



Rural women involvement in selected entrepreneurial activities

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ABSTRACT

The present study was undertaken to find out the involvement of rural women in selected entrepreneurial activities *i.e.* shawl weaving, carpet weaving, alpana making and pine work. Personal interview method was used for data collection. Frequency and percentage were used for analysis of data. The major findings of the study revealed that majority of the respondents were in middle age group (31-45 years), married, educated up to High School (28.33%) and had low socio-economic status. The rural women in selected entrepreneurial activities revealed that different tasks *viz.*, marketing, fixing of price, finishing of article, design selection and making, production of articles, were performed independently by the respondents whereas procurement of raw material and machinery, arrangement of finance, acquiring of license were done with the help of family members, friends/relatives and NGOs.

INTRODUCTION

A country, which is rich in entrepreneurship, can attain economic augmentation. It is a matter of firm belief that the economic development and social progress of women is the key to emancipation of women in its real sense. Women as entrepreneurs have become an important part of national development planning and strategies. The entrepreneurship shows the path to women independence and in turn satisfies the needs and aspirations for better living standard (Sunder and Ali, 2001). In recent years, women have shown an inclination toward taking self-oriented jobs and professions with their family support, financial assistance and industrial guidance. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs have grown over a period of time, especially in the 1990s. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend

for other women entrepreneurs in the organized sector. Rural women are having human and non-human resources to take up an enterprise need one an innovative mind and motivation and entrepreneurship is the only solution to the growing employment among rural youth. It helps to generate employment for a number of people within their own social system. This is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their own home and livestock centered task. Rural women possess abundant resources to take up enterprises. She has the benefit of easy availability of arm and livestock based raw materials and other resources (Ranganatham, 2004). Hence the present study was undertaken to study the involvement of rural women in selected entrepreneurial activities.

METHODS

The study was conducted in selected Panchayat Samities namely Hawalbagh, Takula, Dhuladevi, and Bhainsiachana in Almora District of Uttarakhand state. A list of rural women