

WOMEN ENTREPRENEURSHIP TRAINING : A NEED OF AN HOUR**Dimple Kshatriya¹ & Asha Patil²****ABSTRACT**

Entrepreneurship has become popular and respectable area today. Entrepreneurship is the key to rapid growth of a country. Entrepreneurship is an activity that aims at starting establishing and increasing the size of an enterprise that produces and sells goods or services in market. Doing new things and doing things that are already done in a new way is therefore a simple definition of entrepreneurship. Thus Entrepreneurship concept does not have any gender bias. The main objective of the study was to develop women entrepreneur from Baroda city. The project focused on three aspects i.e training, availing financial loans and starting their own enterprise in different business as per their skill and resources available with them. . We know about women's socialization pattern, behavior, how their role and responsibility do not allow them to think and behave in an entrepreneurial way. Assessing and developing behavior and attitudes of women for becoming successful is the most important component of the project.. Thus project worker thought of helping women to become entrepreneur by motivating and providing training on entrepreneurship. The Entrepreneurship trainees are exposed to inspirational lectures highlighting the benefits of entrepreneurship to consolidate their motivational levels. This followed by lecture of faculty members and expert drawn from various organizations, financial institutions and by successful entrepreneurs dwelling on topics such as entrepreneurial competencies, preparation of a project report, personnel management, sources of financial assistance, market survey, taxation, publicity and advertisement, account keeping, general management, marketing strategy etc. apart from all above inputs, field visits are arranged for practical exposure. Twenty-three women had attended entrepreneurship training and fifteen women started their own business.. Thus this action project helped women to become economically Independent by starting their own small scale business.

Key word : Women, Entrepreneurship, and training

INTRODUCTION :

Entrepreneurship has become popular and respectable area today. Entrepreneurship is the key to rapid growth of a country. A country with able entrepreneur will always go faster on the path of Industrialization as compared to a country, which has no able entrepreneurs. Entrepreneurship is an activity that aims at starting establishing and increasing the size of an enterprise that produces and sells goods or services in market. Doing new things and doing things that are already done in a new way is therefore a simple definition of entrepreneurship.

Women entrepreneurship is a new phenomenon, which is recently being recognized as a full-fledged profession among women. Women are increasingly seeking entrepreneurship as an avenue for economic growth of their families as well as of nation. Some researches have been done on entrepreneurship but very little has been done on women entrepreneurs. Data are available on entrepreneurial characteristics and motivation of men but very negligible data are available regarding women entrepreneurs.

We know about women's socialization pattern, behavior, how their role and responsibility do not allow them to think and behave in an entrepreneurial way. This is because women have primary responsibility for child care and household work. Hence they are not encourage to set their personal goals they make decisions only after seeking the approval of their families and do not show much imitative for personal career development. This has resulted in women acquiring attitudes and behavior not conducive for entrepreneurship. Assessing and developing behavior and attitudes of women for becoming successful is the most important component of women entrepreneurship development. Thus project worker thought of helping women to become entrepreneur by motivating and providing training on entrepreneurship. This training would help women to get them equipped with latest information for

becoming entrepreneur and also help in availing loans from the banks through District Industry Center. The project worker is more concerned with development of women and specially women's economic independence. This training will help them to develop the entrepreneurial competencies among them. Due to all these reasons provoked the thought of undertaking this action project.

METHODOLOGY :

Entrepreneurship training were given to twenty three women of Baroda. Out of twenty three, fifteen were interested in availing financial loan from District industry Center Baroda. Only seven women received the financial loans form District industry Center, Baroda. A reaction scale was used to collect the feedback of women entrepreneur. The findings of their investigation are grouped into following heads.

RESULT AND DISCUSSION :

Evaluation is the process of determining the extent to which objectives have been attained. Evaluation of any programe is identifies as a well-planned process to measure the entire programe in terms of the objectives, which examines the success or failure of the programe.

Evaluation is an essential step in the extension process. It is a systematic process, which determines the value, effectiveness or significance of a programe or of a particular situation.

A reaction scale was prepared by the project worker to identify their reaction regarding the project. The experts from the department validated the reaction scale, which was later filled by the target group. The reaction scale had four sections.

- Section 1. - Background Information.
- Section 2. -Entrepreneurship training programe
- Section 3. -About their own enterprise.
- Section 4. -Opinions and suggestions.

