Himachal Journal of Agricultural Research 35 (1):84-88, 2009

Entrepreneurial promotion among rural women: expert's validation for training package on "Entrepreneurial Promotion Training"

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Abstract

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 power and reduced gender discrimination. Entrepreneurship especially in women not only generates good income but also provide flexibility of work hours that is needed for homemaker. In Indian women entrepreneurs, there is a need to train them in order to increase their enterprise. So, training is an important input to motivate rural women to enter in the business environment and also to provide or train them to analyze their own thoughts, actions, feelings and become aware of various pre- requisite of entrepreneurship venture. In this study an effort was made to develop a capsulated training package, validated by experts, on very basic and simple concepts like: entrepreneurial motivation, entrepreneurial management, project formulation, government support, financial management and marketing management. Results show its high acceptance by different class of experts for use on rural or urban population.

Key words: Validation, training package and entrepreneurship.

Introduction

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 (Nazar, 2005).The entrepreneurship shows path to women independence and in turn satisfies the need aspirations for better living standards in recent years, women have shown an inclination towards taking self oriented jobs and professions with their family support, financial assistance and industrial guidance (Desai, 2005).In any society when the women will work as an entrepreneur, she will bring income and wealth to the family, which in turn will increase per capita income, thereby increasing prosperity and per capita consumption. Though women entrepreneurs are enjoying a special status in society, they face various problems in the process of establishing, developing and running their enterprises in the 21st century (Madasamy *et al.* 2005).

Entrepreneurial training linked with the trainee's needs is inevitable if the women are to be successful entrepreneurs. Training needs might vary from situation to situation and from individual to individual depending upon their backgrounds, their field requirements and interest of their areas.

Attention of government and policy makers has been attracted towards rural women entrepreneurs and therefore some work has been done and policies have been made on promoting rural women for entrepreneurship by giving funds and training. A large number of women are still in need of motivation, training and support for undertaking any economic activity. The present effort is proposed to study the entrepreneurial profile and entrepreneurial environment for promoting the entrepreneurship in the study area and developing a capsulated training package for achievement motivation in women and also for providing strategies for solving short term and long term problems. Therefore, the main purpose of training is to help rural women to acquire latest techniques and skills to change behavior and practice in order to increase productivity and raise standard of living. Training is considered as an important method to motivate, promote and manage entrepreneurs. Training remains one of the most widely accepted measures amongst all agencies conducting entrepreneurship development programmes. Therefore, this present training package was made to help women entrepreneurs. The present training package is mainly for women entrepreneurs with an objective of helping them in initiating entrepreneurial activities and in realistic planning to achieve the desired goals.

Methodology

For validating the training package, for entrepreneurial promotion training-EPT, sample of 30 experts from the banking sector, educational

institutes (management experts). Government machinery (DIC, chamber of commerce and industries and other authorities) and NGOs were selected. Only experts willing to contribute constructively were contacted by the researcher for validation of training package. It was done in urban areas of Udaipur city of Rajasthan.

Development of package on "Entrepreneurial Promotion Training" (EPT), was one of the major objectives of the study. It was proposed to be developed on the basis of need identification of the rural women entrepreneurs. The following major areas were identified to be responsible for slow growth of women entrepreneurship in rural areas:

1) Entrepreneurial motivation: This information was made part of EPT because if the entrepreneur feels motivated, his/her behavior will bring about the desired action. Motivational factors constitute the inner drive present in an individual who continuously demands from him/ her to do something new and unique as also to perform better than others. The motivational factors stimulate the person to undertake entrepreneurial activities relating to creation of a new business. The motivation makes the personality of the entrepreneur.
2) Project formulation: Project formulation is the systematic development of a project idea for the eventual purpose of arriving at an investment decision. It involves a step by step investigation and development of project idea. A well-formulated project is not only the passport for obtaining the required assistance from financial institutions but assumes sustenance in the market also. Thus, it was included in EPT.
3) Government support: The Indian government has given high priority to develop women entrepreneurship in the country. The government gives both protective and promotional benefits. Commercial banks and other financial institutions have come forward to introduce different schemes for women entrepreneurs. There is a need to make rural women aware about various schemes made for them.The goal was tried to be achieved through EPT.
4) Entrepreneurial management: Entrepreneurial management requires efficient management which refers to managing all affairs of a business in a well- planned manner. Due to entrepreneurial management, women entrepreneur will be able to make right decision, which further increases her profitability. It will also promote team work, more accommodation with group members which ultimately facilitates woman's success, and thus information about this became an essential part of EPT.
5) Financial management: Financial management in enterprise is important. Knowledge about all the sources and process related to finance is essential for smooth running of enterprise, without which, it may affect the success of enterprise. It is important to know how to make sound financial plan.
6) Marketing management: The index of a successful entrepreneur is shown through their product's demand and salability in the market, if trained in a manner that they have knowledge of all basis of market, then it will serve as motivator to their enterprise.

