

*UGC Minor Research Project  
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**SWOT Analysis of Rural Micro Enterprises by WSHGS in Kerala  
A Project Undertaken to Empower the Entrepreneurship Efforts of Rural Women  
in the State.**

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**Executive Summary:-**

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. Women Self Help Groups (WSHGS) in Kerala are established by 'Kudumbashree'. The Rural Micro Enterprises (RMEs) are set up by Kudumbashree to facilitate the economic development of the rural women. The minimum required number for a RME is 10. The WSHGs empower rural women to identify their needs, plan and implement their own projects, share the benefits of their collective efforts and evaluate their programmes and projects. The project aimed at conducting Strengths Weaknesses Opportunities and Threats (SWOT) analysis of Rural Micro Enterprises run by Women Self Help Groups in Kerala so as to give valuable inputs for the empowerment of rural women entrepreneurs of the state.

The SWOT analysis of rural micro enterprises by WSHGS in Kerala revealed that economical, social, technical and competitive efficiency of WSHGs are at low level. Access to business information acts as the main convenient factor that enables them to manage their SHGs. Availability of finance is the main problem faced by most of the WSHGs. If they are provided adequate finance, their entrepreneurial effectiveness will increase. Women household obligations also act as a major hindrance of their entrepreneurial effectiveness. Structured training programmes, adequate technical and financial support from local bodies are highly essential for the growth and development of WSHGs in Kerala.