Analysis of the result revealed the following information:

Table 1. Percentage distribution of respondent engaged in enterprises (N=23)

Sr.No	Engaged in Enterprise	Percentage
1.	Engaged	65.22
2.	Not Engaged	34.78

Table 1. show that majority of respondent (65.22%) were engaged in their own enterprises, where as (34.78%) of women were not engaged in their enterprises due to their personal problems. They have young children studying in tenth standard, which did not permit them to start their own enterprise.

Background Information :**Table 2. Percentage distribution of respondent according to the age of women (N=15)**

Sr.No.	Age Group of Women (in years)	Percentage
1.	10-20	6.67
2.	21-30	46.66
3.	31-40	40.00
4.	41-50	6.67

Table2. indicates that majority (46.66%) of respondents were in the age group of 21-30 years and only one respondent(6.67%) was below 20 years and one respondent(6.67%) was below 40 years.

Table 3. Percentage distribution of respondent according to the marital status of women (N-15)

Sr. No	Marital Status	Percentage
1.	Married	73.33
2.	Unmarried	26.67

Table 3. indicates that majority of respondents (73.33%) were married and very few(26.67%) were unmarried.

Table 4. Percentage distribution of respondent according to the type of family (N-15)

Sr.No.	Type of Family	Percentage
1.	Nuclear	66.67
2.	Joint	33.33

Table 4. indicates that majority of respondent (66.67%) were from nuclear family and few (33.33%) of them were from Joint family.

Table 5. Percentage distribution of respondent according to the number of family members (N-15)

Sr.No.	Number of Family Membes	Percentage
1.	2-4	33.33
2.	5-7	66.67
3.	8 and above	00.00

Table 5. indicates that majority of the respondents were having 5-7 member in their families, fewer of respondents (33.33%) were having 2-4 family members. None of respondent had more than eight family members.

Table 6. Percentage distribution of respondent according to their educational level (N-15)

Sr.No.	Level of Education	Percentage
1.	Higher Secondary	46.67
2.	Graduation	40.00
3.	Post Graduation	13.33

Table 6. shows that (46.67%) of the respondent had their education till higher educationlevel. However it was also fund that few(13.33%) of them had their education till post education. None of the respondents had their education till secondary, primary or illiterate.

Table 7. Percentage distribution of the respondents according to the monthly income of their family (N-15)

Sr.No.	Income	Percentage
1.	Less than Rs. 2,500	6.67
2.	Rs. 2,501- Rs.5,000	33.33
3.	Rs.5,001-Rs.10,000	46.67
4.	Rs.10,001 and above	13.33

Table7. indicates that majority of respondent (46.67%) belonged to the families having the monthly income between Rs.5001-Rs.10,000 whereas one thid (33.33%) of the respondent belonged to the families having monthly income between Rs. 2,501- Rs.5,000 less than that only few (33.33) of them had the family income between Rs.10,001 and above. The least percentage of the respondents(6.67%) had family monthly income less than Rs.2500.

Reaction of Women Entrepreneur Regarding Entrepreneurship Training Programme.

This section deals with the reaction of women entrepreneurs regarding their entrepreneurship training programme

- All the respondent opined that
 - ◆ Entrepreneurship training programme was useful to them.
 - ◆ They understand the language use by the expert in the training programme.
 - ◆ They were satisfied with training programme.
 - ◆ In future they would like to attend the related programme on entrepreneurship.
 - ◆ They would advise their friends, relatives who want to become entrepreneurs to join entrepreneurship-training programme.
- They were satisfied with their enterprise.
- They would able to expand their enterprises in future.
- Their family members were satisfied with enterprise.

Table 8. Percentage distribution of respondent according to type of enterprise (N-15)

Sr. No.	Type of Enterprise	Percentage
1.	Manufacturing	46.67
2.	Service	40.00
3.	Trading	13.33

Table 8 indicates that majority of respondent (46.67%) were manufacturing the different products such as saree and blouse cover,pouch and jewellery. Little less than that (40%) were providing services to their customers such as fall beading, video shooting and computer job work and least percentage of respondents (13.33) were involved in trading of product such as bed sheets,pillow covers and coconut oil.

