

# Sustainable development through women entrepreneurship

■ Mamta Tiwari and Gunjan Sanadya

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■ **ABSTRACT** : Entrepreneurship brings Economic empowerment which can only be possible through dissemination of relevant technologies of self employment and development of skill on recent and viable vocation, which can be an aid to rural development and can provide opportunities towards entrepreneurship development among rural youth. According to Kuratko (2011), entrepreneurship is defined as a “dynamic process of vision, change, and creation that requires an application of energy and passion towards the creation and implementation of new ideas and creative solution”. Entrepreneurs may be defined as individuals who bring about an improvement, both for other individuals and for the society as a whole (Gorji and Rahimian, 2011). Longenecker *et al.* (2003) define entrepreneurs as individuals who discover market needs and launch new firms to meet those needs. Facilities and technical expertise are available at the center to train the farm woman, rural youth, school dropouts and extension functionaries for enhancement of the productivity of the crops of the area and its processing. This center offered every year many training programme varying from one day, three days short training to 40 days and 50 days vocational training programmes on Food Processing and Value Addition, fruits and vegetable preservation, handicrafts sewing, embroidery, organic farming and propagation of fruit plants, agricultural engineering, animal production, drudgery reduction and dairy etc. Many educational and vocational training programme conducted specially for rural women and consequently approximately 5000- 6000 youth were trained by the center in a year. Necessary infrastructure and expertise have been developed at center. Vocational trainings on different aspects processing and value addition of food products, fruits and vegetables preservation, establishment of vermin compost unit, handicrafts, nursery management, bee keeping, garment construction and designing and dairy were conducted at Krishi Vigyan Kendra Kota, Rajasthan, India in the year 2014-2015. Trainings on these aspects were given many times to different trainees to give equal chance to all participants. Extremely interested trainees could attend the trainings twice or thrice to become perfect in one stream. Total participants of vocational trainings during the year 2014-15 were 230. After a year, the impact of these trainings were judged according to their performance, rate of self employment and amount of earnings. It could be evaluated through the study that rural youth were deeply motivated during all the trainings, developed skill and keen to start with some vocation just after the completion of training. They immediately formed self help groups and started working. Out of 230 trainees 115 were started their own vocation according to feasibility of raw material, climate, market demand and family support. Majority of female youth were found engaged in processing and value addition of food products, fruits and vegetable preservation, soft toy making. Female preferred the vocation of garment construction and designing along with food processing independently. Similarly majority of them found handicrafts articles suitable for them as artificial jewellery, wall hanging and file covers making.

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■ **KEY WORDS:** Empowerment, Entrepreneurship Development Programmes

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Women workforce in agriculture and allied sector is estimated in millions. Rural women play important role in shaping the country's economy. The concept of women empowerment remains a myth inspite of various legislations, ruling and enactments favoring women. This may also be reflected from the facts and figure available about the number of women comprising the work force (Nigam, 2000). Goyal *et al.* (2003) concluded that women in the selected area were saddled with a triple burden of home, agriculture and animal husbandry related task. They are given the basic knowledge about various aspects of scientific practices and then specific training is given according to their preference and need. Women experience practical difficulties in the field whereas the trained women start practicing their newly acquired practices. Rural women can be empowered through dissemination of relevant information and development of skill on recent and viable vocation, which can be an aid to rural development and can provide opportunities towards entrepreneurship development among them. Women entrepreneurs' businesses are best described as micro or small-scale enterprises (Belwal *et al.*, 2012; Siddiqui, 2012). Through their enterprises, women entrepreneurs empower themselves and contribute to the development of the society at large. Even if the majority of women who operate enterprises have less than three employees, based on the nature of the enterprises, women have the potential to raise their business' employment and create job opportunities for many unemployed people (Wasihun and Paul, 2010).

It is essential that whatever technical information and skills were given to farmers, farm women, rural youth and school drop-outs through trainings, should be technically sound, culturally compatible and economically profitable. Singh *et al.* (2005) suggested that effective and stronger approach of transfer of technology is the training, and therefore it should be conducted only after the total feedback about the trainees. India has huge potential in producing processed food by preserving and processing. Agro processing has become the chief source of income generation in rural areas. In recent era it has

become necessary to empowered or promote women entrepreneurship through support measure in form of training, policy, finance, raw material availability and marketing facility. Therefore the present investigation was conducted to study the livelihood security for sustainable development among women through vocational trainings. According to Singh and Belwal (2008), women face challenges in securing finances for establishing and running SMEs and entrepreneurial and management competence.

