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## Opinion of Rural women regarding establishing of enterprises

**Dr. Mukta Surya and Dr. Sangeeta Gupta**

### Abstract

The present study "Opinion of rural women regarding establishing of enterprises" 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 purpose of this paper is to discuss the position and opinion of rural women to know about the supporting elements in regarding women entrepreneurship in rural areas of India. The outcome of this paper exposes that major opinion of rural women is self-employment requires cooperation from the family and it will raise the socio-economic status of the rural women in society.

**Keywords:** agriculture, commodities, enterprises, opinion, self-employment

### Introduction

Women entrepreneurs are defined by the Government of India as "an enterprise owned and controlled by women having a minimum financial interest of 50% of capital and giving at least 50% of the employment generated in the enterprise to women." The ability of a society's members to generate income makes it simple to monitor the development of that society because a country's economy is based on agriculture. Women make about 50 percent of the total population in our nation. In that 10% of business owners are female. The idea of fostering female entrepreneurship places a strong emphasis on making productive use of the labour force to produce income. The programme for fostering female entrepreneurs would aid in reducing poverty in our nation. The issue of women's participation in economic development in India and stressed the necessity to increase women's employment in the domestic sector by giving enough support in the areas of technical advancement, training, credit, raw material requirements, and loan development.

For example, discriminatory property, marriage, and inheritance laws and/or cultural practises; lack of access to formal financial mechanisms; restricted mobility; limited access to information and networks; etc., are all examples of gender-based impediments that women entrepreneurs frequently face as they launch and expand their firms. Women's entrepreneurship has the potential to significantly impact the Millennium Development Goals by reducing poverty, empowering women, and improving the economic health of families and communities. Governments all over the world are aggressively promoting women entrepreneurs through various programmes, incentives, and promotional strategies, as well as a variety of development organisations. Rural entrepreneurship has produced new economic opportunities for women in the rural areas of the country. For these rural women, entrepreneurship is not only boosting their economic status but also transforming and empowering them. Women entrepreneurs can very well run and grow their businesses using a well-structured approach. Studies also confirm that women entrepreneurs are very innovative which plays a major role in their success.

Skill building and a supportive policy environment are essential for women in rural areas to become successful entrepreneurs and contribute to a dynamic rural economy. The participants noted that harnessing the entrepreneurial talents of women was an effective strategy to fight unemployment and poverty in rural areas.

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Our rural women are illiterate as education was felt not necessary during their childhood days due to the rural scenario not educating girls. But this can be compensated by the training as the emotional quotient can be enhanced through training though the intelligent quotient can be developed only through education.

**Objectives**

The objective of this paper is to highlight that opinion of rural women is essential in entrepreneurs as their self-employment requires cooperation from the family and also will raise the socio-economic status of the women. It also shows the socio-economic status of rural women through their education qualification. To describe the circumstances and instruct the women, they must use examples. The women must be trained to deal with all the difficulties and must be inspired to overcome the obstacles in a skilful way. They must also emphasise the importance of conducting business properly. The major financial and social restraints faced by rural women entrepreneurs must be made known to the women.

**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,

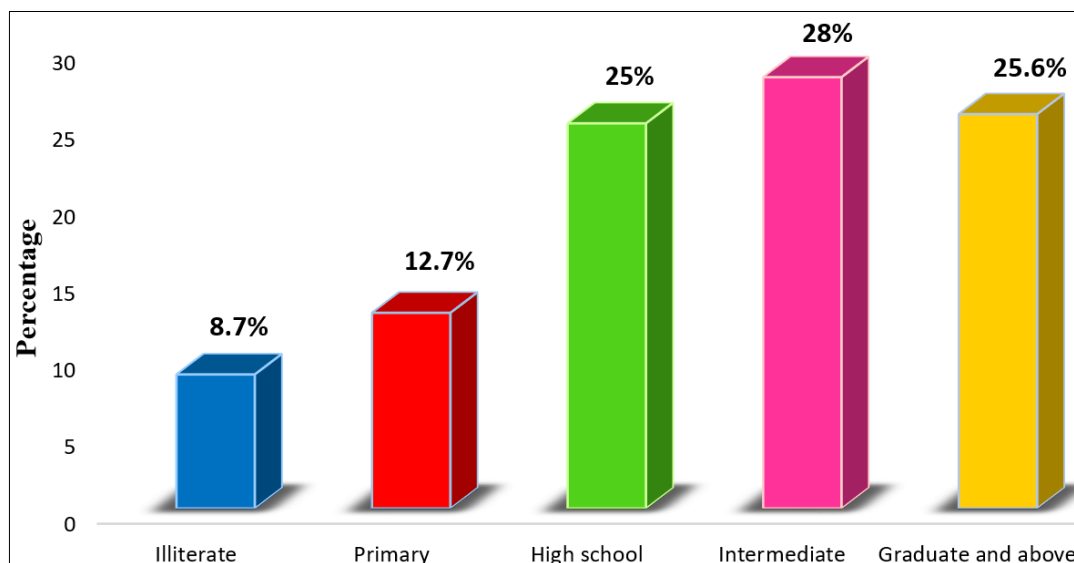
types of family, annual income, occupation, marital status, role of rural women, opinion of rural women, constraints and suggestions were used. The data so collected were subjected to statistical analysis for which statistical tools such as percentage, arithmetic mean, weighted mean, median, rank, correlation coefficient, ANOVA, standard deviation were used.

