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Role of rural women in establishing enterprises based on agro and non-agro commodities

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Abstract

The present study “Role of rural women in establishing enterprises based on agro and non-agro commodities” was carried in two blocks of Kanpur Nagar; in each block six villages were selected randomly and in each village 25 rural women were selected. Overall, 300 rural women were selected from 2 blocks of 12 villages randomly. Out of total rural women 36.7% belonged to 50 years and above age group, whereas it was observed that 58.7% rural women were doing agriculture activity. 28.0% of rural women were educated up to intermediate and most of them belonged to OBC category and they mostly followed Hindu religion. 66.7% rural women belonged to the income group of 50000 to 100000 and they had holding of about 2.5 to 5 acres land. Majority of rural women 84.7% belonged to nuclear family where they had 5 to 8 members in family whereas mostly were married. The study reveals role in establishing enterprises to increase the employment opportunities for rural women with equitable sharing of benefits among the employees. It significant provides visibility and recognition to women in society. Education and training for women should be thus promoted.

Keywords: Agriculture, commodities, education, enterprises, employment, opportunities, role

Introduction

In this globalized world, economic growth of a country totally depends on the participation of women in the rural development of a country. But where a society is dominated by man like India, where greater part of population lives in rural areas, it is very complicated for a woman to think about to establish their own start-ups. Rural Entrepreneurship amongst women has been a recent concern in rural India which characterised by agriculture production, animal husbandry and small-scale business.

Woman Entrepreneur is a person who accepts tough role to meet her personal needs and become economically independent. They are key agents for achieving the transformational economic, environmental and social changes required for sustainable development. But limited access to credit, health care and education are among the many challenges they face, which are further aggravated by the global food and economic crises and climate change. Empowering them is key not only to the well-being of individuals, families and rural communities, but also to overall economic productivity, given women’s large presence in the agricultural workforce worldwide. Now women are also interested to establish their own business professionally both in the urban and rural areas to overcome poverty, generate family income and improve their standard of living. The roles and responsibilities, sometimes directly through handicraft production, helping to produce Agriculture, livestock. And sometimes indirectly from use saws household income and savings and appropriate good hygiene and proper use and so on.

Therefore, in this study is to examine the role of rural women in the rural economy its impact on the welfare of my family. Rural women constitute the basis for rural families. The family unit, distribution of goods and service providers in developing and developed countries.

Objectives

1. The Socio-economic status of rural women.
2. The Role of rural women in establishing enterprises based on agro and non- agro commodities.

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Research methodology

The study was conducted in district Kanpur Nagar during the year 2021-2022, in each block six villages were selected randomly and 25 respondents from were selected randomly from each village. Overall, 300 rural women were selected from 2 blocks of 12 villages randomly. In the research Dependent and Independent variables, age, caste, annual income, occupation, marital status, role of rural women, opinion of rural women, constraints and suggestions were used. The data so collected were subjected to statistical analysis for which statistical tools such as percentage, arithmetic mean, weighted mean, median, rank, coefficient, ANOVA, critical diff., standard deviation was used.

Findings

Table 1: Distribution of rural women according to age group

Age group	Frequency	Percent	Mean age (years)	S.D. (years)
Up to 30 years	37	12.3	28	1
30 to 40 years	75	25.0	35	3
40 to 50 years	78	26.0	45	3
50 years and above	110	36.7	57	5
Total	300	100.0	45	11

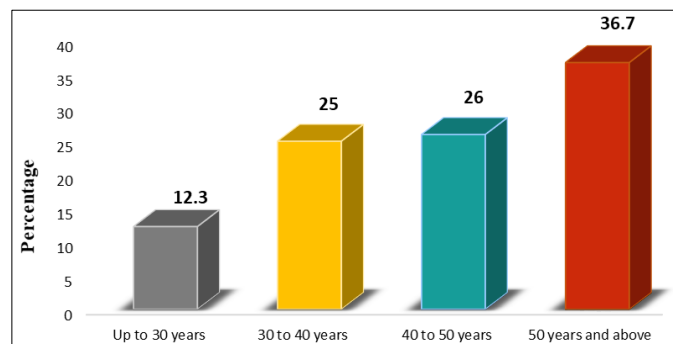


Fig 1: Distribution of rural women according to age group

Table 1 reveals the distribution of rural women according to age group, 36.7% rural women were belonged to 50 years and

above age group with mean age 57 years and standard deviation 5 years followed by 26.0% rural women who belonged to 40 to 50 years age group with mean age of 45 years and standard deviation 3 years. 25.0% of rural women belonged to of 30 to 40 years age group with mean age 28 years and standard deviation 1 years. Overall mean age of rural women was found to be 45 years with standard deviation 10 years in the study area.

