

# Performance and Preferences of Rural Women in Enterprises



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## Abstract

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, low income and consequently a weak capital base perpetuated the poverty syndrome.

Women form an important sector of our society. Rural areas encompasses 80 per cent of the total population of the country. Anthropological studies show that women were the first agriculturists in the world. Rural Indian women are extensively involved in agricultural activities.

Women comprise half of human resources. They have been identified as key agents of sustainable development and women's equality is as central to a more holistic approach towards stabilizing new patterns and process of development that are sustainable (Birendra Kumar Jha, 2009). Men and the project administrators are low or critical components that determine their extent to which empowerment may not take place.

**Keywords:** Productivity, Consequently, Anthropological, Agriculturists, Extensively, Sustainable.

## Introduction

The greatest challenge of the present decade in our country is to generate employment and income opportunities for the poor both in urban and rural areas on a massive scale in a sustainable manner. Development of rural areas can bring about holistic national development, which is sustainable.

Women performs multiple roles both in agriculture and household sector. They perform 60 per cent of all working hours, receive 10 per cent of the world's income and own even less that 1 per cent of the world's property (international Labour Organization, 1980).

Throughout the history of man king women directly or indirectly influenced the course of agriculture and animal husbandry (Gandhi et. Al., 1987). Their roles range from manager to landless labour. According to 2001 census, Uttar Pradesh, where 72 percent population 18 involved in agricultural activities, is one of the largest contributors of food production towards the nation's granaries. Though, women constitute 48.5 per cent of the total population of the state, but women in agriculture are still a neglected work force.

The contribution of women and their role is the family as well as in the economic development and social transformation are pivotal. Women constitute 90 percent of total marginal workers of the country.

Rural women who are engaged in agriculture from 78 percent of all women in regular work (Sathiabama, 2009). Experience of NIRD action research projects reveal that, the operational aspects, such as the extent of enabling that goes into the community self help processes and sharpening the mind set of women, Men and the project administrators are low or critical components that determine their extent to which empowerment may or may not take place. The role of micro-credit is to, improve the socio-economic development of women and improve the status of women in households and communities. The micro entrepreneurship are strengthening the women empowerment and remove the gender inequalities. Self help group's micro credit mechanism makes the members to involve in other community development activities. Micro credit is promoting the small scale business enterprises and its major aim is to alleviate poverty by income generating activities among women and the poor. Therefore, they could achieve self-sufficiency.

Now-a-days economic development is one of the factors that have changed the entire scenario of social and cultural environment with in the country, especially, for the women.

She contributes substantially in physically aspect of farming, livestock management, post harvest and allied activities.

Her direct and indirect contribution at the farm and home level along with livestock management operation has not only help to save their assets but also led to increase the family income. This will not only generate income for them but also improve the decision making capabilities that led to overall empowerment.

Agriculture and allied fields have wide scope for enterprises to be established at individual for generating more income and employment opportunities and consequently making them affluent. Its scopic areas are crop husbandry, play nursery, gardening, orcharding, floriculture etc. Entrepreneur is an innovator, a risk taker, a resource assembler, and an organization builder, income and employment opportunities generator and soon on.

According to E.E. Haggen "Entrepreneur is an economic man who tries to maximize his profits by innovations".

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Their role performance in various positions, potential preference also stands to be studies with reference to their enterprises they had undertaken as a source of income and employment generation.

The importance of small entrepreneurs to the economic development of the country can not be underestimated.

A board based entrepreneurship is essential for the India to achieve a decentralized industrial structure. Awareness on the part of farm entrepreneurs about different aspects of entering business venture was studied considering that it is an important factor which affects their entrepreneurial mission.

Enterprise management aspects like problem solving strategy in personnel management, techniques in production, materials and time management, decision making in determining costs and pricing, effective communication, accounting, marketing, etc.

