



Research Article

Entrepreneurial needs as perceived by rural women in agriculture and non- agriculture sector

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ARTICLE CHRONICLE :

Received:
25.05.2012;
Revised :
20.08.2012;
Accepted:
20.09.2012

SUMMARY : The present paper describe about the entrepreneurial need as perceived by rural women in Faizabad city of Uttar Pradesh. The study was conducted in 8 villages of Bikapur block of Faizabad district of Uttar Pradesh. The sample comprised of purposively selected 80 rural women *i.e.* 40 women entrepreneur and 40 non entrepreneurs (5 entrepreneurs and 5 non-entrepreneurs from each of the 8 selected villages). All the respondents perceived and expressed entrepreneurial need in agriculture enterprises. From the findings of the study it could be thus inferred agro-based enterprises were the perceive need of women. Hence the planners and the policy makers should think and promote these enterprises to rural community.

How to cite this article : Devi, Sarita, Baranwal, Amrita and Singhal, Asha (2012). Entrepreneurial needs as perceived by rural women in agriculture and non- agriculture sector. *Agric. Update*, 7(3&4): 271-274.

BACKGROUND AND OBJECTIVES

“Commerce runs but entrepreneur rule the world”. The greatest challenge of the present decade in our country is to generate employment and income opportunities for the poor, both in rural and urban areas on a massive scale in a sustainable manner.

India is a country of villages. Rural areas are marked by resources crunch and poverty in general vicious cycle of limited resources low capital, low productivity, and low income and consequently a weak capital base perpetuated the poverty syndrome. Unemployment as emerged as the major issue which needs immediate attention of planers, development workers and government at macro level. Development of rural areas can bring about holistic national development, which is sustainable. Poverty alleviation can be addressed by generating employment opportunity and creating and entrepreneurial environment for the vast human resource. The objective of the present paper is to throw a light on the entrepreneurial need as perceived by rural women in agriculture and non-agriculture sector.

Women entrepreneurship:

Women form an important sector of our society. They constitute half of the population of the country. Rural areas encompasses 80 per cent of the total population of the country. Women performs multiple roles both in agriculture and non-agriculture sector. They performs 60 per cent of all working hours, receive 10 per cent of the world's income and own even less than 1 per cent of the world's property. (International Labour Organization, 1980) Socio cultural roles have cast women in a secondary role for long time.

The entrepreneur is an individual or group of individuals who is a single decision maker, key planner and real risk taker, organizes and manages to run an enterprise whereby he/she reallocates resources beneficial for the best interest of his/her venture. (Devnath, 1999).

A women entrepreneur can refer to someone who has started a one women business, to who is a principal in a family business or partnership, or to someone who is shareholder in a publicly hold company which she run's. (Krishnan 2003).

Women with high education view at entrepreneurship are a challenge while for women with some educational background find

KEY WORDS:

Entrepreneurial needs,
Rural women,
Agriculture sector,
Non-agriculture sector

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entrepreneurship merely as a means for earning money. Women become entrepreneurs due to several reasons, which may be grouped under "pull reasons" refers to the urge in women to undertake a venture with an inclination to start a business driven by financial need due to family circumstances are said to be influenced by "push reasons".

Need is the gap between what to be and what ought to be. Women desire to become an entrepreneur due to several reasons *viz.*, "pull and push factors". Pull factors refer to the urge in women to undertake a venture with an inclination to start a business, driven by financial need due to family circumstances are said to be influenced by push factors."

RESOURCES AND METHODS

The present study was conducted in purposively selected 8 villages of Bikapur Block of Faizabad district of Uttar Pradesh keeping in mind the objective of the present study, 80 rural women (40 women entrepreneur and 40 non-entrepreneur) were selected. For selecting the women entrepreneur a list of such women who were engaged in entrepreneurial activity for the last two years, was prepared with the help of formal (block officers) and informal (village leaders, school teachers, aganwadi workers) sources. From the list of 40 women entrepreneur were selected randomly.

Similarly another group of non-entrepreneur was selected from the same villages. Thus the total sample of the study consisted of 80 rural women (5 entrepreneurs and 5 non-entrepreneurs) from each of the 8 selected villages.

