

Mindset, Motivation and Constraints Faced by Women Trainees to Start and Sustain their Entrepreneur

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ABSTRACT

The present study was carried out on the KVK trained 60 women between the age group of 15- 65 years. The study was carried on with an objective to know the views, needs and problems of women trained for food processing and preservation to run their entrepreneur at micro, small or medium scale. The success of women in starting and sustaining their entrepreneur depends greatly on the quality of training as well as overall environment, essential for the success and sustenance of the enterprise. The environment refers to domestic conditions, family cooperation, financial access, social acceptance etc. Without the ambient working environment, training solely cannot yield expected outcome. KVK trainings have a positive impact on mindset of women to start an entrepreneur. Their hidden desires and passion got a platform after taking trainings. Realization of their ambitions, passion and capabilities were their main motivating factor to start an entrepreneur. Regardless of demographic variables like age, educational qualification, marital status, family monthly income, all the respondents faced technical, business and socio-economic and cultural problems in starting and sustaining entrepreneur.

Key words : Preservation; Entrepreneur; Ambitions; Passion; Capabilities;

The women in the world and India have accomplished highest echelons in every walk of life. Women are the powerful force. They have attained important positions from being scientist to be a part of belt forces. Today she conquers space and reach moon, make *Chanderyaan*, while taking care of her core duties and producing kids. Phenomenal changes have been taking places in the social status and professional growth of women in India. But their journey mostly remains challenging and involves great effort to achieve her goals. Today also, the mindset of women and their families are one of the main causes to not be courageous enough to break barriers and come forward. India is country with its majority population residing in rural area. The fast pace shift to globalization, urbanization and climate change, all suggest to bring a stability in Indian economy through rural development. This is an established fact that involving women in economic development may yield extraordinary results. Accomplishing the entrepreneurship development

among rural women is an important milestone for economic growth of the country. By empowering human resource especially women of a country with skill and training to utilize available natural resources, social and economic returns may be maximized. There is an essential requirement for the women to be involved in economic development of the country. It is said that, “a woman educated is a family educated”. Women are God gifted with multitasking ability. She has been considered as symbol of strength and vigor. The investment in women human resource in terms of qualitative or quantitative capacity building to achieve economic growth of a Nation is one of the best steps. *Radhika and Siddappa, 2014* supported that women were confined to the four walls in traditional Indian societies, but in modern society, they participate in all types of activities including entrepreneurship. Education, knowledge and training to women with ambient working environment may result in inexhaustible, long term, permanent and ever growing results. Training not only

may motivate women to start enterprise but it also ensures employment opportunities. A trained woman entrepreneur inspires and plays a role model for thousands of other women to step forward.

The rural women need to be empowered to supplement family income and deal with ever growing complex economic structures and globalization. Lack of proper training and education are the main obstacles in the establishments and sustenance of women entrepreneurs. The Krishi Vigyan Kendras (KVK) system established in all over India by ICAR, New Delhi under various Agricultural Universities or NGO's has an important mandate to support women's empowerment through entrepreneurship development. To empower and generate entrepreneurs among rural areas, KVK imparts free of cost trainings to women, school drop outs, farmers and anyone. These trainings focus on "learning by doing" concept. Each vocational training duration is of minimum five days. The main aim of the training remains to enhance the overall abilities of trainee to start an enterprise and succeed in it. The success of women in starting and sustaining their entrepreneur depends greatly on the quality of training as well as overall environment, essential for the success and sustenance of the enterprise. The environment refers to domestic conditions, family cooperation, financial access, social acceptance etc. Without the ambient working environment, training solely cannot yield expected outcome. The needs of women entrepreneurs may be different from those of men counterparts. The components like education, training, marketing skills, decision making ability, family support are the crucial for the creation and development of woman entrepreneurs. Support and encouragement of women entrepreneurs to sell their products at right platform increase their scale of business. The present study was undertaken with the following objectives:

- i. To investigate effect of KVK trainings on the mindset of women to start their entrepreneur
- ii. To study the other factors that motivate the women to become entrepreneur
- iii. To identify the problems faced by women trainees to start and sustain entrepreneur