All these researches indicate that though women have started working in organized and unorganized sectors but the percentage of women engaged in these activities is very low. The census of India (2001) revealed that the female population comprised of 25.60 per cent as workers, the majority of the women workers are employed in the rural areas.

The data further reveal that the women entrepreneurs are confined largely to metropolitan cities and big towns.

The picture is worse in rural areas.

The present study was, therefore, undertaken with following specific objectives :-

#### **Objective of the Study**

1. To assess the role and performance of rural women in various enterprises.
2. To trace the constraints perceived by rural women in these enterprises.

#### **Review of Literature**

Mohammed (2001) Reported that due to rapid growth of rural and small scale sectors, women entrepreneurs were facing some problems viz., technological stagnation, underutilization of capacity, lack of vertical mobility, sickness and mortality rates, shortage of finance, inadequate storage facility, inadequate marketing, stiff competition, low mobility, family responsibility and social attributes.

Solanki (2001) Reported that out of the 8 enterprises promoted under, "Central Sector Scheme four women in Agriculture," 18.33 percent women had adopted the dairy enterprise, 22.60 per cent beneficiaries adopted vegetable cultivation and few (3.33%) respondents adopted fruit cultivation as an entrepreneurial venture.

Sundar et al. (2001) Observed that majority of the women who entered the field of entrepreneurship, admitted that they faced problems like managing workers, marketing, recovery of dues, purchase of machinery, fear of loss in finance, adjustment in social and personal life, machine purchase and lack of knowledge about procedure for getting infrastructure facilities.

Kumari et al. (2001) In their study on knowledge of rural homemakers regarding components of water purification found that age and educational status of the families are the variables, which were found positively and significantly correlated with knowledge.

Rao (2002) revealed that under DWCRA schemes, tribal women of Aruncachal Pradesh were involved in enterprises viz., fish ponds, vegetable cultivation, horticulture, garment shop and weaving.

Jayasheels et al. (2003) Revealed that out of the total 710 persons who have adopted Agarbatti making as an enterprise, about 367 were female entrepreneurs and other were male. This shows that adoption of activity in females was higher than males.

#### **Findings and Discussion**

##### **Part I : Socio-economic status of respondents Age**

**Table1 Distribution of rural women according to age**

Age Group (Years)	Frequency	Percent	Mean $\pm$ S.D.
Below 25 years	18	12.0	26.4 $\pm$ 2.4
25-30	40	26.7	34.9 $\pm$ 3.0
30-35	34	22.7	43.8 $\pm$ .30
35-40	27	18.0	53.7 $\pm$ 2.8
40 and above	31	20.6	64.8 $\pm$ 4.1
Total	150	100.0	45.5 $\pm$ 13.2

Table 1 depicts the distribution of respondent according to their age. It is noticed that 12.0 per cent respondents belonged to 25 years, with average mean and S.D. 26.4 $\pm$ 2.4, maximum 26.7 percent respondents belonged to 25-30 years with average

mean and S.D. 34.9±3.0, 22.7 percent respondents belonged to 30-35 years with average mean and S.D. 43.8±3.0, minimum 18.0 per cent respondents belonged to 35-40 years with average mean and S.D. 53.7±2.8, where as, 20.6 percent respondents belonged to 40 and above with average mean and S.D. 64.8±4.1, So, it focuses that the rural women of 25-30 years of age category were observed to be more in the study area and the overall average mean of rural women is about 45 years.

**Communication Media Possessions**

**Table 2: Distribution of rural women according to communication media possession**

Communication Media Possession	Frequency	Per cent
Radio	35	23.3
T.V.	95	63.3
V.C.R.	45	30.0
V.C.D.(Player)	6	4.0
Tape recorder	24	16.0

News paper	85	56.6
Telephone/Mobile	102	68.0
Agriculture journals	5	3.3
Agriculture magazines	3	2.0
Agriculture magazines	35	23.3
Agriculture books	27	18.0

Table 2 shows that a majority of respondents (68.0%) is seen for the Telephone/ mobile, i.e. almost every respondents was having mobile phone. The rest respondents who had other communication media with them were in descending order as T.V. (63.3%), V.C.R.(30.0%), Radio (23.3%), Agricultural books (18.0%), Tape recorded (16.0%), V.C.D. Player (40.0%), Agriculture magazines (2.0%) and agriculture journals (3.33%), respectively.