Selection and construction of tool- For accomplishing the present investigation, interview technique was used to get the information from rural women. For this purpose interview schedule was prepared by the review of literature. This included questions pertaining to entrepreneurial need as perceived by rural women in farm and nonfarm sectors *viz.*, the enterprise heard and known to women what type of enterprise could be taken up etc.

OBSERVATIONS AND ANALYSIS

In the present study the entrepreneurial need of the respondents were explored with respect to the enterprises that they perceived can be taken up in agriculture and non-agriculture sector.

Perceived entrepreneurial need in agriculture and non-agriculture sector:

Data from Table 1 reveal that in agriculture sector all the women entrepreneur and non-entrepreneurs (100%) expressed that vegetable selling, food preservation, grain selling, flour

Table 1 : Distribution of respondents by entrepreneurial need perceived in agriculture and non-agriculture sector (n = 80)

Sr. No.	Category	Non-entrepreneur	%	Entrepreneur	%	Total	%
1.	Agriculture sector						
	Vegetable selling	40	100	40	100	80	100
	Food preservation	40	100	40	100	80	100
	Grain selling	40	100	40	100	80	100
	Fruit selling	40	100	40	100	80	100
	Flour mill & oil mill	40	100	40	100	80	100
	Dairy	40	100	40	100	80	100
	Pipermint oil	22	55	25	62	47	58.75
	Masala making	08	20	22	55	30	37.5
	Flouriculture	07	17.5	12	30	19	23.75
2.	Non-Agriculture sector						
	Sewing	40	100	40	100	80	100
	General Store	40	100	40	100	80	100
	Bangles shop	40	100	40	100	80	100
	Cosmetic shop	40	100	40	100	80	100
	Cloth shop	40	100	40	100	80	100
	Tea stall	40	100	40	100	80	100
	Knitting	32	80	36	90	68	85
	Embroidery	22	55	30	75	52	65
	Beauty parlor	12	30	26	65	38	47.5
	Sweet shop	19	47.5	22	55	41	51.25
	Basket weaving	16	40	10	25	26	32.5
	Craft making	03	7.5	10	25	13	16.2

mill, oil machines and dairy are the viable enterprises that can be taken up by respondents because the resources (land, water, fertilizers, seed, etc.). For carrying out these activities were easily available in the village, the occupation were of traditional nature.

About 55 to 65 per cent women entrepreneurs also said about piperment oil and masala making activity suitable for women because there was high profit margin in these activities. Some of the respondents were growing chilies and coriander at their farm hence they mentioned about masala making enterprise, the local chakki was available in their area.

These activities also does not consume much time. Among non-entrepreneurs 17.5 per cent respondents told about floriculture as a viable enterprise, because those families who belonged to Mali caste were carrying out these activities as there subsidiary occupation and noticed an increased demand of flower decoration in marriage and during religious festivals.

In non-agriculture sector majority of the respondents (85-100) mentioned about opening daily routine items shops in which marketing problem can be comparatively less. These included general items, bangle, cosmetic, cloth shop and tea stalls. Knitting and embroidery was also one of the desired and viable enterprise as women had skill in these activities, and it can be started at home level and initial expenditure is also less. Further 45 to 65 per cent entrepreneurs expressed about beauty parlor and shops because with little training such enterprises can be started. Among non-entrepreneurs, 40 per cent respondents mentioned about basket weaving, as the raw material was available within their periphery.

Preference for entrepreneurial activities in agriculture and non-agriculture sector:

It is evident from the Table 2 that in agriculture sector, the entrepreneurs gave 1st rank to food preservation as they were doing this activity, followed by the piperment oil, grain selling and dairy at 2nd, 3rd and 4th rank, respectively. Least preference was given to fruit selling.

The non-entrepreneurs on the other hand ranked 1st to dairy because they were taking care of animals and were familiar with nature of this enterprises food preservation and peppermint oil was given second and third rank order and so on, least preference was given to masala making and flour mill/oil mill. The probable reasons for preferring agro based enterprises by entrepreneurs and non-entrepreneurs were availability of irrigation facilities, availability of seed, water, fertilizers, land and agricultural equipment. There was regular market of grain selling, peppermint oil selling, food preservation and dairy.