METHODOLOGY

The present study was conducted in District Jalandhar on 60 women aged between 20-60 yrs who

attended at least three vocational courses at KVK. Each training was a combination of lectures on moral values, personality development, self defence, dramatization of day to day situation in a woman entrepreneur life like buyer and seller, family and women etc. Every recipe given was narrated and nutritional benefit of each ingredient used was explained again and again. Respondents were asked to prepare at home, the each recipe taught during class and bring a sample for testing next day. The respondents were selected randomly among trained women and a qualitative survey was conducted on parameters like motivations, constraints and success/failure of such entrepreneurs. In depth interviews and qualitative method of ethnography was used to gather data. A systematic study with detailed interviews, observation and interaction in real life environment was used. A rich understanding of how women and their families think, behave, and interact regarding entrepreneurship was obtained. The data collected was analyzed statistically. Tools like simple percentage analysis, ANOVA, factor analysis were used.

RESULTS AND DISCUSSION

Table 1 depicts the impact of KVK trainings on the mindset of women to start their entrepreneur. In the present study it was observed that although quality trainings are meticulously planned and imparted to women with an introduction to banking, few came forward with courage to start an entrepreneur.

Table 1. Effect of KVK trainings on the mindset of women to start their Entrepreneur

Mindset Attributes	Gained	Not gained	Some change
Feeling of empowerment	47 (78.3)	02 (3.3)	11(18.3)
Increase in confidence	36(60.0)	03 (5.0)	21 (35.0)
Desire to start entrepreneur	36(60.0)	06(10)	18(30.0)
Hidden ambition	47 (78.3)	00(0)	13(21.6)
Interesting in learning	52 (86.6)	00(0)	08(13.3)
Increase in ability for family	32(53.3)	12 (20.0)	16(26.6)
Confidence to SE problems	36(60.0)	9 (15.0)	15(25.0)

Figures are in parenthesis are numbers

A majority of the women i.e 78.3 per cent felt empowered by learning skill of food preservation and processing under professional guidance and learning by doing during vocational training, followed by 18.3 per cent with a realization of some change in their mindset and ability. The training needs of the trainees should be

analyzed critically to make the training programs effective (*Kataike et al., 2018, Sahoo & Mishra, 2019*). Only 3 per cent respondents did not feel empowered. The feeling of empowerment by majority of respondents may be due to the quality of training imparted in a formal environment, along with nutritional knowledge of each ingredient followed by a viva voce on last day. The main cause for 3.3 per cent respondents with same mindset may be attributed to their age and lack of interest. 60 per cent women felt more confident after trainings in overall sphere of life followed by 30 per cent with some change. The respondents explained that after taking various trainings they felt more confident and easy to talk to shopkeepers, bargain, go to whole sale market to buy raw material, talk to family for their plans and goals etc. *Bharti, 2014, Khan & Ali, 2014* reported that the needs of the trainees should be analyzed critically to make the training programs effective. Inadequate financial support to the trainees and lack of proper assessment of training needs may be the reason for failures.

Majority of women i.e. 60 per cent were keen to start their entrepreneur at earliest possible and 30 per cent wanted to but were not sure due to deep rooted socio-economic factors. The ten per cent respondents did not want to start their entrepreneur. The main cause behind this was, they were brought with a dream to somehow go aboard and start their life after marriage as per in laws norms. 78.3 per cent respondents explained how training has given a platform their hidden ambitions which they could never talk to family or themselves whereas 221.6 per cent women narrated that they joined trainings without an ambition but for accompanying friends. But now they want to do something and may require more trainings and time. 86.6 per cent respondents agreed to that learning by doing results in maximum gain in knowledge and is interesting. Training plays an essential role in increasing production, income and technology adoption rate (*Nakano et al., 2018*). They feel involved and get to experiment in front of expert. 53.3 per cent respondents realized that their convincing ability is increased after trainings and now they are able to talk confidently and try to convince their families about their desires, goals and professional dreams. Earlier due to no skill knowledge they were unable to think, decide or convince their families. They explained, during these trainings as