Thus, it can be inferred that mobile/telephone, T.V. and newspaper were main sources for getting information and recreation purposes.

**Part II: Performance of Rural Women Various Enterprises.**

**Table 3 : Role Performance of Rural Women In Different Main Activities.**

S. No.	Activities	Very High	High	Moderately High	Average	Moderately Low	Low	Very Low	Nil	Total Scores	Mean Scores	Rank order
		7	6	5	4	3	2	1	0			
1.	Home Activities	74	30	15	12	13	4	-	2	868	5.79	I
2.	Farm Activities	17	28	26	13	10	1	0	54	504	3.36	II
3.	Animal Husbandry	12	26	15	29	10	2	3	53	468	3.12	III
4.	Agrobased enterprises (Papad and chips making etc.)	18	16	7	23	11	28	5	42	443	2.95	IV
5.	Non-agrobased enterprises (Khiting tailoring and Sewing work etc.)	5	14	18	19	13	12	2	67	350	2.33	V

N=150

Table 3 shows the role performance in different activities performed by the respondents. It is clear from the data that home activities were highly performed main activity by the respondents ranked at I with mean score value of 5.79, followed by farm activities ranked at III with score value of 3.36, animal husbandry activities ranked based enterprises (papad

and chips making etc.) ranked at IV with mean score value (2.95) and non-agro based enterprises (knitting, tailoring and sewing work, etc.) ranked at V with mean score value of 2.33, respectively. Hence, it may be inferred that the women spent their maximum time to perform the activities relating to home and farm.

