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Entrepreneurial activities undertaken by rural women related to agro & non-agro commodities

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Abstract

The present study “entrepreneurial activities undertaken by rural women related to agro & 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 shows that major involvement of rural women was in dairy products, sugar and jaggery & atta milling activities in agro based enterprises. And in non- agro based that major involvement of rural women was in basket making, coir rope making and match stick manufacturing. The result of this study made it abundantly evident that women participated to a larger level in both farm and non-farm activities as well as numerous household decision-making processes.

Keywords: Agro, commodities, enterprises, involvement, manufacturing, non-agro, numerous

Introduction

Women in India are the backbone of the society. They play important role resource in agriculture & non-agriculture and rural economy. They make essential contributions to the agricultural development and non-agriculture activities. They pursue multiple livelihood strategies. These activities include producing dairy products, mushroom cultivation, poultry farming, coir rope, soft-toy making, tailoring and many other activities working in rural enterprises, being engaged in trade and marketing, caring family members and maintaining their homes. Women enter into entrepreneurship due to economic factors which pushed them to be on their own and support them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs, appropriate working environment and desire for social appreciation which motivate them towards self-employment. A lot of women professionals in engineering, medicine, law etc. They are also set up hospitals, training centres, etc for other women to motivate and encourage them for self-employment. The aim is to achieve the well-being of families in rural families forced to foot men and women work together to save the family from falling into the abyss of poverty. Thus, rural women do have two types:

1. Working from home involves taking care of children's fundamental needs, including food, clothes, and shelter.
2. The Non Domestic: This includes business ventures in the service sector, industry, and agriculture. The economic participation of the family is carried out by rural women.

Studies on women in agriculture conducted in India and other developing and under developed countries all point to the conclusion that women contribute far more too agricultural production than has generally been acknowledged.

Objectives

1. The Socio -economic status of rural women.
2. The Entrepreneurial activities undertaken by rural women related to 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, religion, types of family, 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, correlation coefficient, ANOVA, critical diff., standard deviation and Z – test.

Findings and Results

Table 1: Distribution of rural women according to land holding.

Land holding	Frequency	Percent
Landless	35	11.7
Up to 2.5 acres (Marginal)	70	23.3
2.5 to 5 acres (Small)	110	36.7
5 acres and above (Large)	85	28.3
Total	300	100.0

Table 1 data reveals that distribution of rural women according to land holding, 36.7% of rural women have land holding of 2.5 to 5 acres land, 28.3% rural women have land

holding 5 acre and above, where as 23.3% rural women were holding up to 2.5 acres and only 11.7% rural women were having landless in the research study area.

