

## **A STUDY ON MICRO ENTERPRISE PROMOTED BY KUDUMBASREE (NEIGHBOURHOOD GROUP'S) FOR RURAL WOMEN IN THRISSUR DISTRICT OF KERALA**

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### **ABSTRACT**

*This study was attempted in MALA Block Panchayat of Thrissur district of Kerala in 2021-2022. With the help of random sampling method, 120 respondents were selected and data were collected by personal interview method by using pre-tested interview schedule and later appropriate statistical analysis was done to find out the meaningful result. Ex-post facto research design was adopted. The study findings showed that majority of the respondents strongly agree (55%) to the statement that work increased household tension, followed by work increased tension among members and neighbourhood (39.17%) and work increased workload (52.50%) respectively towards the negative problems in beneficiaries of Kudumbasree. It was analyzed that most of the respondents agrees to the statement (39.17%) that lack of sufficient fund, followed by strongly agrees to that lack of technical know-how (55%). It was understood that majority of the respondents agrees that lack of information and strongly disagrees to those seasonal problems towards the difficulties in area of marketing respectively.*

**KEYWORDS:** *Kudumbashree, Micro-Enterprise, Women Empowerment*

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