

Research Article

## Impact evaluation of vocational trainings on quality of life of rural women entrepreneurs

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**SUMMARY :** Economic independence is the need of the hour. Entrepreneurship development and income generating activities are a feasible solution for empowering rural women. Participation in income generating activities helps in the overall empowerment of rural women. Keeping in view the role of Krishi Vigyan Kendras (District level extension centers of Indian Council of Agricultural research, New Delhi, India) in imparting vocational trainings to the rural women, the present study was conducted with the objective to evaluate the impact of vocational trainings on quality of life of rural women trained at Krishi Vigyan Kendra Roopnagar (Punjab Agricultural University, Ludhiana, Punjab, India). Fifteen women trainees, who were successfully running their enterprise, were selected for the study. The impact was studied on eight parameters *viz.*, economic, nutrition and health, housing, material possession, educational, social, recreational and personal grooming. Data was collected through interview schedule and then analyzed. The major impact was observed in social life (Rank I) of the entrepreneur followed by economic aspects of life (Rank II). Cent per cent respondents reported increase in income, saving, low prestige items, clothing, social recognition of self, social participation, size of social circle and status of family in society.

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**KEY WORDS :**

Impact assessment, Rural women, Krishi Vigyan Kendras, Entrepreneurship, Income generating activities, Vocational trainings

### BACKGROUND AND OBJECTIVES

Economic independence is the need of the hour. Entrepreneurship development and income generating activities are the feasible solutions for empowering rural women. It generates income and also provides flexible working hours according to the needs of home makers. Participation in income generating activities helps in the overall empowerment of rural women. Empowering women through education, ideas, consciousness, mobilization and participatory approach can enable them to take their own decisions, make them self reliant and self confident. It gives financial autonomy to rural women and makes them economically independent (Lakshmanan, 2001). Not only economic poverty but also social and gender issues can be tackled effectively through this process. There is a strong and genuine need to free the women from under productive task and augment the productivity of their work as a means

of accelerating the development process through technological empowerment. Freedom of expression, equality of opportunity, access to quality education, entrepreneurship amongst women and technological empowerment are some of the indicators of empowerment of women (Verma, 1999). Krishi Vigyan Kendras under ICAR and SAUs are working towards the empowerment of rural women through imparting vocational trainings and updating their knowledge later on too. Keeping in view the role of Krishi Vigyan Kendras (District level extension centers of Indian Council of Agricultural research, New Delhi, India) in empowering the rural women, the present study was conducted with the objective to evaluate the impact of vocational trainings on quality of life of rural women trained at Krishi Vigyan Kendra Roopnagar (Punjab Agricultural University, Ludhiana, Punjab).

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## RESOURCES AND METHODS

The present study was conducted at Krishi Vigyan Kendra Roopnagar (Punjab Agricultural University, Ludhiana, Punjab). During the year 2009-2011 twenty one vocational trainings for women were imparted. Among all participants fifteen women trainees were successfully running their enterprise. These selected women trainees were engaged in various entrepreneurial activities such as stitching of

garments, embroidery, soft toys making, dairy farming etc. A study was conducted on the selected women trainees for studying impact on their quality of life which was defined through eight parameters of life *viz.*, economic, nutrition and health, housing, material possession, educational, social, recreational and personal grooming. Data were collected through interview schedule and then analyzed. A three point continuum was used for measuring the impact of entrepreneurial activities on rural women *viz.*, increased, same