Table 9. The number of respondents received loans from bank through district industry centre (N-15)

Sr.No.	Loan	Percentage
1.	Received	53.33
2.	Not Received	46.67

Table 9 indicated that little more than fifty percent-age(53.33%) of respondent had received the financial loans where as little less than fifty percentage of respondent (46.67) did not received the financial loans as yearly quota was over. They were likely to receive loans in the quota of May 2000-01.

Table 10. The utility of the entrepreneurship training programme to respondents (N-15)

Sr.No.	Reasons	Percentage
1.	Orientation to the problems that may arise in running enterprise	93.33
2.	Individual Guidance was given	86.66
3.	Information regarding availing loans	86.66
4.	Individual project proposal was developed with special guidance	80.00
5.	Recent information on entrepreneurship was provided	80.00

Table 10 indicated that majority of respondent (93.33%) reported that the training was useful to them as it oriented them to problem that may arise in running their enterprises followed by (86.66%) the respondents opining that they obtained individual guidance and information regarding availing loans. Little less than these(80%) of respondent opined that they were given individual guidance in developing the project proposal for their enterprise as well as received recent information related to entrepreneurship.

Table 11. Exent of interest expressed by respondent for the information on the following subject offered in the training programme (N-15)

Sr. No.	Subjects	Great Extent	Some Extent	Not at all
1.	Marketing Management	93.33	6.67	0.00
2.	Publicity and Advertisement	93.33	6.67	0.00
3.	Account Keeping	86.67	13.33	0.00
4.	Entrepreneurial ompetencies.	86.67	13.33	0.00
5.	Communication	80.00	13.33	6.67
6.	Loan Schemes	80.00	13.33	6.67
7.	General Management	73.33	26.67	0.00
8.	Computer Information	73.33	26.67	0.00
9.	Market Survey	66.67	33.33	0.00
10.	Project proposal	60.00	40.00	0.00
11.	Taxation	60.00	33.33	6.67

Table 11 indicates that majority of respondents 93.33% opined that they were interested to attend the subject like marketing management, publicity and Advertisement followed by that 86.67% of the respondents opining that they were interested in subjects like Account keeping and entrepreneurial competencies. The respondent (80%) were interested in communication and loan schemes, less than that 73.33% of women were interesred in General management and computer. About two third 66.67% respondent were interested in market survey. Only 60% of them were interested in project proposals and taxation.

Table 12 Indicates that majority of respondent (93.33%) found ease in understanding marketing management and computer information. Little less than (86.66%) opined that loan schemes and market survey were easy to understand. Eighty percent of the respondent expressed that entrepreneurial Competencies, communication and publicity and Advertisement found easy in understanding. Comparatively lesser percentage of respondents (73.33%) opined that account keeping in-

formation was easy in understanding. Where as two third(66.67) of the respondent opined that information in three subjects- Project proposals, general management and taxation was easy to understand.

Table 12. Extent of case in understanding the information in the subject offered under training programme (N-15)

Sr.No.	Subjects	Great Extent	Some Extent	Not at all
1.	Marketing Management	93.33	6.67	0.00
2.	Computer Information	93.33	6.67	0.00
3.	Loan Schemes	86.66	13.33	0.00
4.	Market Survey	86.66	13.33	0.00
5.	Entrepreneurial Competencies	80.00	20.00	0.00
6.	Communication	80.00	20.00	0.00
7.	Publicity and Advertisement	80.00	20.00	0.00
8.	Account Keeping	73.37	26.67	0.00
9.	Project proposal	66.67	33.33	0.00
10.	General Management	66.67	33.33	0.00
11.	Taxation	66.67	26.67	6.67

REACTION OF WOMEN ENTREPRENEURS REGARDING THEIR OWN ENTERPRISES.

This section deals with the reaction of women entrepreneurs regarding their own enterprises. All respondent reported that they were satisfied and getting profits from their enterprises.

Table 13. Percentage distribution of the respondent according to their monthly income N-15

Sr. No.	Monthly Profit	Percentage (%)
1.	Less than Rs. 500	26.67
2.	Rs.501-Rs.1,000	40.00
3.	Rs.1001-Rs.1,500	0.00
4.	Rs. 1,501- Rs.2,000	6.67
4.	Rs. 2,001- Rs.2,500	6.67
5.	Rs.2,501- Rs.3000	6.67
6.	Rs.3,001- Rs.3500	0.00
7.	Rs.3501- Rs.4,000	6.67
8.	Rs.4,001- Rs.4,500	0.00
9.	Rs.4,501- Rs.5,000	6.67

Table 13 indicates that majority of respondents (40%) reported that they had monthly income ranging from Rs.500-Rs.1000. lesser than (26.67%) respondents received monthly income which was less than Rs.500. only (6.67%) of respondents fall in the categories of monthly income ranges from Rs. 1,501- Rs.2001- Rs.2,500, Rs.2,501- Rs.3000, Rs.3,501- Rs.4,000 each respectively.

