

A Study on The Preference of Rural Women in Enterprises

Abstract

The greatest challenge of the present decade in our country is to generate employment and income opportunities for the poor both in urban and rural areas on a massive scale in a sustainable manner.

The best way to make optimum use of the human resources is to provide them opportunities for self development through training, which improved the existing knowledge and skills, enhances capability, improves the competency to meet the challenges of the society and technology.

Keywords: Opportunities, Massive, Optimum, Competency.

Introduction

Poverty alleviation can be addressed by generating employment opportunities and creating an entrepreneurial environment for the vast human resource. Unemployment has emerged as the major issue which needs immediate attention of planners, development workers and government at macro level.

However, their natural and extent of their participation or involvement differs with the variation in the agro-production system and also on the land owning status of the farm households.

The role of micro-credit is to, improve the socio-economic development of women and improve the status of women in households and communities. The micro entrepreneurs are strengthening the women empowerment and remove the gender inequalities. She performs various farm, livestock, post harvest and allied activities and possesses skills and indigenous knowledge in these areas. They were engaged in women entrepreneur is defined as "an enterprise owned and controlled by the women and having a minimum financial interest of 51 percent of the employment generated to the enterprise to women."

In many areas are very importance to rural women. In nutshell, women entrepreneurs are those women who think of a business enterprise initiate, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise.

There are many income generating activities that ladies are doing in the villages. The highest percentage of women (19.33) were engaged in Agarbatti making.

Popularity is very good to all rural women. Poultry and tailoring were recently introduced in the village under different rural development programmes. There are many government and semi-government agencies with schemes focused at developing entrepreneurship.

The nationalized banks have schemes, especially for women entrepreneurs.

Rural women since time immemorial have played a pivotal role in agriculture production, animal husbandry and other related activities besides their normal domestic chores.

Thus rural women always play an important dual role in the society. Through, her role in the society is very important the rural women are often "physically visible" but conceptually invisible. The best way to make optimum use of the human resources is to provide them opportunities for self development through training, which is proved the existing knowledge and skill, enhance & capability, improves the competency to meet the challenges of the society and technology.

Programme with the help self help group. Besides men, the women have also entered into business field and honorably known as women entrepreneurs. Such women entrepreneurs engaged in agriculture and allied fields are recognized as rural women entrepreneurs. In general, they are known as rural women entrepreneurs. The rural women have



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various options of agriculture and allied and caste based enterprises.

The present study was, therefore, undertaken with following specific objective:-

Objective of the Study

1. To study the enterprises preference pattern of rural women.
2. To seek the suitable suggestions and to overcome the constraints in performance and preferences of rural women in enterprises.

Review of Literature

Review of literature is very important for any type of research work.

Bhozak (2002) Revealed that women were mainly engaged in independent occupations as stitching, tie and die, floor mills, etc.

Jothi (2003) Found that women entrepreneurs faced personal, socio cultural, educational, economical, political, financial, managerial and marketing problems.

Pandian et al. (2002) Reported that knowledge retention of the farm women respondents on the selected video enterprise viz. Layer farming was significantly influenced by educational status of extension agency, contact, level of aspiration and innovativeness.

Anand (2003) revealed that apart from agriculture, women in rural areas were engaged in animal husbandry, weaving, handicraft, tailoring, forestry, rearing of fish and sericulture.

According to Ramachandran and Aevarni (2005) Women entrepreneurs faced many problems when they entered in the business. These problems were marketing problems, financial problems,

Findings and Discussion

Part III: Preference of Rural women in Enterprises.

Table 1: Role Preference of Rural Women in Different Enterprises

N=150

S.No.	Activities	Preferences						Rank Order
		Nil	Slightly preferred	More preferred	Most Preferred	Total Score	Mean Scores	
A.	Home Activities	82	22	21	25	139	0.93	III
B.	Farm Activities	72	31	28	19	144	0.96	II
C.	Animal Husbandry Activities							
1.	Animal rearing	82	13	12	43	166	1.11	I
2.	Processing of milk (khoya, dahi, ghee making etc average)	97	11	13	29	124	0.83	IV
							0.96	III
D.	Agro based enterprises							
1.	Bari making	-	22	42	86	364	2.43	III
2.	Chura making	12	14	38	86	348	2.32	IV
3.	Sattu making	-	23	29	98	375	2.50	II
4.	Papad making	11	22	37	80	336	2.24	v
5.	Spices processing mill	23	14	33	80	320	2.13	VI
6.	Dalia and suji processing mill average	-	-	46	104	404	2.69	I
							2.38	I
E.	Non-agro-based enterprises							
1.	Based and stationary shop centre	39	33	28	50	239	1.59	IX
2.	Sewing work	27	14	45	64	296	1.97	VI
3.	Beauty parlor centre	16	21	39	74	321	2.14	IV
4.	Toy making with different types of room	36	21	34	59	266	1.77	VIII