**Table 1: Impact of entrepreneurial activities on quality of life of respondents**

Aspects	Increased		Same		Decreased		(N=15)		
	No.	%	No.	%	No.	%	WS	MWS	Rank
<b>Economic</b>									
Income	15	100	-	-	-	-	45	3.00	I
Expenditure	12	80.0	03	20.0	-	-	42	2.80	III
Saving	15	100	-	-	-	-	45	3.00	I
Investment	08	53.3	07	46.7	-	-	38	2.54	IV
<b>Nutrition and health</b>									
Expenses on food	13	86.6	02	13.3	-	-	43	2.87	I
Quality/variety of food	13	86.6	02	13.3	-	-	43	2.87	I
Expenses on health care	10	66.7	05	33.4	-	-	40	2.67	IV
Experience of strain or fatigue	12	80.0	03	20.0	-	-	42	2.80	III
<b>Housing</b>									
Rent	03	20.0	12	80.0	-	-	33	2.20	IV
Furnishings	08	53.3	07	46.7	-	-	38	2.54	II
Repair/ maintenance	11	73.3	04	26.7	-	-	41	2.74	I
Home improvement	03	20.0	12	80.0	-	-	33	2.20	IV
Construction	02	13.3	13	86.7	-	-	32	2.14	VI
Interior decoration	08	53.3	07	46.7	-	-	38	2.54	II
<b>Material possession</b>									
Low prestige items	15	100	-	-	-	-	45	3.00	I
Medium prestige items	04	26.6	11	73.3	-	-	34	2.27	III
High prestige items	05	33.4	10	66.7	-	-	35	2.34	II
<b>Personal grooming</b>									
Clothing	15	100	-	-	-	-	45	3.00	I
Jewellery	05	33.4	10	66.7	-	-	35	2.34	II
<b>Educational</b>									
Better schooling of children	12	80.0	03	20.0	-	-	42	2.80	I
Provision of private tuitions/ coaching	08	53.3	07	46.7	-	-	38	2.54	II
Enrollment in extracurricular activities like computers, art class etc.	03	20.0	12	80.0	-	-	33	2.20	III
<b>Social</b>									
Social recognition of self	15	100	-	-	-	-	45	3.00	I
Social participation	15	100	-	-	-	-	45	3.00	I
Size of social circle	15	100	-	-	-	-	45	3.00	I
Status of family in society	15	100	-	-	-	-	45	3.00	I
<b>Recreational</b>									
Holidays/ outings	11	73.3	04	26.7	-	-	41	2.48	II
Outdoor meals	09	60.0	06	40.0	-	-	39	2.60	I
Hosting/ attending parties	-	-	15	100	-	-	30	2.00	III
Time for hobbies	04	26.6	05	33.4	06	40.0	28	1.87	V
Celebration of festivals/ ceremonies	-	-	15	100	-	-	30	2.00	III

and decreased. Scores were given weight as 3 for increased, 2 for same and 1 for decreased. Based on the total weighted scores for each statement, weighted mean scores were calculated by dividing weighted score by total number of respondents and given rank accordingly. The data were analysed using the statistical methods like frequency, percentage and mean weighted score.

## OBSERVATIONS AND ANALYSIS

Table 1 showed that cent per cent respondents reported increase in income and saving followed by increase in expenditure (80%) while only 53.3 per cent respondents reported increase in investment. Regarding the nutrition and health aspects majority of the respondents reported increase in expenses on quality/variety of food. On the other side 80 per cent of the respondents also experienced strain / fatigue. It shows that although there was increase in nutrition but side by side engagement in entrepreneurial activity also causes strain /fatigue. Regarding housing of the respondents nearly 80 per cent of the respondents reported no change in rent, home improvement and new construction. Majority of the respondents reported increase in repair and maintenance of their houses. Cent per cent respondents increased spending money on low prestige items only 26.6 per cent and 33.4 per cent respondents reported increase in medium and high prestige items, respectively. Puhazhendhi and Satyasai (2001) and Singh (2001) revealed that there was an increase in an average value of assets comprising livestock and consumer durables. Regarding personal grooming cent per cent respondents reported increase in expenses on clothing and only 33.4 per cent reported increase in jewellery. Regarding educational aspects 80 per cent of the respondents chose for better schooling of their children. 53.3 per cent respondents increased expenditure on private tuition or coaching. Regarding social aspects of life cent per cent respondents reported increase in social recognition of self, social participation, size of social circle and status of family in society. As far as recreational aspect is concerned majority of respondents reported increase in holidays/outing and outdoor meals but 40 per cent respondents reported decrease in time for their hobbies. Kelker *et al.* (2004) noticed that there was an enhancement in – women as income earners, asset owners, more mobile dealing with outsiders, taking up trade, going to the market and so on. All these changes gave greater voice to women in deciding household affairs.

Table 2 shows that major impact of adopting the entrepreneurial activity was observed in social life (Rank I) of the entrepreneur followed by economic aspects of life (Rank II). Puhazhendhi and Satyasai (2001) and Singh (2001) revealed that the impact of entrepreneurial activity was more apparent

in social aspects of life than economic aspects. Impact was also shown in nutritional and health aspects of life (Rank III). There was least increase in recreational aspects of life (rank VIII).

**Table 2 : Overall impact of entrepreneurial activity on quality of life of respondents (n=15)**

Sr. No.	Aspects	WS	MWS	Rank
1.	Economic	42.5	2.83	II
2.	Nutrition and health	42.0	2.80	III
3.	Housing	35.8	2.39	VII
4.	Material possession	38.0	2.54	V
5.	Personal grooming	40.0	2.67	IV
6.	Educational	37.6	2.51	VI
7.	Social	45.0	3.00	I
8.	Recreational	33.6	2.24	VIII

### Conclusion:

In nutshell it can be concluded that the major impact of adopting the entrepreneurial/ vocational activity was observed in social life of the entrepreneur followed by economic aspects of life. Cent per cent respondents reported increase in income, saving, low prestige items, clothing, social recognition of self, social participation, size of social circle and status of family in society.

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