**Fig. 1: Role Performance of Rural Women in Different Main Activities**

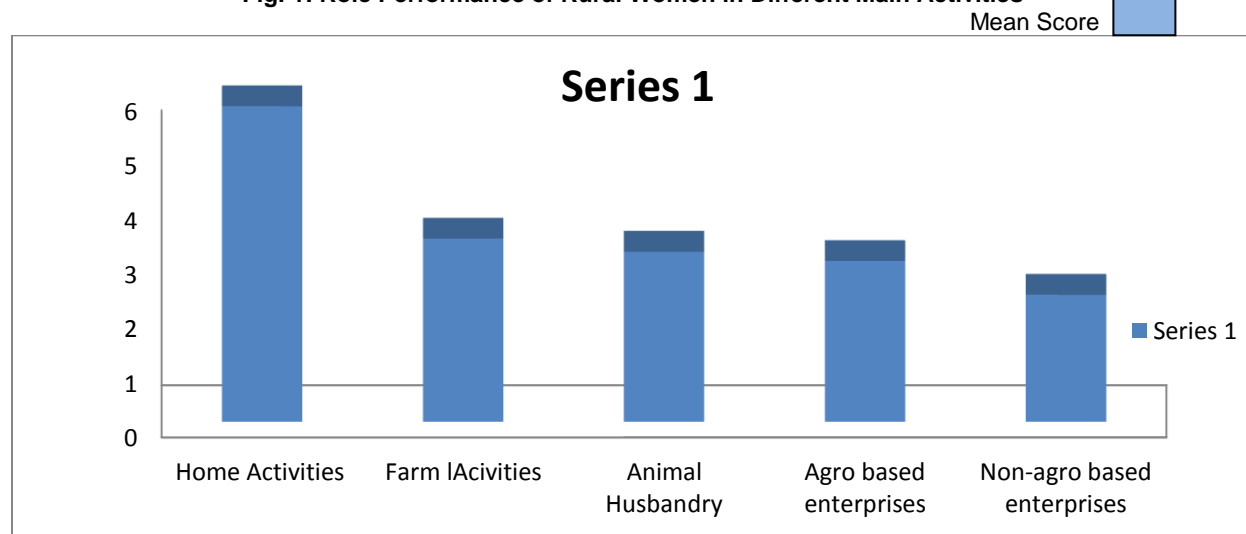


Table 4: Role Performance of Rural Women in Sub Activities Main Activities

N=150

S. No.	Home Activities	Very High	High	Moderately High	Average	Moderately High	Low	Very Low	Nil	Total Scores	Mean Scores	Rank order
		7	6	5	4	3	2	1	0			
1.	Food Preparation	77	18	16	13	11	9	3	3	833	5.55	I
2.	Child Care	72	34	21	-	1	-	-	22	816	5.44	II
3.	Maintaining healthy and sanitary condition	24	41	33	19	16	8	-	6	740	4.93	III
4.	Control of household pests	36	26	13	18	17	13	6	21	628	4.18	IV
5.	Stitching and mending of cloths	22	20	33	13	23	17	3	19	597	3.98	V
6.	Decision making	11	17	19	9	9	21	37	27	416	2.77	VI
7.	Handicraft (Basket making etc.)	-	-	11	11	13	12	16	87	178	1.18	VII

Fig. 2: Role Performance of Rural women in sub activities main activities.