they were asked to make products at home and show next day, their families also got firsthand experience in seeing them learning and performing which itself was a convincing step for their budding dreams. 26.6 per cent felt some change in convincing ability followed by 20 per cent with no change felt. This may be due to domestic conditions, strong headed orthodox family members and respondent previous experience with them and own personality. *Shah (2013)* reported that lack of self-esteem and self-confidence, lack of vision etc. are also barriers in women's entrepreneurship. 60 per cent of the respondents felt they are confident to combat socio-economic problems like commuting for taking trainings, attending events like *Kisan Melas*, starting entrepreneur etc. They narrated now they are confident to make personal choices, stand up for their convictions and have the courage to make new beginnings. Whereas 25 per cent felt some change followed by 15 per cent respondents with no gain in confidence to combat socio-economic problems. All the respondents also talked about gender inequality as main reason for feeling empowered by learning a skill, increase in confidence, getting platform for their hidden ambitions and not still be able to gain confidence to convince families and combat socio-economic problems. They may need more trainings and exposure visits along with counselling to their families. Human Development Report (*UNDP, 2013*) reported that India ranks 132th out of 186 countries in its gender inequality index. India is South Asia's worst performing country after Afghanistan in terms of gender inequality. Illiteracy, lack of decision making power over child bearing and early marriage are the main factors contributing towards limiting entrepreneurial opportunities initiatives by women.

Table 2 shows factors that motivate women to become an entrepreneur. 13.3 per cent women agree to the fact that they wanted to work for passion, 11.6 per cent strongly agreed whereas reflecting the deep enrooted socio-economic boundaries 48.3 per cent women neither agreed nor disagreed and 21.6 per cent disagreed about having and working for a passion. The 48.3 per cent women who neither agreed nor disagreed explained that they do not know what passion is. They are not exposed to many things other than school, village and home. They know world somewhat from television or social media. For them life's important and biggest thing is to get married. 28.3 and 20 per cent women

Table 2. Factors that motivate the women to become entrepreneur

Reason	A	SA	NA	DA	SD	NA/D
For passion	08 (13.3)	07 (11.6)	00 (00.0)	13 (21.6)	04 (6.6)	28 (48.3)
A Ambition	17 (28.3)	12 (20.0)	00 (00.0)	03 (05.0)	04 (6.6)	24 (40.0)
Desire to be financially independent	26 (43.3)	17 (28.3)	00 (00.0)	07 (11.6)	02 (3.3)	08 (13.3)
For uplifting social status	14 (23.3)	07 (11.6)	00 (00.0)	10 (16.6)	06 (10.0)	21 (35.0)
Economic compulsion	13 (21.6)	11 (18.3)	00 (00.0)	12 (20.0)	09 (15.0)	15 (25.0)
Motivation by taking a training at KVK	45 (75.0)	10 (16.6)	00 (00.0)	01 (01.6)	00 (00.0)	04 (6.6)

Table 3. Reasons to start working or entrepreneur from home

Reason	A	SA	NA	DA	SD	NA/D
As not allowed to work outside/do a job	28 (48.3)	08 (13.3)	00 (00.0)	08 (13.3)	05 (8.3)	11 (6.6)
Convenient to start from home	37 (61.6)	13 (21.6)	00 (00.0)	02 (3.3)	00 (00.0)	08 (13.3)
Use of space at home	32 (53.3)	16 (26.6)	00 (00.0)	06 (10.0)	02 (03.3)	04 (6.6)
Lack of transportation	17 (28.3)	32 (53.3)	08 (13.3)	00 (00.0)	00 (00.0)	03 (05.0)
As per family decision to work from home	33 (55.0)	16 (26.6)	00 (00.0)	02 (3.3)	01 (00.6)	08 (13.3)

Figures are parenthesis are numbers

A=Agree, SA=Strongly Agree, NA=Not Applicable, D=Disagree, SD=Strongly Disagree, NA/D =Neither Agree nor Disagree

agreed and strongly agreed to have a fragile ambition. As their entire ambition was dependent upon their family or husband's decision and consent whereas majority i.e. 40% neither agreed nor disagreed to have an ambition and 5 per cent disagreed. It is very common to see women suppressing her aspirations and identities while playing their roles in life. *Hina Shah, 2013* narrated that institutions, traditions and rituals influence and cultivate values, choices and characterize role of men and women at personal and professional level.

