PROBLEMS EXPERIENCED BY RURAL WOMEN ENTREPRENEURS

Aparna Jaiswal*, M.M. Patel and P.C. Chaurasia*****

Deptt. of Extension, Guru Ghasi Das University, Bilaspur (C.G.)
Deptt. of Horticulture, Indira Ghandhi Krishi Vishwavidhyalaya, Raipur-492012 (C.G.)

Abstract: The study was conducted in purposively selected block of Indore district of Madhya Pradesh during 2009-10 in order to know the entrepreneurial behaviour of rural women in terms of their socio-economic, psychological and family background attributes. The results of the study revealed that dual responsibility, lack of resources, poor family support, and late payment by clients, mobility and marketing constraints were the major constraints perceived by majority of the rural woman entrepreneurs.

Keywords : Indore, Rural women, Rural population

INTRODUCTION

Global changes have created economic opportunities and women entrepreneurs have emerged as a distinct class. Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who take the major risks in terms of equity, time and career commitment of providing value to some product or service (Kuratko and Richard, 2001).

The women folk can easily be considered as backbone of any nation and better half of the men in almost all spheres of community development, of which India is not an exception. Rural women, who constitute about 50 per cent of total rural population, play an active role in all spheres of economic life and contribute richly towards national income. The concept of developing rural women entrepreneurship lays emphasis on the utilization of women labour force productively in generating income for their livelihoods, alleviating rural poverty, and in reducing negative social effects of unemployment and under employment. If women obtain better access to resources, education, and technology, they can and will create their own jobs or make their jobs more productive and remunerative. This will ensure a better participation of women folk in the process economic of growth of the nation. Therefore, measures to develop entrepreneurship among women are critical, because such efforts, even at a low rate, will definitely improve their status in the society.

In Indore district of Madhya Pradesh, the rural women are actively involved in various enterprises through formation of Self- Help- Groups. Hence, the study was conducted to explore the problem faced by the rural women in Indore block of Indore district of Madhya Pradesh.

MATERIAL AND METHOD

The study was conducted in Indore block of Indore district of Madhya Pradesh which was purposively selected, because it served a great deal of convenience for the research worker in terms of accessibility, ease of rapport building, time, money, and efforts. A list of the villages was made around a town or kasba, where market facilities and inputs are available for the enterprises. Care was taken to select only those villages which were well connected by road to nearby towns. Six villages were selected purposively from the selected block. A list of rural woman entrepreneurs was made from each village. A total of 60 respondents (ten respondents from each village) were selected for the study by using simple random sampling method. All the respondents were individually interviewed using pre-tested interview schedule.

RESULT AND DISCUSSION

Constraints experienced in the implementation of their enterprise as perceived and prioritized by rural woman entrepreneurs are presented in table 1. This study revealed that dual responsibility was ranked first among of rural woman entrepreneurs (96.66%). Lack of resources was ranked second. Poor family support was next in order of importance. Lack of awareness (78.33%) was ranked fourth followed by late payment by clients (75%), mobility constraints (70%), marketing constraints (65%), non payment by clients (62%), and non availability of funds from institutional sources (53.33). Finally, the non availability of guarantor (41.66%) was ranked last. Similar findings were reported by Singh (2008).

CONCLUSION

It is concluded that dual responsibility, lack of resources, poor family support, late payment by clients, mobility constraints and marketing constraints were the major constraints perceived by majority of the rural woman entrepreneurs.

Assistant Professor (adhoc), **Scientist & * Research scholar*

Table 1. Constraints experienced by rural woman entrepreneurs in the implementation of their enterprise n=60

S. No.	Constraints	Frequency	Per cent	Rank
1	Dual responsibility	58	96.66	1st
2	Lack of resources	55	91.66	2nd
3	Poor family support	50	83.00	3rd
4	Lack of awareness	47	78.33	4th
5	Late payment by clients	45	75.00	5th
6	Mobility constraints	42	70.00	6th
7	Marketing constraints	39	65.00	7th
8	Non payment by clients	37	62.00	8th
9	Non availability of funds from institutional sources	32	53.33	9th
10	Non availability of guarantor	25	41.66	10th

REFERENCES

Kuratko., Donald, F. and Richard, M. Hodgetts (2001). Entrepreneurship- A contemporary Approach. New York .U.S.A: Harecourt college publishers

Jain, Rakesh and Patel, M.M. (2008). Entrepreneurship in Vegetable Growers. Abstract published in Golden Jubilee celebration and National seminar on innovative Extension strategies for agricultural development and rural prosperity, organized by Deptt.of Extension Education RAU, Pusa and Indian Society of Extension Education, New Delhi.

Patel, M.M., Sanoria, Y. C. and Nahatkar, S. B. (2004). Entrepreneurship of sugarcane growers and its determinants .*Gujrat. J. Extn. Edun* **15**: 52 - 54

Patil, V.G., R.P, Mahadik. and A.S., Patil, A.S. (1999). Entrepreneurial behavior of little guard growers *Maharashtra. J. Extn. Edun.* , **18**:240-2 45.

Shailaja, S., G. Shobhana and G. Jayalaxmi (1996).Comparison of personals socio psychological factors and entrepreneurial behavior of rural women. *Maharashtra J Extn. Edun*. **15**:115-120

Sharma Indu (2005). A critical analysis of entrepreneurial behavior of rural women in Buland Shahr district of Uttar Pradesh. Unpublished Ph.D Thesis, Department of Agricultural Extension, A.S. (P.G) College, Lakhoti Bulandshahr, (U. Singh, A.,

Chouhan, K. J. and Singh, S. C. (2008). Involvement behaviour of farm women in farm enterprises. *Indian J. Ext. Edun*. **8** (2 - 3): 19-21.

Singh, Rashmi (2008). An analysis of entrepreneurship development process among women, *Indian J Extn. Edun.* **44**(1-2):81-88

Solanki, K. D. and Soni, M. C. (2004). Enterpreneurial behaviour of potato growers. *Indian. J Extn. Edun*. **40**(3-4): 32 – 3.