



A Case Study

Profile characteristics of Stree Shakthi Programme beneficiaries

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SUMMARY : The study was conducted in the purposively selected two taluks of Chitradurga district based on maximum number of Stree Shakthi Groups (SSG's). From each taluka, 12 SSG's and five members from each SSG's were selected randomly thus, making a total sample of 120. The results revealed that majority of respondents belonged to young age, high level of education, nuclear family, agriculture as main occupation, high social participation, high extension participation, high mass media exposure, had income up to Rs.20,000/- and medium livestock possession. Hence, it can be concluded that strategic manipulation of these variables of SSP beneficiaries through extension educational activities can motivate them to avail the benefits of the women empowerment programme.

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