### ■ RESEARCH METHODS

The study was conducted purposively in Kota district in Rajasthan in year 2014-15 on livelihood security among rural women after attending the trainings. District Kota is divided into 5 Tehsils. Rural youth had attended trainings from whole district. Under vocational training 8 program were conducted specially for rural women and consequently about 230 women were trained by the center. After one year, the impact of these trainings was judged according to their performance, rate of self employment and amount of earnings. Data were collected through structured interview schedule.

### ■ RESEARCH FINDINGS AND DISCUSSION

Data showed that out of 115 skilled women maximum adopted tailoring profession. According to Ajayi (2002) "Textiles and clothing are noted in as dynamic social and economic activities". Through tailoring they were earning in two ways. Approximately 40 per cent women were engaged in tailoring. Skill is important in the practice of tailoring. (Robert *et al.*, 2017) They manufactured the garments of the villagers as well as taking the orders from near-by schools for uniform of children. They were also earning through conducting the tailoring classes of adolescent girls of their villages. It showed that rural women found themselves comfortable to adopt tailoring as a vocation for the source of earning. Empowerment in the context of women's development is a way of defining, challenging and overcoming barriers in a woman's life through which she increases her ability

Table 1 : Sustainable development through economic up-liftment by agro-processing and allied sectors				(n= 115)
Vocation	No. of entrepreneur group	Products	Market	Income / month / woman
<b>Processing and value addition</b>	<b>38</b> <b>(33.05)</b>			<b>15000-80,000</b>
Amla	18	Murabba, candy, <i>Laddoo</i>	Govt. schools, Gramin Haat, Local market, Melas, Exhibitions, door to door marketing, Khadi bhandar, Mahila Sahkari Simiti, student mess etc.	16000-20000
Soyabean	8	Paneer, Sattoo, Nuts, Flour, <i>Laddoo</i> , Biscuits	Govt. schools, Gramin Haat, Local market, Melas, Exhibition-ns, door to door marketing, Khadi bhandar, Mahila Sahkari Samiti, student mess etc.	20000-80000
Masala	7	Turmeric, chilli, dhania	Govt. schools, Gramin Haat, Local market, Melas, Exhibition-ns, door to door marketing, Khadi bhandar, Mahila Sahkari Samiti, student mess etc.	15000-10,000
Cereal and pulses	5	Khaman Idli, dosa powder, Basen	Govt. schools, Gramin Haat, Local market, Melas, Exhibition-ns, door to door marketing, Khadi bhandar, Mahila Sahkari Samiti, student mess etc.	4000-15000
<b>Fruits and vegetable Preservation</b>	<b>18</b> <b>(15.65)</b>			<b>3000-8000</b>
Pickle	10	Lemon, mango, amla, chilli	Gramin Haat, Local market, Melas, Exhibitio-ns, door to door marketing, Khadi bhandar, Mahila Sahkari Simiti	5000-7000
Murabba	5	Apple, carrot, mango, amla	Gramin Haat, Local market, Melas, Exhibitio-ns, door to door marketing, Khadi bhandar, Mahila Sahkari Simiti	5000-8000
Squash	3	Grapes, pineapple, rose, amla, orange, lemon	Gramin Haat, Local market, Melas, Exhibitio-ns, door to door marketing, Khadi bhandar, Mahila Sahkari Simiti	2000-4000 (according to season)
<b>Allied Sectors Handicrafts</b>	<b>14</b> <b>(12.18)</b>			<b>3000-5000</b>
Wall painting	7			2000-3000
Nepkin holder	4			1000-2000
Soft toy	2			1000-1200
File cover	1			4000-5000 (according to orders)
<b>Tailoring</b>	<b>45</b> <b>(39.12)</b>			<b>10000-20000</b> (depend upon festivals, ceremony etc.)
Manufacturing of garments	25			8000-12000 (depend upon strength of students and season specially in summers)
Tailoring and Embroidery classes in summers	20			8000-12000 (depend upon strength of students and season specially in summers)
<b>Total</b>	<b>115</b> <b>(100)</b>			

Note: Figures in parenthesis indicate percentage

to shape her life and environment (Sharma and Verma, 2008)

As far as the processing and value addition of food products 34 per cent women adopted it as source of their livinget. Tiwari and Vashishth in the year 2005 concluded that majority of women 90.6% have found three areas most suitable to take up for vocation and therefore maximum knowledge gain and improvement in their skill were found in preparing urea molasses mixture, vermin compost and value addition through processing of food products to improve its perishable life.

