

Entrepreneurship Developmental Training Programmes : A Case Study of Selected SHG's in Sandur, Ballari, Karnataka

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Abstract

Empowering women particularly rural women is a huge challenge. Entrepreneurship Developmental Activities in rural areas are capable to meet the challenges of Women Empowerment and Women Development. Entrepreneurship activities are playing key role in generating employment, economic independence, strengthening personal and social capabilities of rural women. Economic empowerment results in women's ability to influence or make decisions, increased self confidence, better status and role in household etc. Micro finance is necessary to overcome exploitation, create confidence for economic self reliance of the rural poor, particularly among rural women who are mostly invisible in the social structure. The present paper is an outcome of a Case Study carried out in Sandur, Ballari Karnataka.

Keywords

Entrepreneurship, Women Empowerment, SHG,

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Introduction

Economic empowerment of women by micro entrepreneurship led to the empowerment of women in many things such as socioeconomic opportunity, property rights, political representation, social equality, personal right, family development, market development, community development and at last the nation development. Women comprise half of human resources they have been identified as key agents of sustainable development and women's equality is as central to a more holistic approach towards establishing new patterns and process of development that is sustainable. (Bokil, Milind 2003).

The contribution of women and their role in the family as well as in the economic development and social transformation are pivotal. Women constitute 90 percent of total marginal workers of the country. Rural women who are engaged in agriculture form 78 per cent of all women in regular work. The experience of NABARD micro enterprises activities action reveals that, the operational aspects, such as the extent of enabling that goes into the community self help processes and sharpening the mindset of women. (NABARD 2000).

The role of Entrepreneurship is to improve the socioeconomic condition of women and improve the status of women in households and communities. The micro entrepreneurs are strengthening the women empowerment and attaining decrease in gender inequalities. The micro credit mechanism of Self Help Group's makes the members to involve in other community development activities, Micro credit is promoting the small scale business and enterprises. Its major aim is to alleviate poverty by income generating activities among women and poor. Therefore, they could achieve self-sufficiency.

Empowerment implies expansion of assets and capabilities of people to influence control and hold an accountable institution that affects their lives (World Bank Resource Book). Empowerment is the process of enabling or authorizing an individual to think, behave, take action and control work in an autonomous way. It is the state of feelings of self-empowered to take control of one's own destiny. It includes both controls over resources (Physical, Human, Intellectual and Financial) and over ideology (Belief, values and attitudes) (Batliwala, 1994).

Though women entrepreneurship is a recent phenomenon in India which came into prominence in late 1970's now we can notice that more and more women are venturing as entrepreneurs in all kinds of business and economic activities and service sector. Though at the initial stage women entrepreneurship developed only in urban areas, lately it has extended its wings to rural areas.

Women entrepreneurship

Women entrepreneurship is the process where women organize all the factors of production, undertake risks, and provides employment to others. The definition of women entrepreneurship has never been differentiated on the basis of sex and hence could be extended to women entrepreneurs without any restrictions.

Women Entrepreneurship in India

Women Entrepreneurship in India represents a group of women who have broken away from the beaten track and are exploring new vistas of economic participation. Women in India entered business due to pull and push factors. Their task has been full of challenges, In spite of the family opposition, many women have proved themselves independent and become successful entrepreneurs. The emergence of women entrepreneurs and women-owned firms and their significant contributions to the economy are visible in India and these businesses are ready for continued growth in the future. In India women constitute half of the total population (495.74 million).

Entrepreneurship Development

Entrepreneurship development means all those activities that aim at stimulating the individuals for becoming entrepreneurs.

Entrepreneurship Developmental Activities in SHG's of Sandur

To create a more sustainable income soures many Non-Governmental Organizations have formed many Self help groups and these SHG's supported different micro entrepreneurship activities for women empowerment. These micro entrepreneurship activities are supported by Many CSR initiatives and NGO's of Sandur, the entrepreneurship activities intense to build confidence and mutual support for women striving to social change, a forum in which women can critically analyze their situations and devise collective strategies to overcome from their difficulties, a framework for awareness training, confidence building, local level institutions and participatory process and support for community based development efforts are planned and implemented In this context.

Areas of Micro- Entrepreneurship Development

Areas of Micro- Entrepreneurship also differs from place to place and Depends upon number of factors ranging from landholdings, subsidiary occupations, agro climatic conditions and social-personal characteristics of the rural women and her family members. The Entrepreneurships are classified under three major heads:
1. Micro Entrepreneurship development related to agriculture and allied agricultural activities like cultivating to organic vegetables, flowers, oil seeds and seed production

are some of the areas besides taking up mushroom growing and bee – keeping.

2. Micro- Entrepreneurship development related to livestock management activities like dairy farming, poultry farm, livestock feed production and production of vermin composting using the animal waste can be an important area in which women can utilize both her technical skills and raw materials from the farm and livestock to earn substantial income and small scale agro-processing units.

3. Micro – Entrepreneurship development related to household based operations like knitting, stitching, weaving, embroidery, bakery and flour milling, petty shops, food preparation and preservation.

Objectives of the Study

The study has following objectives:

1. To Understand the Women Entrepreneurship Developmental Training activities of Selected SHG's in Sandur.
2. To Study the impact of Women Entrepreneurship Developmental Training activities.
3. To know the status of income of women's.