**Findings**

**Table 1:** 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

The data presented in the table 1 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 Highschool where as 12.7% of rural women were educated up to primary and only 8.7% rural women were illiterate.



**Fig 1:** Distribution of rural women according to educational qualification.

**Table 2:** Distribution of rural women according to their opinion regarding establishing of enterprises.

S. No.	Statements	Symbols	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Mean score	S.D.	Rank
1.	Self-employment will raise the socio-economic status of the women	A	16.7	67.3	15.0	1.0	0.0	4.00	3.51	II
2.	Self-employment of women requires cooperation from the family	B	16.3	77.7	6.0	0.0	0.0	4.10	3.60	I
3.	Getting self-employment enhance the prestige and status of women in our society	C	12.0	70.3	15.7	2.0	0.0	3.92	3.44	V
4.	Self-employment is more challenging than employment job	D	13.0	65.0	18.0	4.0	0.0	3.87	3.40	VI
5.	Self-employment is sure path to increase the financial status of women	E	15.7	69.3	13.7	1.3	0.0	3.99	3.51	III
6.	Self-employment widens the women's social contact and improve their position in the social circles	F	8.7	70.0	15.0	6.3	0.0	3.81	3.34	VII

7.	Self-employment reduces participation of women in household activities	G	0.0	1.3	9.0	74.0	15.7	1.96	1.42	XII
8.	Women cannot manage self-employment unit on their own	H	0.0	6.7	16.0	69.3	8.0	2.21	1.75	IX
9.	Women are not able to obtain loans for self-employment easily	I	0.7	68.3	16.7	14.3	0.0	3.55	3.10	VIII
10.	A self-employed women cannot attend to certain needs of her children	J	0.3	2.3	6.0	79.0	12.3	1.99	1.47	X
11.	Women should not hesitate to take up self-employment	K	11.0	74.7	10.3	4.0	0.0	3.93	3.44	IV
12.	Getting self-employed is beyond the intellectual abilities of a women	L	0.0	1.7	7.7	76.7	14.0	1.97	1.43	XI

The data presented in table 2 indicates the distribution of rural women according to their opinion regarding establishing of enterprises, 16.3% rural women were strongly agree and 77.7% agree for the self-employment of women requires cooperation from the family with mean score 4.10, S.D. 3.60 and rank I followed by 16.7% rural women were strongly agree and 67.3% agree for the Self-employment will raise the socio-economic status of the women with mean score 4.00, S.D. 3.51 and rank II while 15.7% rural women were strongly agree and 69.3% agree for self-employment is sure path to increase the financial status of women with mean score 3.99, S.D. 3.51 and rank III. Further, 11.0% rural women were strongly agree and 74.7% agree for women should not hesitate to take up self-employment with mean score 3.93, S.D. 3.44 and rank IV, 12.0% rural women were strongly agree and 70.3% agree for Getting self-employment enhance the prestige and status of women in our society with mean score 3.92, S.D. 3.44 and rank V, while 13.0% rural women were strongly agree and 65.0% agree for Self-employment is more

challenging than employment job with mean score 3.87, S.D. 3.40 and rank VI. Further 8.7% rural women were strongly agree and 70.0% agree for Self-employment widens the women’s social contact and improve their position in the social circles with mean score 3.81, S.D. 3.34 and rank VII, 0.7% rural women were strongly agree and 68.3% agree for Women are not able to obtain loans for self-employment easily with mean score 3.55, S.D. 3.10 and rank VIII while 6.7% agree for Women cannot manage self-employment unit on their own with mean score 2.21, S.D. 1.75 and rank IX. 0.3% rural women were strongly agree and 2.3% agree for a self-employed women cannot attend to certain needs of her children with mean score 1.99, S.D. 1.47 and rank X, 1.7% agree for Getting self-employed is beyond the intellectual abilities of a women with mean score 1.97, S.D. 1.43 and rank XI, while 1.3% agree for Self-employment reduces participation of women in household activities with mean score 1.96, S.D. 1.42 and rank XII.