5.	Knitting work	13	14	33	90	350	2.34	II
6.	Agarbatti preparation	25	29	27	69	290	1.94	VII
7.	Candle preparation	23	24	39	73	303	2.02	V
8.	Small retail shop	-	46	25	79	333	2.22	III
9.	Utensils shop centre	-	27	41	82	355	2.37	I
	Average						2.04	II

Table 1 shows the role preferences indifferent enterprises preferred by the respondents. This is clear from the data that the agro-based enterprises were the most preferred activities ranked at first, by maximum number of respondents with

average of 2.38, followed by non agro based enterprises ranked at second with the mean score of 2.04, animal husbandry activities ranked at third with mean score of 1.11m farm activities ranked at fourth with mean score of 0.96 and home activities.

Part IV: Constraints in Role Performance and Preferences in Enterprises

Personal Constraints

Table 2: Seriousness of Personal Constraints

S. No.	Constraints	Symbol	Total Scores	Mean Scores Value	Rank Order
1.	Lack of education among women affects their role performance and preferences	A	398	2.65	IV
2.	Women face more drudgery in doing hard work.	B	405	2.70	III
3.	Women are more prone to health problems because of their body softens.	C	370	2.47	VI
4.	Women usually use their time as in indoor activities, hence they lack time for out door work	D	407	2.71	II
5.	Poor decision making with women	E	340	2.27	VIII
6.	Less exposure of women with outside world	F	390	2.60	V
7.	Women suffer from lack of confidence	G	330	2.20	IX
8.	Lack of pertinent knowledge about new innovations	H	295	1.97	XI
9.	Opportunities are not provided by men for women in taking decision men think those women's works are cooking, cleaning of children cleaning and other household activities.	I	425	2.84	I
10.	Women are not self-dependent. They are depended on men for their own.	J	346	2.30	VII
11.	Women do not take responsibility as their own.	K	284	1.89	XII
12.	More fear of failure in doing things independently.	L	303	2.02	X
13.	Women's thinking is that "men know better than us" or its men's job.	M	232	1.55	XII

Table 2 envisages the rank order of personal constraints viz., opportunities are not provided by men for women in taking decision. Men think that women's works are cooking, cleaning of children, cleaning and other household activities was ranked at I with mean score value of 2.84. Followed by women usually use their time as in indoor activities, hence, they lack time for door work was ranked II with mean score value of 2.71 and women face more drudgery in doing hard work was ranked at III with mean score value of 2.70 and 80 on as for as each constraint in descending order is concerned.

Research Methodology

In conducting the present study entitled, "Performance and preference of rural women in enterprises", the various research procedures and research methods were applied and statistical tool were used. For convenience, the research methodology has been described under the following heads:

1. Selection of the research design

2. Research Design

3. Sampling procedure

- Selection of district
- Selection of block
- Selection of villages
- Selection of respondents

4. Selection of Variables and their measurements

5. Selection of Statistical tools

- Pilot Study
- Preparation of interview schedule
- Pre-testing the schedule
- Data collection
- Analysis of data
- Statistical measurement

Selection of Research Design

It is very important to uplift the status of women in backward states, like Uttar Pradesh, where the position of women is measurable. Therefore, there is a need to make women aware and uplift their status i.e. in the field of economic status, health, nutrition, education and employment and other related aspects of life such as social participation and decision making.

Considering the above facts, present study was undertaken and selected appropriate design was used to achieve the goal with the hope that the findings of the study will be useful for the upliftment of the status of women in society.

Research Design

The study was carried out by descriptive type of survey method. Accordingly, after a thorough and meaningful formulation of the problem specific

objectives were decided. In the light of these objectives, techniques of investigation to be followed, extension tools to be used and major statistical plan of analysis to be followed were decided.

Further, the scheme of presentation of the study was developed and given a definite shape in the form of an outline of the study. In order to understand the findings of this study in the wider context and to evaluate their relevance in the set objectives, an effort was made to make a through review of the literature relating the previous research work done in this field.