Methodology of the study

The study is descriptive in nature. The researcher has approached SHG members of Sandur SHG unit. Self reposting questionnaire (SRQ) was used as a research tool for primary data Collection. It is also conducted field visit to places where the entrepreneurship activities are going on, for understanding of the subject. The secondary sources of data was collected from the documents available at the office, the SHG group in charge office, websites, journals of various rural development organizations, NABARD special issue on SHG's in India.

The totals of 100 SHG Member entrepreneurs were selected from 25 SHG's of Sandur. Collected data has been tabulated in excel and used SPSS for analysis purposes. The percentage and average are the main techniques used for simplifying and interpreting. The study has limited its scope to Sandur.

Findings and Discussions

Table No. 1 Age of Respondents

Age	Age of Respondents	Percent
20 to 30	58	58.0
31 to 40	23	23.0
41 to 50	12	12.0
Above 51	7	7.0
Total	100	100.0

Source: Primary Data

The above Table shows the distribution of women entrepreneurs by their age. Overall, a majority of the women entrepreneurs (58%) falls under the age group of 20 to 30. (23%) are in the age group of 31 to 40, (12%) of Women fall in the age group of 41 to 50. and (7%) women belong the age group of Above 51.

Table No. 2 Educational Status of Respondents

Educational Status	Educational Status of Respondents	Percentage
Illiterate	20	20.0
Primary	30	30.0
Secondary	35	35.0
Higher Secondary	14	14.0
Graduate	11	11.0
Post Graduate	00	00.0
Total	100	100

Sources: Primary Data

Educational qualification among women entrepreneurs is also highlights that (30%) of women's are having primary education, while (35%) women have Secondary Education, (14%) is higher secondary and another (11%) are educated at the graduate level, (20%) women are illiterate but they are able manage their Entrepreneurship.

Table No.3 Status after Entrepreneurship Training Programmes

Status after Entrepreneurship Training	Frequency	Percentage
Employed	20	20.0
Self employed	45	45.0
Own Business	30	30.0
Trainer	5	5.0
Total	100	100.0

Source: Field Survey

The above table describes that (20%) of the Women are Employed,(45%) women are Self employed, (30%) women are Established their Own Business, while only (5%) are able to train other women for Entrepreneurship Development.

Table No.4 Approx. Income Monthly (Rs.)

Approx. Income Monthly (Rs.)	Frequency	Percentage
Below 2000	12	12.0
2000 to 5000	16	16.0
5000 to 8000	44	44.0
8000 above	28	28.0
Total	100	100.0

Source: Field Survey

The income status of SHG, s Women is following (12%) of women are able to earn Rs.2000, (16%) of women's income is Rs.2000 to Rs.5000, (44%) women are earning Rs 5000 to Rs 8000, While (28%) women's income is Above Rs 8000.

Table No. 5 Impact of Entrepreneurship Training Programmes

Impact of Entrepreneurship Developmental Activities	Frequency	Percentage
Confidence Building	20	20.0
Skills Development	24	24.0
Marketing Linkage	34	34.0
Managerial efficiency for Micro enterprise	22	22.0
Total	100	100.0

Source: Field Survey

While understanding the impact of Entrepreneurship Training among SHG Women, the following factors are found, (20%) of the women are capable to build their Confidence Level, while (24%) are happy with their Skills Development, (34%) women are Developed their Marketing Linkage, (22%) are able to Managerial efficiency for Micro enterprise.

Major Findings

- Ø Out of 100, a majority of Women belongs to the age group of 20 to 30.
- Ø Majority Belonging to schedule caste and backward caste and Hindu religion.
- Ø Primary and Secondary Education is quite common
- Ø Most of the respondents are encouraged for self employment and established their own Business
- Ø The majority of the women's monthly income is between Rs. 5,000 to Rs. 8,000.
- Ø Skill Development, Marketing Linkage and Managerial efficiency for Micro enterprise are the major outcome of Entrepreneurship Developmental Activities.

Problems and Suggestions

The present study observed some of the problems in women entrepreneurship development.

1. Women have many boundaries and social taboos which keeps them away from developmental activities at Group, Community and Societal level.
2. The majority of the family members are not supportive to Undertake Entrepreneurship activities by Women.
3. Women lack self-confidence and always feel that they may not be successful.
4. Their risk-bearing capacity is always less.

6. Women entrepreneurs have lack of knowledge about the availability of raw material, financial facilities and Government help and subsidy etc.

Suggestions

1. Necessary measures for improvement in Women Rural education is needed to be implemented by government and Non-Governmental organizations.
2. Providing financial support and Develop financial networking between SHG's to Banks and Between Women entrepreneurs to Banks.
3. Development of marketing facilities and marketing Networking is essential.
4. Promoting SHG's for active participation in Entrepreneurship Developmental activities.
5. Building awareness about Entrepreneurship Developmental activities is very essential as it plays a key role in the process of Women empowerment.

Conclusion

Women in the Third World are at once the most exploited class and a source for great development potential. Self employment programs are more ideally suited for them. The exchange of information and cooperation between the women entrepreneurs of the developed and the developing countries can provide impetus to Entrepreneurship development among women. The emergence of women in the economic sense as entrepreneurs is a significant development in the emancipation of women and for securing for them a place in the society. Women entrepreneurs should make a success of their enterprise and help economic progress of developing and underdeveloped countries.

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