Table 2: Distribution of rural women according to educational qualification

Education	Frequency	Per cent
Illiterate	26	8.7
Primary	38	12.7
High school	75	25.0
Intermediate	84	28.0
Graduate and above	77	25.6
Total	300	100.0

Table 2 shows the distribution of rural women according to educational qualification, 28.0% of rural women were educated up to intermediate followed by 25.6% rural women were educated up to graduate and above in the research study area. 25.0% of rural women were educated up to High School where as 12.7% of rural women were educated up to primary and only 8.7% rural women were illiterate.

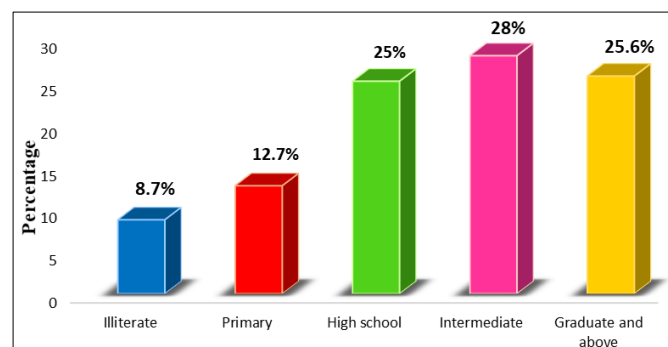


Fig 2: Distribution of rural women according to educational qualification

Table 3: Distribution of rural women according to the role played by them in establishing enterprises

S. No.	Statements	Symbols	Agree	Undecided	Disagree	Mean Score	S.D.	Rank
1.	Increasing access of productive resources for women	A	85.0	12.7	2.3	2.83	2.31	IX
2.	To provide innovative solutions that could cater to the local needs	B	86.7	11.7	1.7	2.85	2.33	VII
3.	Enhancing the participation of women in entrepreneur activities	C	90.0	8.3	1.7	2.88	2.36	IV
4.	Reduce the gender biases at the workplace	D	81.0	13.7	5.3	2.76	2.27	XI
5.	To optimize the utilization of agro & non agro based products & generate income from it	E	87.7	7.7	4.7	2.83	2.33	IX
6.	To bear the risk of responsibility of risk management	G	85.7	12.3	2.0	2.84	2.32	VIII
7.	Increase the employment opportunities for rural women	H	92.3	7.0	0.7	2.92	2.38	I
8.	Help in increasing the national income of the country	I	82.3	14.7	3.0	2.79	2.29	X
9.	To device suitable strategies to enhance the production of goods	J	87.3	11.0	1.7	2.86	2.34	VI
10.	Agriculture education and training for women	H	91.0	7.3	1.7	2.89	2.37	III
11.	Institutional mechanism to address the gender concerns	I	86.3	11.7	2.0	2.84	2.33	VIII
12.	Development of social infrastructure to facilitate activities of women in farming (training hall, community hall etc.)	J	89.7	8.3	2.0	2.88	2.36	IV
13.	Providing visibility and recognition to women	K	91.3	7.7	1.0	2.90	2.37	II
14.	Equitable sharing of benefits among the employees	L	92.0	7.7	0.3	2.92	2.38	I
15.	Development of gender sensitive farm technology	M	89.3	8.7	2.0	2.87	2.35	V
16.	Leadership development among women	N	88.0	9.0	3.0	2.85	2.34	VII
17.	Increasing the access of agriculture information and extension for women	O	87.7	11.0	1.3	2.86	2.34	VI
18.	To take all financial decisions related to enterprise independently	P	82.3	11.0	6.7	2.76	2.27	XI