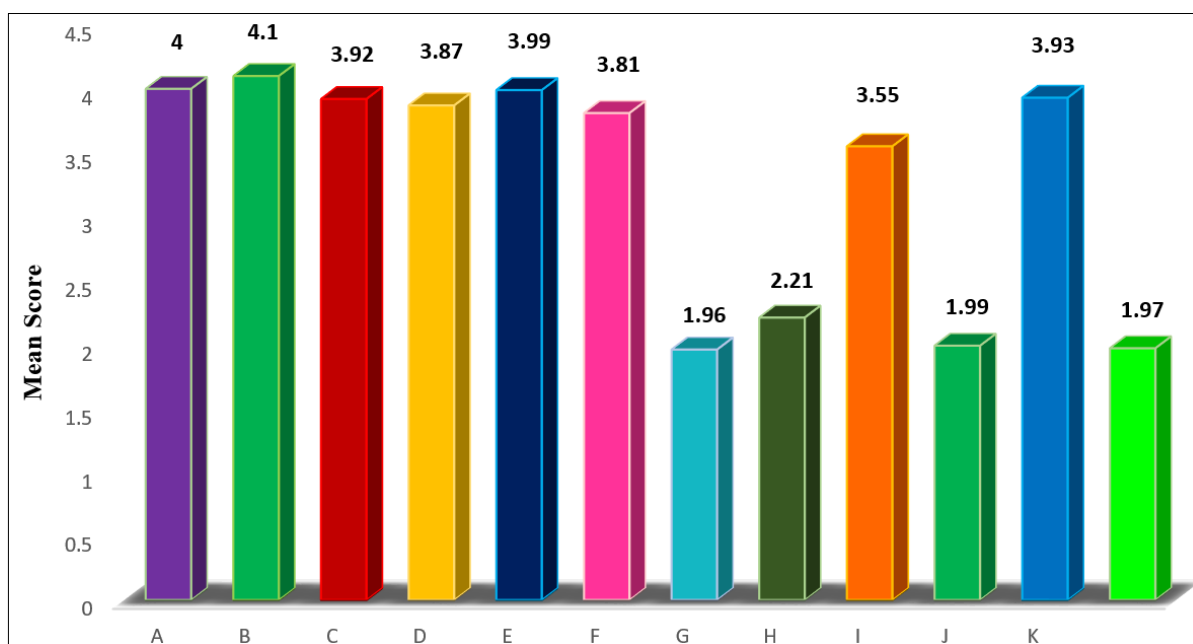


Fig 2: Distribution of rural women according to their opinion regarding establishing of enterprises.

**Suggestions**

1. Recognition of labor work of working women in the rural economy may be accounted in monetary terms.
2. More facilities should be provided to poor rural women for land, agricultural and livestock extension services.
3. Priority must be given to women in accessing credit on soft terms from banks and other financial institutions for setting up their business, for buying properties, and for house building.
4. Measures should be taken to enhance women's literacy

5. 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.
6. Women must be aware regarding their existing rights, access to judicial relief and redress, removing discrimination through legal reforms, and providing legal aid, assistance and counselling.

## Conclusion

The current situation is quickly evolving due to industrialization, urbanisation, and the growth of business and education. As a result, there are now much more options for rural women to work for themselves. It has been shown that the ratio of educated and qualified women who are unemployed is rising. Therefore, it is essential to expand rural entrepreneurship in order to give educated unemployed women more self-employment opportunities. Therefore, it is essential to expand rural entrepreneurship in order to give educated unemployed women more self-employment opportunities. It should be noted that the independent business owner not only provides chances for herself, but also for other rural residents. Making an environment that is conducive to the healthy growth of entrepreneurship is crucial. In addition, the entrepreneurs would also be given more encouragement and support in terms of moral, financial and infrastructure so that their achievement can be upgraded to a higher level.

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