The training package was designed with an objective to be used by anyone, anywhere. Thus, an effort was made to validate it for wider use. To verify the functionality, usability and purposive ness of the training package, validation of training package (EPT) was an essential step, since it should be able to suffice the purpose for which it is claiming to do so. The validity of the package was assured by exposing the package to panel of experts, from different fields viz., academicians, government officials, banking sector and experts from NGOs, who were involved in framing curricula on relevant field, conducting training in entrepreneurial development and monitoring enterprises. The experts were expected to judge the adequacy of contents of the package for development of knowledge and skills that rural women were expected to master for running their own enterprise. Careful examination of literature, curriculum, and objectives by the judgments of experts was done. With this background, full "EPT" package was evaluated by panel of 30 experts on the following criterion on five point continuum scale (very poor- excellent) for all the six interventions:

- Content adequacy
- Content relevancy
- Content-technique suitability
- Time- appropriateness

The experts for validation of package belonged to four different categories viz, academicians, government officials, banking officials and experts from NGOs. For getting the evaluation of training package done, all the experts were contacted personally and meetings of the experts in groups of 3-4 conducted at different places according to their convenience at a suitable time. All the experts were briefed about the whole training package and the evaluation proforma specially developed for the purpose was got filled.

The whole contents, tools and techniques were suitably identified and used in the development of "EPT". Each intervention had different sub- topics; the judges rated each sub-topic on 0-5 point scale. Thus, depending on the number of sub- topics in an intervention, multiplied by five were the maximum score awarded by an expert for that intervention. In this way, the minimum and maximum scores that possibly be awarded to one intervention were as under:

Interventions

Range of possible scores

(i) Introductory section 0-10
(ii) Entrepreneurial motivation (Intervention-I) 0-10
(iii) Project formulation (Intervention-II) 0-20
(iv) Government support (Intervention-III) 0-20
(v) Entrepreneurial management (Intervention-IV) 0-25
(vi) Financial management (Intervention-V) 0-25
(vii) Marketing management (Intervention-VI) 0-25

From the scores awarded by different class of experts, mean percent score (MPS), for each intervention, was calculated. Based on the scale used for evaluation of package by experts, the interventions were then leveled on 0-100 scale as under:

	MPS	Levels
(1)	0-20	very poor
(2)	21-40	poor
(3)	41-60	average
(4)	61-80	very good
(5)	81-100	excellent

It is predicted that if the trainer fulfills the requisite qualities of transferring the knowledge contained in "EPT", the trainees will be able to develop personal qualities, managerial skills, be motivated and will be benefited in the areas of project formulation, financial management, marketing management, and seeking support from external environment.

Results and Discussion

The results of validation of "EPT", by the panel of experts are being presented through range of scores, averages, mean percent score, standard deviation and coefficient of variation in this paper:

Statistical summary for comparing the overall package scores by different class of experts

Given below is the table of overall statistical summary (mean, SD and CV). All values of SD and CV i.e. from scores of different categories of experts were found to be less which reflects unanimity in the observations of the experts of different class. So, this is clear that all experts' views related to the whole package were coinciding with each other. Low values of CV indicate there was less variations between scores. Low SD means there was less deviation from standard (Table 1).

Table 1. Statistical summary for comparing the overall scores of different class of experts

	Education ists	Government officials	Banking officials	Experts from NGOs
MPS	85.6	82.9	82.79	79.85
Mean	85.74	85.3	85.3	84.8
S.D.	5.0344	5.71	8.17	4.31
C.V.	5.91	6.07	9.61	5.11

So, all class of experts accepted that the package was valid and will be able to fulfill its objectives of not only motivating the aspirant rural folks but would assist in successful launching, running and growing their enterprise to be economically and socially empowered.

Further to study the significance of difference between observations of different categories of experts 't' – values were calculated from overall scores of the package. It is clear from given table that 't'-calculated between scores of different combinations of experts were non-significant, indicating that there was no difference between the scores awarded by different class of experts. Thus, it can be concluded that the experts from all the classes unanimously rated the package at same level (Table 2).

Table 3 shows statistical summary of overall training package which is as follows:

1) Content adequacy: MPS for all interventions ranging between 85 percent to 92 per cent Standard deviation values were ranging between 0.7 to 1.6 and C.V. ranging between 3.9-12. Therefore high value of MPS shows 'excellent' level of acceptance of training package by all classes of experts and less values of S.D. and C.V. indicates high consensus in the view of different experts.
2) Content relevancy: MPS values ranging between 80-92 per cent show high level of acceptance by all experts. Less values of C.V. and S.D. show high consensus in the opinion regarding training package (Table 4). Therefore, relevancy for 'EPT' was awarded as 'excellent' by all experts.