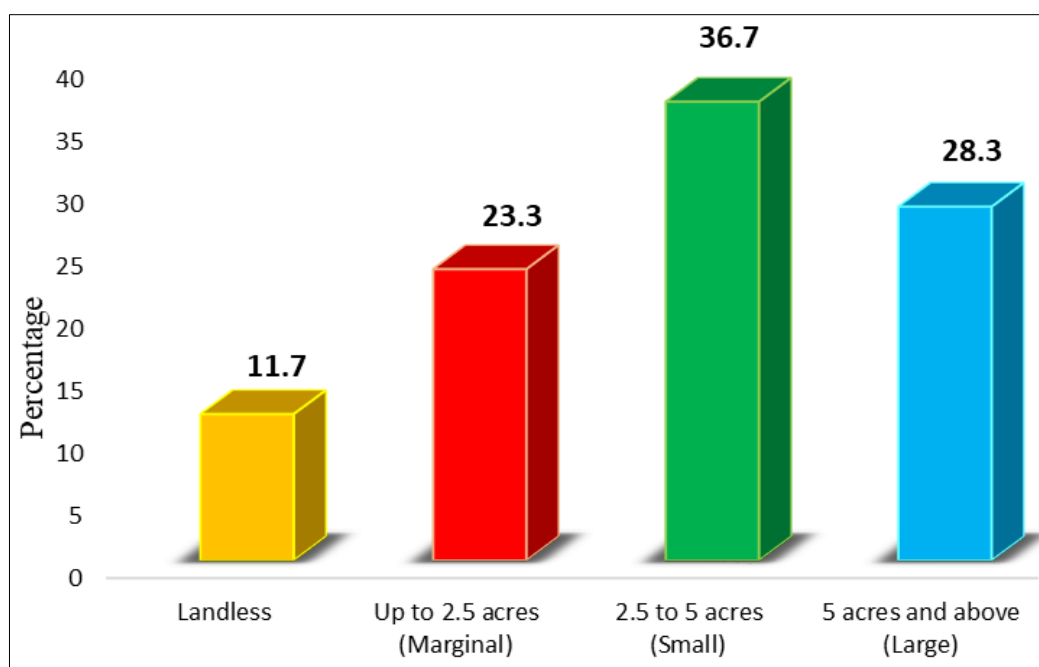


Fig 1: Distribution of rural women according to land holding.

Table 2: Distribution of rural women according to occupation.

Occupation	Frequency	Percent
Agriculture	176	58.7
Business	115	38.3
Service	9	3.0
Total	300	100.0

Table 2 shows distribution of rural women according to occupation, 58.7% rural women were doing agriculture activity in the study area followed by 38.3% rural women

were involved in business and 3.0% women were doing service in the research study area.

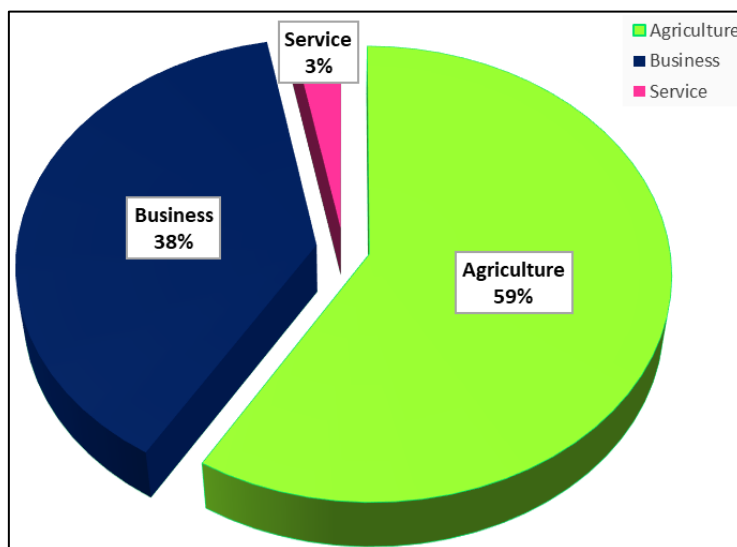


Fig 2: Distribution of Rural women according to occupation

Table 3: Distribution of rural women according to enterprises based on different agro commodities. N=300

S. No.	Agro-based Enterprises	Symbols	Always	Sometimes	Never	Mean Score	S.D.	Rank
1.	Bakery	A	26.0	24.0	50.0	1.76	1.43	IX
2.	Fruit juice making	B	25.7	28.7	45.7	1.80	1.45	VIII
3.	Jam & jelly making	C	24.0	26.3	49.7	1.74	1.40	X
4.	Sugar & jaggery milling	D	34.7	28.3	37.0	1.98	1.63	II
5.	Dairy products (ghee, curd, khoya, paneer)	E	42.7	21.0	36.3	2.06	1.73	I
6.	Pickle making	F	28.3	34.3	37.3	1.91	1.54	V
7.	Spice processing	G	29.0	30.3	40.7	1.88	1.53	VI
8.	Vegetable oil	H	28.3	27.0	44.7	1.84	1.50	VII
9.	Bari making	I	30.0	34.7	35.3	1.95	1.58	IV
10.	Papad making	J	32.0	31.7	36.3	1.96	1.60	III
11.	Aata mill	K	40.3	17.0	42.7	1.98	1.66	II
12.	Bamboo industry	L	15.7	17.3	67.0	1.49	1.13	XIV
13.	Mushroom farming	M	21.0	16.7	62.3	1.59	1.26	XI
14.	Poultry farming	N	22.0	10.3	67.7	1.54	1.24	XIII
15.	Beekeeping	O	21.0	15.0	64.0	1.57	1.25	XII

