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Short Note

Rural women's entrepreneurial profile analysis

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Abstract

The country which is rich in entrepreneurship, can attain economic augmentation too. The entrepreneurs organize the economic ventures for producing goods and services at lower cost with objects of maximization of new employment and setting up new business. The entrepreneurship shows path of independence to women who are very often living in situations of extreme poverty and in turn satisfies the need aspirations for better living standard in recent years. Living with harsh realities of intra household and social discrimination women have shown an inclination towards taking self-oriented jobs and professions with their family support, financial assistance and industrial guidance. Entrepreneurship plays a vital role in the process of industrial growth and ultimately the economic development of the country.

Key words: Rural women, entrepreneurship, women entrepreneurs.

Among various other ways of developing economically, promotion of entrepreneurship is presently being sought as one of the reliable and viable options. After becoming economically independent one may gain a say in family matters and their social status may be enhanced.

Promotion of women entrepreneurship is a dependable path to economic stability of women and her family. It leads to more spending on education and health, increased decision making and reduced gender discrimination. Besides there are certain other reasons for spread of women entrepreneurship viz., its close link to social, cultural, religious and psychological variables, the flexible nature of work that combines gainful employment with domestic responsibilities, economic demands especially in rural women, and above all the modernization that snatches bread and butter of an increasing number and proportion of women. This attracted the attention of policymakers and planners towards the significance of women's productive activities and their need of income generation and thus came the women entrepreneur movement. Every year, hundreds of thousands of entrepreneurs are started, significant number will fail, some will muddle along, and a few will thrive. There is a need to know which entrepreneur thrive and why? Therefore, the study on entrepreneurship was thought to be important. Further, entrepreneurship offers a viable solution for economic development of women, Promotion of women entrepreneurship will lead to economic stability of women and family.

The study was conducted in Udaipur district (Rajasthan) for survey work to analyze the entrepreneurial profile of rural women. It was conducted in two phases: Phase-I, survey work and Phase-II, validation of training package. Exploratory-cum-descriptive research design was used to analyze the entrepreneurial profile and a total sample of 200 women (100 entrepreneurial women and 100 non-entrepreneurial women) was selected for studying the entrepreneurial profile. To find out which qualities in women were acting as motivators and the others acting as retarders. In the present study the profile of women was studied under various dimensions that have bearing on entrepreneurial activities of individual women. It was done with the help of a self- developed scale- "Entrepreneurial Profile Assessment Scale (EPAS)", developed on the lines of Likert summated scale. The scale covered major dimension of women profile- personal dimension. This was further divided into sub-dimensions like physical, mental and emotional sub- dimensions.

The personal characteristics of an entrepreneur contribute to success and result in achievement – motivation (Desai. 2005). The table 1 gives classification of respondents according to the scores obtained by them in personal dimension that included the physical, the mental and the emotional sub- dimensions of the personality and may strongly influence the enterprise. These sub-dimensions have been analyzed in context to the entrepreneurship in women.

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