some amount to run the shop regularly. She joined Sairam Swayam Sahayaka Snagam in the year 2002. She got loan from bank, she and her husband were so happy and utilized loan money successfully to run the shop. Now both are running the shop
regularly after joining SHG. She is very happy. Now both of them are thankful to SHG.

Kottoor
Tirupati Rural Mandal

G. Manjula is 32 years old. Her education qualification is 7th class, she is married. She has two children, husband name is G. Chennakesavulu. He is a farmer. Basically her family is poor. She felt bad about her family conditions. Her friend told about SHG. After joining in SHG 10th March, 1999 through her neighbor. She regularly attended SHG meetings. She learn lot of issues, she got knowledge about society, how to live in society and how to save money because “Money makes many things” she understood this. After joining she got loan thorough her group. Both she and her husband are Agriculture activities. Since 11 years she joined SHG. She also motivated other women’s by telling her success story every poor women must and should join the SHG and get knowledge, profit. Relation to other, helping others in our society she also pay her loan money sincerely because in business and human life faith is impartant. Now she is very happy with her husband and childrens.

Kamatam Palli
Paakala

S. Muntaj is 40 years old. She is illiterate. She is recently joined SHG group in the year 2009. Before joining SHG she is ignored and innocent. After joining SHG She communicating with others. She told how to save money, how to pay loan, debt. Now she got self confidece, faith. She got loan from SHG group she started vegetable business. She is very hard worker. She is very happy. That she is earning money and monthly save some money to spend future. She said unity is strength. Her strength is her group. She feel SHG originally for poor
women. But now SHG benefits for grass root to elite women. She thankful SHG organizers.

Bharatam Mitta Paakala

Tanjavooru Bhagyamma is 35 years old she discontinued her studies 5\textsuperscript{th} class. Now she is community activity in Brahmanapalli Village, Vedurukuppam Mandal. T. Bhagyamma told that the media tools are serving the society to a great extent especially for rural women. She felt health issue are more useful even to the village women. She said media is very useful to SHG Members by reading news papers carefully. They learn heart of reporting. She admitted that she had enough knowledge about the society only after joining SHG scheme. She worked in Navodayam helped her to develop self confidence and report any event without any fear.

Brahmanapally
Vedurukuppam

R. Rajya Laxmi 32 years old. She discontinued her studies in 7\textsuperscript{th} class. She got married at the age of 14 years. Her husband name is R. Janardhan. He is daily labour. Unfortunately he met with an accident. His position is very critical, Rajyalaxmi have one son and one daughter. Her family position is very bad. She always worries about her family. She joined Teja SHG group she told her family position and get loan. She started tooth powder business slowly increase the business. She had good communication skills. She developed business and maintain successfully. She is giving economical support to her family and to her husband. She is happy. She said group loan is re birth for me and my family. Without SHG, my family and myself can live in the society.

Muthyalareddypalli
Thirupati Rural