Table 3 shows that the distribution of rural women according to enterprises based on agro commodities, 42.7% rural women always and 21.0% sometimes involved in dairy products (ghee, curd, khoya, paneer) with mean score 2.06, S.D. 1.73 and rank I, 34.7%, 40.3% rural women always and 28.3%, 17.0% sometimes rural women involved in sugar & jaggery milling & atta mill with mean score 1.98, S.D. 1.63, 1.66 and rank II whereas 32.0% rural women always and 31.7% sometimes rural women involved in papad making with mean score 1.96, S.D. 1.60 and rank III. 30.0% rural women always and 34.7% sometimes rural women involved in bari making with mean score 1.95, S.D. 1.58 and rank IV, 28.3% rural women always and 34.3% sometimes rural women involved in pickle making with mean score 1.91, S.D. 1.54 and rank V, whereas 29.0% rural women always and 30.3% sometimes rural women involved in spice processing with mean score 1.88, S.D. 1.53 and rank VI. 28.3% rural women always and 27.0% sometimes rural women involved in vegetable oil with

mean score 1.84, S.D. 1.50 and rank VII, 25.7% rural women always and 28.7% sometimes rural women involved in fruit juice making with mean score 1.80, S.D. 1.45 and rank VIII, whereas 26.0% rural women always and 24.0% sometimes rural women involved in bakery with mean score 1.76, S.D. 1.43 and rank IX. 24.0% rural women always and 26.3% sometimes rural women involved in jam & jelly making with mean score 1.74, S.D. 1.40 and rank X, 21.0% rural women always and 16.7% sometimes rural women involved in mushroom farming with mean score 1.59, S.D. 1.26 and rank XI, whereas 21.0% rural women always and 15.0% sometimes rural women involved in beekeeping with mean score 1.57, S.D. 1.25 and rank XII. 22.0% rural women always and 10.3% sometimes rural women involved in poultry farming with mean score 1.54, S.D. 1.54 and rank XIII, 15.7% rural women always and 17.3% sometimes rural women involved in bamboo industry with mean score 1.49, S.D. 1.13 and rank XIV in the study.

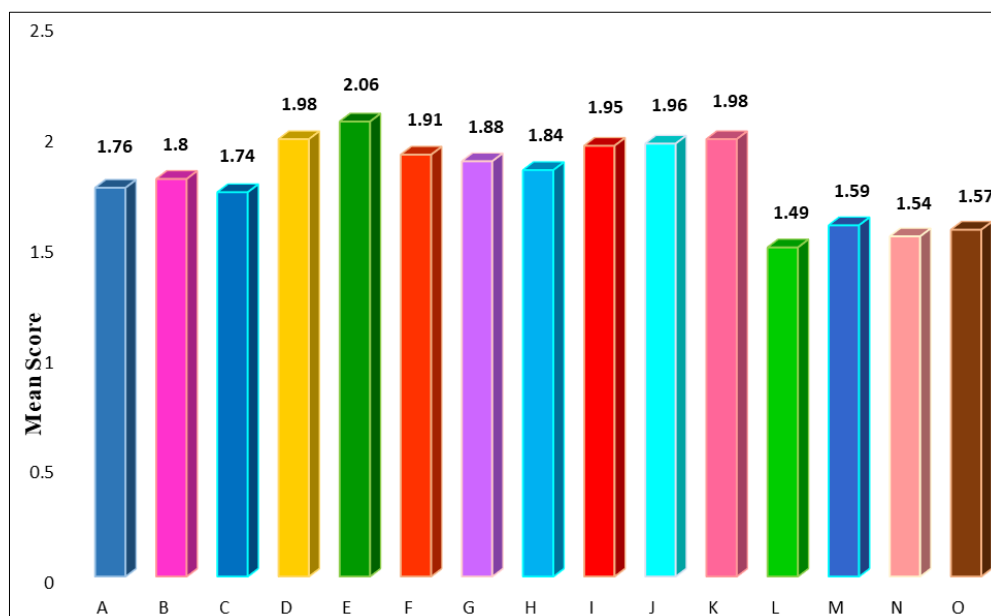


Fig 3: Distribution of rural women on according to enterprises based on different agro commodities