Table 14 indicates that majority of respondents(80%) had a personal problem such as lack of leisure time to run enterprises. This was followed by one third respondents(33.33%) having two problems-related to health and excessive burden of work and responsibility. Little less than them(26.76%) had a problem of uncertainty in work and difficulties in managing activities. Twenty percent of the respondent had problem regarding planning. The least percentage of respondent (13.33) expressed lack of support of the family members to their enterprises.

Table15 indicates that the majority of the respondent (60%) expressed of having financial problem such as limited working capital, followed by little over half of the respondent(53.33%) mentioning a problem of buying material in bulk. The respondents who faced problem of non-availability of loans were

(46.67%). Little less than that (26.66%) Of respondents had a marketing problems. Twenty percentage of the respondent showed problems in bringing raw material in advance and in collecting the money from the creditors. The least percentage of respondents (13.33) had faced a problem due to delay in obtaining loan.

Table14. The personal problems faced by the respondents in running their enterprises (N-15)

Sr.No.	Personal Problems	Percentage
1.	Lack of leisure time	80.00
2.	Health related problem	33.33
3.	Excessive burden of work and responsibility	33.33
4.	Lack of certainty in work	26.67
5.	Difficulty in managing activities.	26.67
6.	Lack of systematic planning	20.00
7.	Lack of support from the family members.	13.33

Table 15. The financial problems faced by the respondents in running their enterprises (N-15)

S.No.	Financial problem	Percentage
1.	Limited working capital	60.00
2.	Financial problem in buying the material in bulk	53.33
3.	Non-availability of loan	46.67
4.	Lack of marketing	26.67
5.	Difficulties in buying raw material in advance	20.00
6.	Difficulties in collecting money who had collected product on credit	20.00
7.	Delay on obtaining loans	13.33

Table 16. The general problems faced by the respondents in running their enterprises (N-15)

Sr.No.	General Problems	Percentage
1.	Lack of time due to household work	60.00
2.	Dual responsibility	46.67
3.	Lack of recognition	33.33
4.	Lack of motivation	6.66
5.	Lack of self confidence	0.00
6.	Lack of appreciation	0.00
7.	Lack of decision making ability	0.00

Table 16. indicates that the majority of the respondents(60%) had a problem of lack of leisure time. Earlier finding in table also support the same problem. Lesser than that of these respondents (46.67%) had a dual responsibility of home and enterprises. Little less than that of respondents (33.33%) had a problem of lack of recognition. The least percentage of the respondents (6.67) had a lack of motivation. None of the respondents had a problem of having self-confidence, appreciation and in ability to make decision.

Opinions, suggestions and problems were collected regarding entrepreneurship training problems.

Opinions :

- Information regarding entrepreneurship was useful to them.
- They would like to attend related programme on entrepreneurship.
- Few found difficulties in obtaining loans.
- They liked the entrepreneurship training programme.
- It increased the self confidence among the respondents.

Suggestions :

- Programme related to entrepreneurship should be organized frequently for the same group.
- The similar programme can be organized for other women who could not take the benefit from this training programme.

Problems :

Various problems were faced during the planning, execution and evaluation stages of the action project. They were as follows :

- It took lot of time to locate who were interested in starting their enterprise from Baroda city.
- Though women were keen and interested in starting their enterprises due to family problems they were not in position to start their enterprises.
- Based on previous experience banks were not ready to provide the loans to these women entrepreneurs. The project worker had to spend time in persuading the bank people to offer loans to these women entrepreneurs under this project. That has taken longer time, which demotivated women.

CONCLUSION :

The following conclusion can be made after the completion of the project :

- The project helped women to start their own enterprises.
- The project helped women to deal with their enterprise effectively.
- Out of twenty-three women, fifteen women (little over half) started their own enterprises. Out of these women eight women received financial loans from bank through District Industry center, Baroda.
- The project was helped them to generate income from their own enterprise and thus making them self-confident and self-sufficient.

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