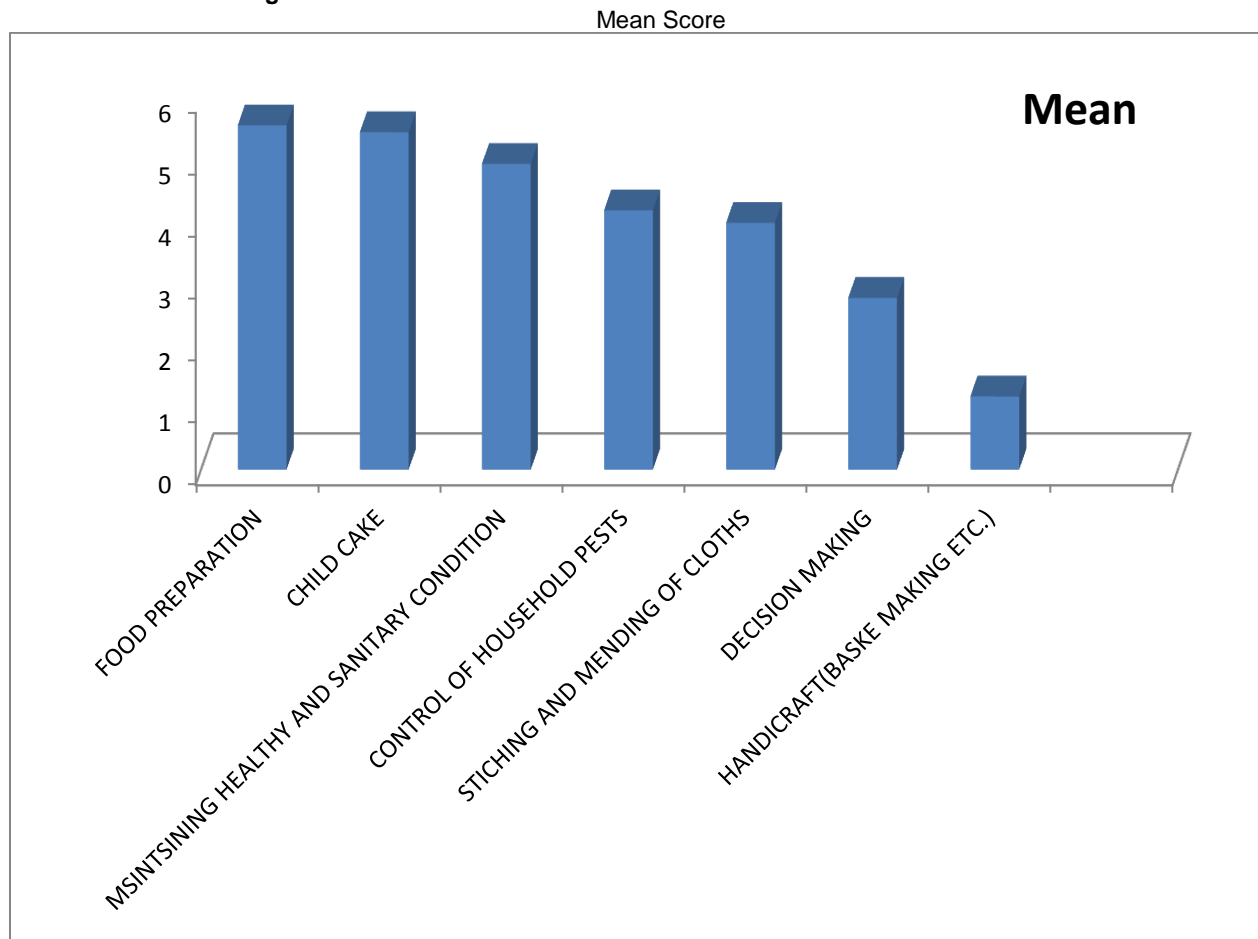


Table 4 shows that in category of home based activities, food preparation was highly performed activity by the respondents which was ranked at I with mean Score value of 5.55 followed by child care ranked at 11 with means score value of 5.44, maintaining health and sanitary conditions ranked at 111 with mean score value of 4.93, control of household pets ranked IV with

mean score value 3.98, decision making ranked at VI with mean score value of 2.77 and handicrafts (basket making etc.) ranked VII with mean score value of 1.18, respectively.

Therefore, it may be said that food preparation and child care were the important activities the important activities relating to home.

**Table 5: Role Performance of Rural Women in Sub Activities Main Activities**

S. No.	Home Activities	Very High	High	Moderately High	Average	Moderately low	Low	Very Low	Nii	Total Scores	Mean Scores	Rank order
		7	6	5	4	3	2	1	0			
A.	Pre Harvest Activities											
1.	Field Preparation	11	12	-	-	-	12	11	104	184	1.23	VIII
2.	Raising nursery for seeding	13	11	11	9	7	8	-	91	285	1.90	V
3.	Sowing	22	23	11	14	10	11	2	57	457	3.05	II
4.	Transplanting	15	17	11	14	11	12	11	59	386	2.57	III
5.	Manure and Fertilizer application	4	17	12	10	5	4	20	78	273	1.82	VI
6.	Irrigation	3	5	8	19	12	19	12	72	253	1.69	VII
7.	Weeding	14	21	17	13	2	1	2	80	371	2.47	IV
8.	Harvesting	41	30	20	15	13	11	-	20	688	4.59	I
B.	Post Harvest Technology											
1	Bringing harvested crop for threshing	15	14	17	5	2	5	8	84	318	2.12	VI
2	Threshing	19	23	10	4	2	4	3	85	354	2.36	V
3	Winnowing	14	25	11	5	8	8	-	79	363	2.42	IV
4	Drying	54	32	16	14	15	13	-	6	777	5.18	I
5	Cleaning	39	28	17	17	13	4	5	27	646	4.31	II
6	Storage	44	26	6	1	1	3	1	58	508	0.39	III
7	Marketing	7	8	4	1	1	2	2	125	130	0.87	VII