In non-agro based enterprises a majority of the entrepreneurs gave 1st rank to sewing because they had the skill in stitching and some of them were doing it also. Cosmetic, general store were given 2nd and 3rd rank order, respectively, painting ranked 4th bangle shop 5th etc. in that order of preference.

The non-entrepreneurs on other hand gave 1st preference to cosmetic, general store and then to sewing in that rank order, followed by bangle shop and painting at 4th and 5th rank order, respectively.

Both the groups felt that these were the general commodities shop and the products were preferred regularly for consumption.

Table 2 : Per cent distribution of respondents by their order of preference for entrepreneurial activities in agriculture and non-agriculture sector (n = 80)

Sr. No.	Category	Non-entrepreneur (%)	Rank	Entrepreneur (%)	Rank
Agro based					
1.	Dairy	75	I	31.5	IV
2.	Food preservation	45	II	70	I
3.	Piperment oil	37.5	III	55	II
4.	Vegetable selling	30	IV	20	VII
5.	Grain selling	25	V	37.5	III
6.	Fruits selling	20	VI	7.5	VIII
7.	Masala making	12.5	VII	30	V
8.	Flour mill and oil mill	10	VIII	26	VI
Non-agro based					
1.	Cosmetic shop, embroidery, tie dye	70	I	55	II
2.	General store	52.5	II	50	III
3.	Sewing	40	III	75	I
4.	Bangle shop	32.5	IV	32.5	V
5.	Painting, craft, knitting, candle making	22.5	V	37.5	IV
6.	Tea stall	15	VI	30	VI

Table 3 : Availability of agriculture and allied resources for setting up of different enterprises (n = 80)

Sr. No.	Category	Non entrepreneur		Entrepreneur		Total	
		f (n=40)	%	f (n=40)	%	f	%
1.	Agriculture land	32	80	36	80	68	85
2.	Water (tube well)	32	80	36	80	68	85
3.	Agricultural equipment	25	62.5	31	77.5	56	70
4.	Seed	29	72.5	33	82.5	62	77.5
5.	Fertilizer	26	40	29	72.5	55	68.5
6.	Fruit trees	19	47.5	26	40	45	56.5
7.	Electricity	35	87.5	35	87.5	70	87.5
8.	Sewing machines	12	30	29	72.5	41	51.5
9.	Consumer	40	100	40	100	80	100

Availability of resources:

The selection of viable enterprise is also dependent upon availability of resources in and around the periphery of village, technical and financial feasibility, market facilities, etc. Hence, pertinent information about these aspects was also collected and is reported in Table 3.

It is encouraging to note from Table 3 that land and water facilities were available in the village as reported by 85 per cent respondents. On further enquiry it was found that most of the rural families had irrigated land holdings (89% respondents), sufficient for opting agro based enterprises. There was not any problem of irrigation. Half of the respondents (56.5%) revealed about the availability of fruit tree *i.e.* lemon, guava, mango, amla, amber, karonda, etc. which can be used for food preservation enterprises like, jam, jellies, juice corner etc. A good number of respondents (68.5 to 87.5%) mentioned about availability of chief raw material like seed, fertilizer, and agricultural implements- land leveler, patella, etc. that can be used for agricultural enterprise. Electricity facilities were available to utilize electrical machinery and equipment to ensure continuity of production and reduce transport cost.

Nearly half of the respondents (50 to 55 %) expressed that sewing machine were there in most of the families for stitching enterprise.

Summary and conclusion:

All the respondents (100%) perceived and expressed entrepreneurial need in agro based enterprises *i.e.* vegetable selling, food preservation, dairy, fruit selling, grain selling etc. In craft related sector the enterprises mentioned were sewing, embroidery, general store, weaving and knitting, tie and dye.

With respect to respondents preference, agro based

enterprises were preferred mostly with the reason that there is market available of agricultural products, the cleaned graded and processed products can give a good return to farm families.

Majority of the respondents reported that agricultural and allied resources available in the study area were land, water, agricultural equipment and fruit trees (mango trees, *jamikand*, *kathal*, *ambar*, *amla*) that can be utilized for setting up entrepreneurial activities.

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