Table 3 data reveals the distribution of rural women according to role played by them in establishing enterprises, 92.3%, 92.0 rural women agree and 7.0%, 7.7 undecided role of rural women increase the employment opportunities for rural women, equitable sharing of benefits among the employees with mean score value 2.92, S.D. 2.38 and rank I, 91.3% rural women agree and 7.7% undecided role of rural women providing visibility and recognition to women with mean score value 2.90, S.D. 2.37 and rank II whereas 91.0% rural women agree and 7.3% undecided role of rural women agriculture education and training for women with mean score value 2.89, S.D. 2.37 and rank III. 90.0%, 89.7% rural women agree and 8.3% undecided role of rural women enhancing the participation of women in entrepreneur activities & development of social infrastructure to facilitate activities of women in farming (training hall, community hall etc.) with mean score value 2.88, S.D. 2.36 and rank IV, 89.3% rural women agree and 8.7% undecided role of rural women development of gender sensitive farm technology with mean score value 2.87, S.D. 2.35 and rank V whereas 87.3%, 87.7% rural women agree and 11.0% undecided role of rural women To device suitable strategies to enhance the production of goods & increasing the access of agriculture information and extension for women with mean score value 2.86, S.D. 2.34 and rank VI. 86.7%, 88.0 rural women agree and 11.7%, 9.0% undecided role of rural women to provide innovative solutions that could cater to the local needs & leadership development among women with mean score value 2.85, S.D. 2.33, 2.34 and rank VII, 85.7%, 86.3% rural women agree and 12.3%, 11.7% undecided role of rural women to bear the risk of responsibility & risk management & institutional mechanism to address the gender concerns with mean score value 2.84, S.D. 2.32, 2.33 and rank VIII whereas 85.0%, 87.7% rural women agree and 12.7%, 7.7% undecided role of rural women increasing access of productive resources for women & to optimize the utilization of agro & non agro based products & generate income from it with mean score value 2.83, S.D. 2.31, 2.33 and rank IX. 82.3% rural women agree and 14.3% undecided role of rural women help in increasing the national income of the country with mean score value 2.79, S.D. 2.29 and rank X, whereas 81.0%, 82.3% rural women agree and 13.7%, 11.0% undecided role of rural women to reduce the gender biases at the workplace & to take all financial decisions related to enterprise independently with mean score value 2.76, S.D. 2.27 and rank XI.

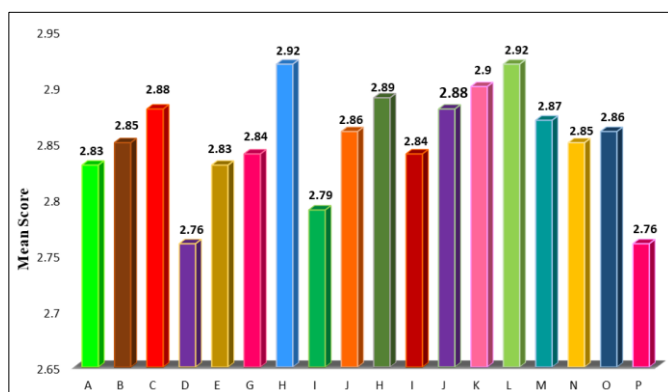


Fig 3: Distribution of rural women according to the role played by them in establishing enterprises

Conclusion

The study indicates that rural women play an important role,

it has increased the employment opportunities for rural women which help to improve their economic condition. From ancient time in farming, women are playing important role as that of men. Their contribution in every functional area of farming is never less than men. They are also sharing of benefits among the employees in agriculture and non-agriculture activities. The economic progress of rural women must be providing visibility and recognition to women to obstruct the path of the development. In order to remove discrimination through legislative reforms, women must be aware of their current rights, access to judicial remedy and reparation, and providing legal aid, advice and counselling. additional women must participate in the decision-making processes of the potential to introduce societal fundamental changes.

Recommendation and suggestions

1. Government and other NGO's should take initiatives to arrange vocational training programs in villages for women community that enables them to understand the business process.
2. More concessional business loans for women entrepreneurs should be given for their business. Government must introduce Rural Employment Guarantee Act and Constitution must pass the Act for immediate implementation.
3. Increasing awareness among women in rural areas to make aware women in rural areas and promoting government schemes in rural areas for developing women entrepreneurs.
4. Women's entrepreneurship must be examined both at the individual level (i.e. the choice of becoming self-employed) and at the firm level (the performance of women owned and managed firms) in order to fully understand the differences between men's and women's entrepreneurship.
5. Good quality infrastructure in rural areas. Some villages still facing the problem of water, electricity, road and rail transport facilities. So, there is a immense require of developing infrastructure facilities in villages.

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