**Home Activities**

**Fig. 3: Role Performance of Rural Women in Sub Activities Main Activities**

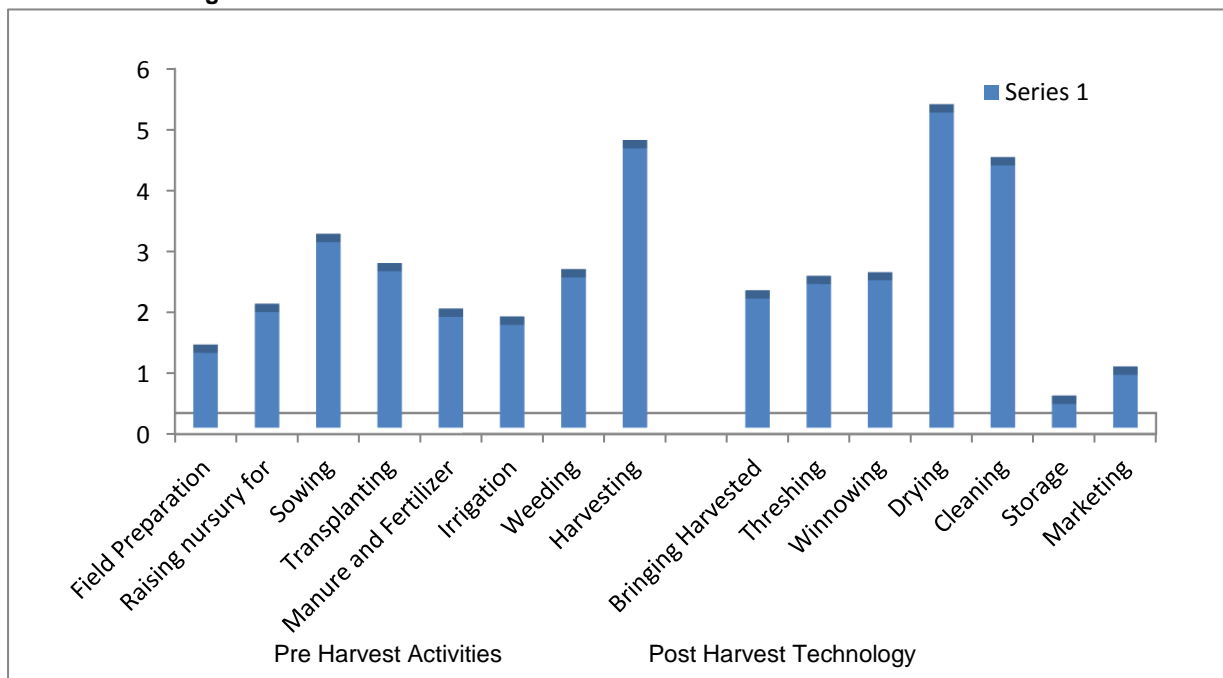


Table 5 shows that in under farm activities, harvesting activity was highly performed activity by the respondents ranked at I with mean score value of 4.59 followed by sowing ranked at II with mean score. Value of 3.05, transplanting ranked at III with mean score value of 2.57, weeding ranked at IV with mean score value of 2.47, raising nursery for seedling ranked at V mean with score value of 1.90, manure and fertilizer application ranked at VI with.

#### **Research Methodology**

In conducting the present study entitled, "Performance and preferences of rural women in enterprises". The various research procedures and research method were applied and statistical tools were used. For Convenience, the research methodology has been described under the following heads:

1. Selection of the research design
2. Research Design
3. Sampling procedure
  - (a) Selection of district
  - (b) Selection of block
  - (c) Selection of Villages
  - (d) Selection of respondents
4. Selection of Variables and their measurements
5. Selection of statistical tools
  - (a) Pilot Study
  - (b) Preparation of interview schedule
  - (c) Pre-testing the schedule
  - (d) Data collection
  - (e) Analysis of data
  - (f) Statistical measurement

#### **Selection of Research Design**

It is very important to uplift the status of women in backward states, like Uttar Pradesh, where the position of women is measurable.

Therefore, there is a need to make women aware and uplift their status i.e. in the field of economic status, health, nutrition, education and employment and other related aspects of life such as social participation and decision making.