Self help groups of women were ordered to supply amla candy to primary schools to fulfil their nutritional requirement. They were getting advance order of preparing Amla murabba in tones. This made children

resistible for diseases caused by malnutrition. Sharma *et al.* (2007) suggested the strategies that for establishing a marketing network for selling the product of SHGs direct marketing could be a fruitful solution.

Out of the total number of women 16 per cent were engaged in the marketing of preserved food products like amla murabba, varieties of pickle and squashes of rose, lemon, amla and pineapple.

Regarding the earning of women through handicrafts 12.18 per cent of them were selling wall paintings, napkin holders, soft toys, candles and file covers in the local market, haat, melas etc. During the trainings they develop skill to compete with the market. According to Shailaja (2006) the best way to make a best use of neutral and potential capabilities of farm women is to provide them with the opportunities for self development through

training which helps in getting the assured income from the enterprises. They were preparing wonderful napkin holders with the help of velvet cloth, sparkle, sequences etc. The file covers which were prepared by them were supplied to the Govt. institutions, NGOs, Banks, Khadi Bhandar and in exhibition cum sell. Similar work related to the present investigation was also carried out by Singh *et al.* (1999) and Tiwari and Vashishth (2007).

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13<sup>th</sup>  
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# Herbal treatment effect on fabric thickness

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■ **ABSTRACT :** The present work was carried out with an objective to study the physical property of control and treated samples were tested to analyze the effect of *Karanja* extracts on the samples. The Shirley thickness tester was used to determine thickness of controlled, samples treated with both extracts of *Karanja* in both viscous and dry state; and antiseptic treated samples in both concentrations using BS 2544: 1967 test method. A specimen size of 5"×5". The tests were performed for different types of samples viz., control (scoured), samples treated with leaves and seed extracts in viscous and dry state; and samples treated with an antiseptic containing chloroxylenol. The samples were subjected to test for fabric thickness (mm). It was concluded that as the concentration of extract increased, thickness (mm) of all treated samples increased significantly. A 1% level significant increase in thickness (mm) was observed in all treated samples as compared to the control sample.

■ **KEY WORDS:** Extract, Antiseptic, Viscous, Thickness, Chloroxylenol

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In the present scenario of environmental consciousness, the new quality requirements not only emphasize on the intrinsic functionality and long service life of the product but also a production process that is environment friendly (Thiagavathi and Kannaian, 2008). Increasing global competition in textiles created many challenges for textile researchers and industrialists. Consumers are increasingly becoming aware of the hygienic life and health (Mahesh *et al.*, 2011). Antimicrobial textiles with improved functionality find a variety of applications such as health and hygiene products, especially the garments worn close to the skin and several medical applications, such as infection control and barrier material (Chandrashekar *et al.*, 2012). Cotton is the natural vegetable fibre of great economic importance as a raw material for cloth (Banupriya and

Maheshwari, 2013). Cotton fabrics are generally worn next to skin hence direct contact of textiles with human body provides warmth, humidity and nutrients; an excellent environment for micro-organism growth. These micro-organisms create unpleasant odour, discoloration, staining, degradation of textile materials and spread of diseases.

*Pongamia pinnata* being used as medicinal plant, particularly the Ayurveda and Siddha medicine system of India (Muthu *et al.*, 2006). Fresh bark of *Pongamia pinnata* is used internally to cure bleeding piles. The root and bark are bitter, anthelmintic and are used for vaginal and the skin diseases. A poultice of the leaves is applied to ulcers infested with worms (Kiritikar and Basu, 1984). Seed of Indian beech are anthelmintic, bitter, acrid and carminative. Aqueous extract of stem bark exhibits