Table 2. 't'-table for comparing the scores of overall package by different class of experts

	't'cal
Educationists/ government officials	0.423447^{NS}
Educationists /banking officials	0.4028^{NS}
Educationists / experts from NGOs	0.2049^{NS}
Government officials/ banking officials	0.4546^{NS}
Government officials/ experts from NGOs	0.2739^{NS}
Banking officials/experts from NGOs	0.3747^{NS}

NS values – Non significant values

Table3. Overall statistical summary of full training package-on E PT

Aspects	Overall statistical summary	Introductory section	Inter-vention I	Inter-vention II	Inter-vention III	Inter-vention IV	Inter-vention V	Inter-vention VI
Maximum score		10	10	20	25	20	25	25
Content adequacy	MPS	87%	89%	85%	92%	85%	88%	88%
	Range	6-10	8-1	14-20	21.24	15-20	20-25	21-25
	Mean	8.7	8.9	17	23	17.6	22	22
	S.D.	1.0	0.7	1.6	0.9	1.6	1.6	1.1
	C.V.	12%	8.4%	9.4%	3.9%	9.4%	7.2%	5.0%
Content relevancy	MPS	84%	82%	80%	84%	85%	88%	92%
	Range	6-10	6-9	15-20	19-25	15-20	21-25	20-25
	Mean	8.4	8.2	16	21	17	22	23
	S.D.	0.8	0.6	1.3	1.8	1.0	1.2	1.2
	C.V.	9.5%	7.3%	8.0%	8.5%	6.4%	5.5%	5.2%
Technique suitability	MPS	84%	86%	80%	80%	84%	84%	80%
	Range	7-10	7-10	14-20	19-23	15-19	20-23	19-23
	Mean	8.4	8.6	16	20	16	21	20
	S.D.	0.6	0.8	1.3	1.1	1.2	1.0	1.2
	C.V.	7.1%	9.3%	8.1%	5.5%	7.5%	4.7%	6.0%
	MPS	83%	84%	84%	86%	80%	87%	87%
	Range	7-10	7-10	14-19	17-23	15-19	19-23	19-24
	Mean	8.3	8.4	16.5	20	16.8	21	21
	S.D.	0.7	0.6	1.4	1.3	1.1	1.2	1.5
	C.V.	8.4%	7.1%	8.7%	6.5%	7.2%	5.7%	7.1%

3) Technique-suitability: MPS ranging between 80-86 per cent indicates high level of acceptance by all experts and less values of C.V. shows less variation in the scores and less S.D. shows less deviation from the standard. Thus, technique-suitability for whole package was well accepted by all experts.

4) Time appropriateness: MPS ranging between 80-87 per cent shows 'very-good' to 'excellent' level of acceptance for whole training package related to its time-appropriateness by all experts and less values of S.D. and C.V. indicates high consensus in the view regarding the acceptance of whole training package.

Table 4. Compiled results of training package specifications

	Introduction section	Intervention (i)	Intervention (ii)	Intervention (iii)	Intervention (iv)	Intervention (v)	Intervention (vi)
Content adequacy	Excellent (87%)	Excellent (89%)	Excellent (85%)	Excellent (85%)	Excellent (92%)	Excellent (88%)	Excellent (88%)
Content relevancy	Excellent (84%)	Excellent (82%)	Excellent (82%)	Very good (80%)	Excellent (84%)	Excellent (88%)	Excellent (92%)
Technique suitability	Excellent (84%)	Excellent (86%)	Excellent (84%)	Very good (80%)	ery good (80%	Excellent (84%)	Very good (80%)
Time-appropriateness	Excellent (83%)	Excellent (84%)	ery good (80%	Excellent (84%)	Excellent (86%)	Excellent (87%)	Excellent (87%)

Conclusion

It is felt that for entrepreneurial growth and development in rural areas, there is a recekering need of entrepreneurial training, before initiating entrepreneurship and during the process of entrepreneurship. Because there will remain a need to make the rural women more responsive, confident and independent decision maker to take full advantage of entrepreneurial support from government, banks, society and market. It was because of this, that an **'EPT' – Entrepreneurial Promotion Training** was planned to be developed. During the study it was found that the rural women were needed to be trained in entrepreneurial motivation, project formulation, government support, entrepreneurial management, financial management and marketing management. A capsulated "EPT" package based on these interventions was thus developed and validated by a panel of able and competent experts.

And compiled result given in above table indicates that complete package on "EPT" was leveled as 'Excellent' and 'very- good'. This shows its highest acceptance by all experts. Hence, different class of experts validated this package excellently.

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