Further, 43.3 per cent and 28.3 per cent showed their desire to be financially independent. 11.6, 3.3 and 13.3 per cent respondents disagreed strongly disagreed and neither agreed nor disagreed to be financially independent, respectively. The ones who strongly disagreed were financially well off. Many of them were taking training for learning for themselves and occupying them somewhat productively for some time. Being financially independent and start entrepreneurship as economic compulsion was agreed and strongly agreed by 21.6 and 18.3 per cent respondents, respectively. 20 and 15 per cent respondents disagreed to have any economic compulsion whereas 25 per cent respondents neither agreed nor disagreed to have economic compulsion. Majority of the respondents i.e. 75 per cent agreed and 16.6 per cent strongly agreed to that they were motivated to start their entrepreneur or work from home after taking training from KVK. Being a woman

and thinking of starting an entrepreneur needs lot of courage and hard working ability.

Her joyful activity may turn into hard work due to various constraints faced by her. Rural women often start entrepreneur to meet economic needs of the family.

There are various drag and drive forces that influence women decisions and motivation. Aspirations like achievements, personal satisfaction, leadership, sovereignty, self-determination, refutation of gender stereotypes drag her from doing something whereas desire for better life, knowing the world with her own eyes, better financial status, awards and acknowledgments by Govt, financial assistance, profits, extra family income etc. drive her towards entrepreneurship. Illiteracy, lack of exposure, lack of knowledge, source and availability of raw material, government's ongoing schemes, benefits etc. are all limitations for women to initiate her entrepreneur. As per the *2011 population census* Literacy rate in Punjab is 75.84 per cent. Of that, male literacy is 80.44 per cent whereas female literacy is at 70.73 per cent.. Majority of the population in Rural India remains dependent on self-employment or the unorganised sector. Less than 10 per cent households are dependent on salaried jobs, of which the majority are in government jobs. Compared to 0.15 per cent in the urban, 0.09 per cent of rural households are houseless in rural areas (*Tiwari, 2015*). Table 3 shows reasons to start

entrepreneur from home. All the 60 women started using skill at home. Some made food preservation products like pickles, jams, chutneys for their use; some started making it for neighbours, friends and relatives on minimum payment. Only three respondents started making products for sale during *Kisan Melas* or district level camps. The main reason for choosing this point as market place was support by the expert, publicity, assured participation of people with high probability of sale. 48.3 per cent women agreed and 13.3 per cent strongly agreed to the fact that they started working from home as they were not allowed to work outside. 11 % neither agreed nor disagreed to this constraint. 61.6 % and 21.6 % agreed it is convenient to start from home and 13.3 per cent neither agreed nor disagreed. *Bose, 2019* reported that due to family reasons and relaxed work environment, women prefer to work from home. This enables them to use family resources including the labour of their younger generation. Though, they remain reluctant to use family financial resources. Women prefer entrepreneurship over employee ship could be due to the reasons like work place issues, restrictions by family members and compulsion arising from socio-economic situation.

The reason to use space and facilities at home was agreed by 53.3 per cent and 26.6 per cent further strongly agreed to it. They explained they could use gas, utensils, kitchen area after daily chores for making products. A very small per cent age i.e 6.6 per cent neither agreed nor disagreed to this and 10.0 and 3.3 per cent disagreed to it. As they were making products for home use only. They did not want to start selling at commercial scale. 28.3 and 53.3 % respondents also agreed and strongly agreed to the fact that due to lack of transport facility either personal or public, home was more convenient to run the show. Only 13.3 per cent had their own vehicle and for them travelling was not an issue if they have money for refilling fuel whereas 5.0 per cent respondents neither agreed nor disagreed for lack of transportation. 55.0 and 26.6 per cent respondents agreed or strongly agreed to the fact that their family has decided for them to work from home. Husband consent and support is essential condition for women's entrepreneurship. Family did not want them to re-organise their and family routines by going out. They also made it clear that other members to contribute in labour, transportation or financial assistance may not

be available all the time. Such things acted as pulls while deciding for level of initiative. So majority of the respondents found that working from home and sale point among neighbouring people or relatives is going to be a low risk, zero investment entrepreneurs. Being alone and with no support they agreed to earn less but do not risk. Only 13.3 per cent respondents neither agreed nor disagreed to this, probably due to indecisiveness. According to the *MSME Annual Report 2011-12*, while the last two decades national development plans have made attempts to design programmes to promote women entrepreneurs, only 13.72 per cent of registered MSME sector enterprises are women-led (or 215,000 enterprises across the country). Though the government efforts to promote women entrepreneurs through different government and non government organizations is at fast pace still most of the women is not aware about the role and services available for them.