Table 4: Distribution of rural women on according to enterprises based on different non - agro commodities. N=300

S. No.	Non- agro based Enterprises	Symbols	Always	Sometimes	Never	Mean Score	S.D.	Rank
1.	Tailoring	A	27.3	13.7	59.0	1.68	1.38	VII
2.	Embroidery and knitting	B	21.7	18.7	60.0	1.62	1.29	X
3.	Handicraft	C	22.7	14.0	63.3	1.59	1.28	XII
4.	Leather product making	D	20.3	26.0	53.7	1.67	1.32	VIII
5.	Agarbatti making	E	19.7	41.7	38.7	1.81	1.42	V
6.	Soft toy making	F	22.0	17.7	60.3	1.62	1.29	IX
7.	Candle making	G	20.0	30.7	49.3	1.71	1.35	VI
8.	Match stick manufacturing	H	27.7	38.3	34.0	1.94	1.56	III
9.	Basket making	I	37.0	28.0	35.0	2.02	1.67	I
10.	Bidi making	J	31.3	28.0	40.7	1.91	1.56	IV
11.	Coir rope making	K	34.3	31.3	34.3	2.00	1.64	II
12.	Brick making industry	L	19.0	22.7	58.3	1.61	1.26	XI
13.	Pot making	M	15.3	33.0	51.7	1.64	1.26	IX
14.	Broom making	N	18.3	28.0	53.7	1.65	1.29	IX
15.	Perfume factory	O	15.7	14.7	69.7	1.46	1.11	XIII
16.	Beauty parlour	P	16.7	10.3	73.0	1.44	1.10	XIV
17.	Food selling	Q	25.3	16.0	58.7	1.67	1.36	VIII

Table 4 shows that the distribution of rural women according to enterprises based on different non-agro commodities, 37.0% rural women always and 28.0% sometimes rural women involved in basket making with mean score 2.02, S.D. 1.67 and rank I, 34.3% rural women always and 31.3% sometimes rural women involved in coir rope making with mean score 2.00, S.D. 1.64 and rank II, whereas 27.7% rural women always and 38.3% sometimes rural women involved in match stick manufacturing with mean score 1.94, S.D. 1.56 and rank III. 31.3% rural women always and 28.0% sometimes rural women involved in bidi making with mean score 1.91, S.D. 1.56 and rank IV, 19.7% rural women always and 41.7% sometimes rural women involved in agarbatti making with mean score 1.81, S.D. 1.42 and rank V whereas 20.0% rural women always and 30.7% sometimes rural women involved in candle making with mean score 1.71, S.D. 1.35 and rank VI. 27.3% rural women always and 13.7% sometimes rural women involved in tailoring with mean score 1.68, S.D. 1.38 and rank VII, 20.3%, 25.3% rural women

always and 26.0%, 16.0% sometimes rural women involved in leather product making & food selling with mean score 1.67, S.D. 1.32, 1.36 and rank VIII whereas 22.0%, 15.3%, 18.3% rural women always and 17.7%, 33.0%, 28.0% sometimes rural women involved in soft toy making, pot & broom making with mean score 1.62, 1.64, 1.65 S.D. 1.29, 1.26, 1.29 and rank IX. 21.7% rural women always and 18.3% sometimes rural women involved in embroidery and knitting with mean score 1.62, S.D. 1.29 and rank X, 19.0% rural women always and 22.7% sometimes rural women involved in brick making industry with mean score 1.61, S.D. 1.26 and rank XI whereas 22.7% rural women always and 14.0% sometimes rural women involved in handicrafts with mean score 1.59, S.D. 1.28 and rank XII. 15.7% rural women always and 14.7% sometimes rural women involved in perfume factory with mean score 1.46, S.D. 1.11 and rank XIII, 16.7% rural women always and 10.3% sometimes rural women involved in beauty parlour with mean score 1.44, S.D. 1.10 and rank XIV in the study.