The needed conceptual classification about the terms and items used with in the framework of the study was considered necessary for which the help of both literal and operational definitions was taken.

The findings of this study have been properly discussed in the light of the available research material on the subject and subsequently summarized throwing light on all major aspects covered within the scope of the study. The conclusion and the action implication are made to satisfy the fruit bearing aspect of the research.

Sampling Procedure

Selection of District

Uttar Pradesh is comprised of 70 districts. Out of these one district viz., Kanpur Nagar was purposively selected for the study. This helped in collection the necessary information accurately of timely.

Selection of Block

There are 10 blocks and district Kanpur Nagar. Out of these 10 blocks, one block viz., Kalyanpur was randomly selected for the study.

Selection of Villages

Three villages were selected randomly in the study area. These selected villages are:

1. Hradaypur
2. Iswariganj
3. Baikunthpur

Selection of Respondents

A list of rural women was prepared separately from each of the selected villages. From each list, 50 rural women were selected randomly. Thus, in all, 150 rural women were selected for the study.

Selection of Variables

Independent Variables

1. 1 Age
2. 2 Education
3. 3 Type of family
4. 4 Size of family
5. 5 Caste
6. 6 Religion
7. 7 Occupation
8. 8 Size of land holding
9. 9 Annual income
10. 10 Materials possession
 - 10(A) Household materials
 - 10(B) Farm power
11. 11 Material status
12. 12 Type of house
13. 13 Social participation
14. 14 Communication media possession

Summary and Conclusion

This would mean both a need and an opportunity for entrepreneurs to participate in the economic activity of the country. As a whole, women were half of population, to sustain and maintain. The data so collected were subjected in statistical analyses for which statistical tools, such as average, percentage, weighted mean rank, Standard deviation (S.D.) and correlation coefficients were used.

38.0 percent of rural women illiterate, followed by 29.3 per cent of rural women are educated up to primary level. 25.3 percent respondents were doing agriculture labour; 24.7 percent respondents were doing agriculture, 22.7 percent respondents were doing service, 11.3 per cent respondents were doing caste based occupation, where as similarly 8.0 per cent respondents were engaged in business and agro based enterprises.

86.3 percent respondents were having other agricultural equipments in their farm power and some respondents were having bullock cart, tractor, electric motor, tubewell, sprayer and thresher where as only few (1.33%) respondents were having seed drill.

The maximum number of respondents were highly preferred the sub-activities under main agro-based sub enterprises i.e. dalia and suji processing mill, sattu making, bari making etc. Out of four economic constraints in role performance and preferences in enterprises, the constraints like lack of family income restrict the women not for doing any extra/ other enterprises had got ranked at first, followed by lack of financing institution particularly for women rural areas ranked at second and lack of money as well as their right to have the money ranked at third, respectively. Out of seven technical and resource management constraints in role performance and preference in enterprises on the basis of finding. It can be concluded the major entrepreneurial need that have been emerged in agro-based sector are dairy, food preservation fruits and vegetable selling and again enterprises.

In crafts based sector, the enterprises found were bangle/cosmetic shop, sewing and embroidery and general store.

It is, Therefore suggested that awareness generation programmes should be organized for women about the entrepreneurship development and the benefits, so that know and there by develop positive attitude.

The findings also revealed some problems, like financial, family related, production and marketing problem, etc. which need urgent attention of the policy planners and other developmental workers. Out of thirteen suggestive measures to overcome the constraints in performance and preferences in enterprises, the suggestive measures like education venture must be provided for women to increase the level of role performance and preferences of rural women had got ranked at first, followed by outdoor exposure must be provided for greater insight was ranked at second and information system must be strong for timely availability of information was ranked at third, respectively.

"The study of the preferences of rural women in enterprises" was undertaken with the following objectives:

Recommendation

1. Generally the field functionaries involved in enterprises promotion programme advocate those enterprises which they think are viable, which may/may not be appropriate for rural women, hence entrepreneurial need analysis is pre-requisite prior to its intervention.
2. Attention should also be given to the resources available and the marketing of produce while promoting different entrepreneurial activities.
3. Since a majority of rural women had undecided attitude towards entrepreneurship, there is a need to aware about the need and importance of taking up entrepreneurial activities for the development of families.
4. Motivation is agency can concentrate on these problems which were reported by most of the women entrepreneur and try to overcome/solve them.

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