The Table 4 shows the constraints faced by women respondents. Majority of the respondents faced constraints while starting an entrepreneur. i.e. 100 per cent respondents reported that they feel the constraint of lack of knowledge about branding, labelling and such resources and lack of knowledge about FASS certification and process. 96.6 % respondents agreed that they face constraint of lack of marketing skill, 95% respondents reported lack of training/skill and difficulty in arrangement of raw material. They agreed to the fact that they joined these trainings also with great difficulty to convince their families and organise transportation. They also informed in the villages various organizations and departments run 3-6 months trainings in a room anywhere, the families insist on them to join those locally available trainings at their door steps. *Iqbal et al. (2012)* reported that the appropriate training topics and focus on the training needs before launching training program may lessen the failure risks. 90 per cent respondents reported lack of access to technology, 81.6 per cent faced problem of lack of packaging skill. Firstly they were unknown to the fact that material prepared can be packed at home with basic knowledge and small equipment. Thereafter, their families were not gladly ready for such small investment to buy small machines at initial stages like a hand operated packaging machine or bottling machine along with jars/packaging material etc. and need of family counselling and difficulty in

access to banks/cooperative societies. 88.3 per cent faced constraint of lack of finance, lack of exposure to markets and lack of education. 87 per cent respondents faced the constraint of work life balance.

Table 4. Constraints faced to start and sustain entrepreneur by women

Constraints	Agree	Disagree
<i>Technical problems</i>		
Lack of training/skill	57 (95.0)	03 (05.0)
Lack of marketing skill	58 (96.6)	02 (03.4)
Lack of packaging skill	49 (81.6)	11 (18.4)
Work life balance	52 (87.0)	08 (13.0)
Lack of access to technology	54 (90.0)	6 (10.0)
Lack of knowledge about branding etc.	60 (100.0)	00 (00.0)
Lack of knowledge about FASS	60 (100.0)	00 (00.0)
<i>Business problems</i>		
Lack of finance	53 (88.3)	07 (11.7)
Difficulty in access to banks	54 (90.0)	06 (10.0)
Difficulty in arrangement of raw material	57 (95.0)	03 (5.0)
Lack of exposure to markets	53 (88.3)	07 (11.7)
Lack of decision making power	50 (83.3)	10 (16.7)
<i>Socio-economic and cultural problems</i>		
Lack of education	50 (83.3)	10 (16.6)
Lack of motivation	52 (86.6)	08 (13.4)
Gender discrimination	41 (68.3)	19 (31.7)
Need of family counselling	54 (90.0)	06 (10.0)
Lack of exposure	51 (85.0)	09 (15.0)
Socio-economic and personal problems	43 (71.6)	17 (28.3)

Figures in parenthesis are numbers

They reported that they may come out of house sometimes as it needs special arrangements. Their families and routines get disturbed and unacceptable to family members if they go out for training or entrepreneur quite often. *Anjana Bose, 2019* reported that women either does not join workforce due to various socio-economic, family and financial constraints or quit at early stage Further, *Hina Shah, 2013* reported that one of the major challenge faced by the women is unawareness about the financial assistance by the various institutes in terms of incentives, loans and schemes. Families as well as banking sector decide for financial assistance remains gender biased. 88.3 per cent respondents agreed to the lack of finance as a major constraint. A majority of women i.e. 90 per cent agreed to fact that they face difficulty in access to banks/cooperative societies. 95 per cent women agreed they face difficulty in arrangement of raw material, 88.3 per

cent respondents agreed lack of exposure to markets is also a constraint to start and sustain an entrepreneur. 83.3% respondents agreed that they face lack of decision making power.