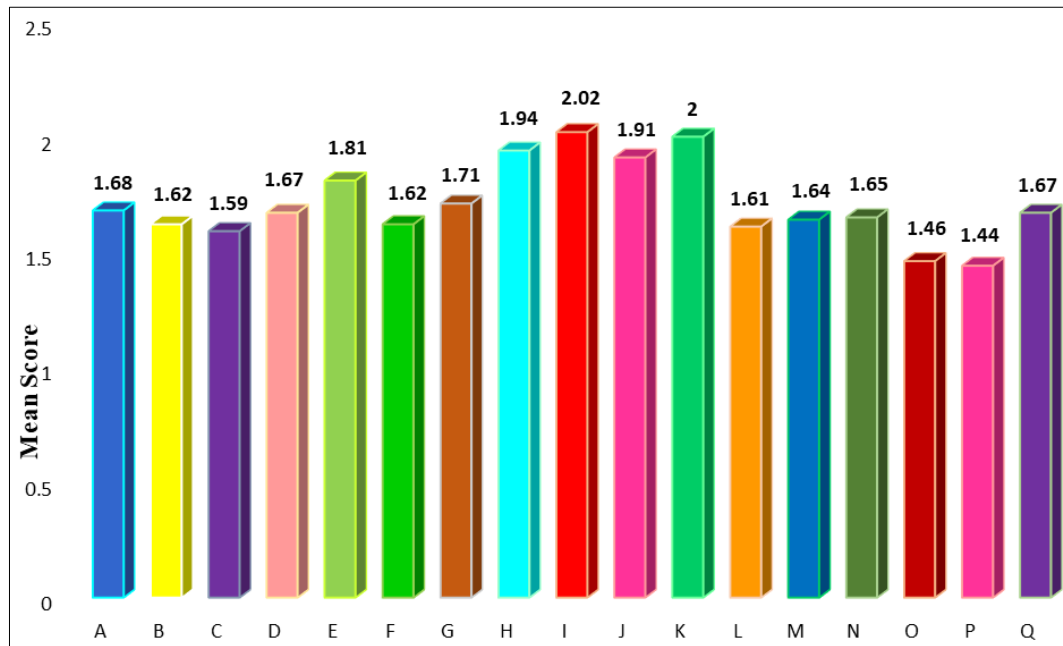


Fig 4: Distribution of rural women on according to enterprises based on different non - agro commodities

Conclusion

Women are good partners of the socio-economic development of the country in general and the family in particular. They can contribute significantly to the socio-economic upliftment of the family if proper environment with facilities can be ensured. This study indicates that the rural women are the major contributors in agriculture and non-agriculture fields. Rural women's participation in agro based activities and management is quite minimal. This can be attributed to the age, education, land tenancy and the wealth status of the woman. They participate in all aspects of agriculture, like dairy products, sugar & jaggery milling, atta milling, papad making and bari making in addition to the household activities. They also show their contribution in non-agriculture activities like in basket making, coir rope making and bidi making. Major contributors to the expansion of the agricultural industry in the New India are rural women. Recognizing and integrating rural women through ensuring that resources, technology, facilities for education, healthcare, and ownership and the improvement of skill development agriculture efficiency and aid in creating an empowered nation.

Recommendation & Suggestion

1. Government should train rural women in agriculture and livestock management through female extension agents with the assistance of NGOs and other rural development organisations.
2. Adult and non-formal education programmes should be used to raise the educational level of rural women.
3. Land and credit laws that apply to everyone should be repealed.
4. The government should start a number of agricultural development programmes for the benefit of rural women.
5. More facilities should be provided to poor rural women for land, agricultural and livestock extension services.
6. Women must be involved in decision-making bodies that have the potential to introduce structural changes. This action will bring some changes in the gender relations in the society.
7. Women are treated as sub- servant or personal property.

In this regard government must formulate policies to enhance their skills and their work should be counted in economic indicators

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