Considering the above facts, present study was undertaken and selected appropriate design was used to achieve the goal with the hope that the findings of the study will be useful for the upliftment of the status of women in society.

#### **Research Design**

The study was carried out by descriptive type of survey method. Accordingly, after a thorough and meaningful formulation of the problem specific objectives were decided. In the light of these objectives, techniques of investigation to be followed, extension tools to be used and major statistical plan of analysis to be followed were decided.

Further, the Scheme of presentation of the study was developed and given a definite shape in the form of an outline of the study. In order to understand the findings of this study in the wider context and to evaluate their relevance in the set objectives, an effort was made to make a through review of the literature relating the previous research work done in this field.

The needed conceptual classification about the terms and items used with in the framework of the

study was considered necessary for which the help of both literal and operational definitions was taken.

The findings of this study have been properly discussed in the light of the available research material on the subject and subsequently summarized throwing light on all major aspects covered within the scope of the study. The conclusion and the action implication are made to satisfy the fruit bearing aspect of the research.

#### **Sampling Procedure**

##### **Selection of District**

Uttar Pradesh is comprised of 70 districts. Out of these one district viz., Kanpur Nagar was purposively selected for the study. This helped in collecting the necessary information accurately of timely.

##### **Selection of Block**

There are 10 blocks and district Kanpur Nagar. Out of these 10 blocks, one block viz., Kalyanpur was randomly selected for the study.

##### **Selection of Villages**

Three villages were selected randomly in the study area. These selected villagers are:

1. Hradaypur
2. Iswariganj
3. Baikunthpur

##### **Selection of Respondents**

A list of rural women was prepared separately from each of the selected villagers. From each list, 50 rural women were selected randomly. Thus, in all, 150 rural women were selected for the study.

##### **Selection of Variables**

##### **Independent Variables**

1. Age
2. Education
3. Type of family
4. Size of family
5. Caste
6. Religion
7. Occupation
8. Size of land holding
9. Annual income
10. Materials possession
  - (A) Household materials
  - (B) Farm power
11. Material status
12. Type of house
13. Social participation
14. Communication media possession

##### **Summary and Conclusion**

India is trying hard to tackle and solve its diverse problems and to become a developed nation.

This would mean both a need and an opportunity for entrepreneurs to participate in the economic activity of the country.

Farm Women are important assets of our country. As a whole, women were half of population of the country. Rural areas encompasses 80 percent of the total women's population, to sustain and maintain the expected economic boom, the country needs to fully mobilize and utilize all its resources including women too, the participation of women in the entrepreneurial activities is necessary not only from

human resource point of view but is essential even from the objectives of raising the status in the society.

Agriculture in India is practice as a family tradition, using the available resources and limited knowledge occurred from elder and elite members of the community. Bu over 75 percent of landowners are small holders with inadequate resources and skills.

The productive tasks in which women are of ten involved are mostly preparatory or supplementary in nature and ranged from preparation of Farm Yard Manure (FYM) to care for cattle, fodder collection and storage of farm produce.

Technologies developed in rural areas like post-harvest operations, have never really studied the interrelationship that exists between production and post-harvest activities at the domestic level.

Recognizing the fact that women can play an important role in the substance of our agricultural systems, they have to be involved in the process of evaluation of new technologies that are women specific.

The trainings should be vocational (Skill oriented), organized for short duration and within her social boundary during the lean months of her involvement in agricultural activities.

The present investigation, "Performance and preference of rural women in enterprises". Was undertaken with the following objectives:

#### **Recommendation**

Most important suggestions being made view of the expressed opinion of the respondents, observations of the investigator and the inferences drawn from the study are:

1. The literacy rate must be increased by launching adult education programmes especially for women.
2. The participation level of women in various organizations must be increased by providing them opportunities for higher participation.
3. Men should change their attitude towards women's work outside home.
4. Women must be given loan through various financial agencies at low interest rate.
5. Monetary right must be provided for women.

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