

DEVELOPMENT OF SELF HELP GROUPS THROUGH SANJEEVINI LIVELIHOOD IN MYSORE DISTRICT OF KARNATAKA

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ABSTRACT

National Rural Livelihood Mission (NRLM) is a poverty alleviation project implemented by Ministry of Rural Development, Government of India. This plan is focused on promoting self-employment and organization of rural poor. Karnataka State Rural Livelihood Mission was inaugurated formally on 2nd December 2011. Sanjeevini works with the clear objective of rural poverty reduction it is a community driven and process-oriented programme. The processes include different activities such as awareness building, social mobilization, and development of Community Resource persons (CRPs). This paper having concentrates on the following objectives i.e., to study the economic status of the sanjeevini beneficiaries, to analyse the participation of the SHGs in the sanjeevini programme and to find out the problems faced by SHGs to achievement of target in sanjeevini programme. Collection of data from primary data through questionnaire and field survey. The researchers taken 150 sample in study area. This papers endeavours to identify the determinants of income diversification and discuss the challenges as well as solutions for expediting the results.

KEYWORDS: *NRLM/ Sanjeevini, Rural Women, Livelihood, SHGs*