The 83.3 per cent respondents agreed they feel lack of education and 86.6 per cent respondents faced constraints like lack of motivation. 68.3 per cent respondents agreed that they faced problems due to gender discrimination. 90 per cent respondents agreed that their families need counselling followed by 85 per cent agreed to have lack of exposure as a constraint. Here, lack of exposure meant to be the exposure to institutes, successful women entrepreneurs, micro enterprises, government facilities, banks, professional events like *Kisan Melas*, Camps etc. , 71.6 per cent agreed that they faced constraint of socio-economic and personal problems whereas 28.3 per cent respondents did not agree to this. The domesticated role of women is widely accepted and Indian socialization pattern allows scarce motivation to women for any achievement. The socio-economic and cultural trend in India is gender biased (*Hina Shah, 2013*). Among demographic factors, age is closely related to task contribution and satisfaction level (*Kollmann et. al.2020*). Performance decreases with the increase in the age (*Stripe et. al .2018*). According to some researchers, schooling is highly correlated with the performance of an employee and the increase in the level of educational status of the employee can play a vital role in enhancing his/her performance (*NG & Feldman, 2009; Sluis, Praag & Vijverberg 2008*). As reported by *Kollmann et.al. 2020* the performance of a trainee is influenced by the socioeconomic factors i.e. age, educational status, type of training received and mobility. Education of a person is positively related with one's knowledge, skill and analytical power (*Hilton et. al, 2016, Mahmud et. al., 2014*).

Table 5 shows the level of difference in the mean values of constraints faced by the respondents in starting/sustaining their entrepreneur among the various demographic variables by applying ANOVA and t-test. The demographic variables under study were age, educational qualification, marital status, family monthly income. This test gave us level of significant difference between the demographic variables taken for the study and the constraints faced by the respondents in starting/sustaining their entrepreneur at 5per cent level of significance. As shown above irrespective of age, marital

Table 5. Relation between variables and constraints faced by the respondents in starting/sustaining their entrepreneur

Variables	Technical problems		Business problems		SE & Cultural problems	
	F value	LS	F value	LS	F value	LS
Age	.956	.894 ^{NS}	1.361	.139 ^{NS}	.866	.398 ^{NS}
Marital status	.735	.614 ^{NS}	.944	.298 ^{NS}	1.105	.290 ^{NS}
Educational qualification	.724	.835 ^{NS}	2.781	.019 ^{NS}	1.984	.093 ^{NS}
Family monthly income	1.127	.633 ^{NS}	2.134	.078 ^{NS}	2.965	.022 ^{NS}
Number of family members	.913	1.002 ^{NS}	.732	.453 ^{NS}	.670	.349 ^{NS}
Single/ Joint family	.821	.481 ^{NS}	.953	.532 ^{NS}	.543	.788 ^{NS}

NS – Non- Significant at 5%; LS=Level of significance

status, educational qualification, monthly income of family, number of family members, type of family, the technical, business and socio –economic and cultural problems are faced by all the women entrepreneurs. Though the values were non- significant, variation was observed with respect to education qualification, marital status and family income and all the constraints.

CONCLUSION

This study shows that an approach to support women to be financially independent by quality and meticulously planned trainings, crafting entrepreneurial opportunities that cater to the needs of today's market is required. KVK trainings have a positive impact on mindset of women to start an entrepreneur. Their hidden desires and passion got a platform after taking trainings. Realization of their ambitions, passion and capabilities were their main motivating factor to start an entrepreneur. Most of the women regardless of age, education and class preferred to start working from home because of family decision and consent, convenience and comfort. The women entrepreneurs are compelled to choose small scale home based entrepreneur because of their multiple and demanding

roles. Constraints like lack of education, transportation, financial assistance, family cooperation, decision making power were the main barriers to start and sustain any entrepreneur by female trainees. The women entrepreneurs are forced to work as individual unit. They thrive for family, social and financial support and recognition for their budding dreams. The post training support, motivation and family counselling may make tremendous difference towards the role of women in economic development of our Nation. There is a need for planning and executing relevant, need based, economically viable and with the extensive post training support accompanied by investment promotion. The aim of each training should be to establish grounds for women's economic empowerment and entrepreneurship. Create a platform for informal house hold professional initiatives to transform them into formal enterprises and innovate. Attention is required to deliberate gender equality. Vocational trainings should be of longer duration and integrated with aligned departments i.e. economics, finance, micro and small enterprise development programmes etc. An intensive approach to identify, counsel individually and to family regarding social inhibitions, business, marketing, finance availability and Government Scheme.

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