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Impact of skill development training among rural women for entrepreneurship development

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Abstract

The concept of women entrepreneur is becoming a global phenomena today. The rural women entrepreneur may be either an individual or a group and can be viewed from various angles such as economical, social and culture. "The international center for research on women" estimates that 36 percent of third world's small entrepreneur are women. Entrepreneurship is suitable for women and it is possible to do work, when she has free time. A self employed women is gaining better status and it enables her to take decision in her family affairs. The present study was undertaken with objective to develop an intervention package for skill development, to impart training among rural women for entrepreneurship development and to assess the effectiveness of training. A purposive random sample of 30 respondents was selected from Griva Tehsil of village Badgaon, Udaipur district of Rajasthan Skill training was imparted at their own village. Self developed skill assessment test and rating scale was used. The major findings of the investigation revealed that majority of respondents belonged to the age group of 20-30, slightly more than half of respondents income ranges between Rs. 5,000-10,000/ month and belonged to medium socio economic status. The five value added jute article selected by the respondents were belt, phone mat, book holder, photo frame and jute painting out of list of 20 jute article for training. Eight days skill development training programme was organized and demonstration method was used. The result obtained by skill assessment test revealed that all the women fall under the category of excellent skill development category the feedback of the whole training was found to be very fruitful and had applicability for entrepreneurship development. It was also found that rural women were eager to adopt the jute as an enterprise.

Keywords: Skill development, training, entrepreneurship

Introduction

Entrepreneurial development among women offers mental satisfaction and provides diversion to women from routine work. It gives psychological satisfaction or relief to the educated women, provide a sense of achievement and enhance identity in society. Entrepreneurship is an innovative and dynamic process, whereby a new enterprise is created. Entrepreneur is catalytic agent of change which generates employment opportunities for others. When an enterprise is established and controlled by women it not only boosts economic growth, but also has many desirable outcome. Rural women have innate flair for entrepreneurship. They were endured with intuition that, help them to make right choice even in a situation where experience and logic fails. They are the natural net workers. Women are also as competent as their male counterparts. Women entrepreneurs can be a vehicle of socio economic empowerment. In India, however women have made a comparatively late entry in to business scenario mainly due to orthodox and traditional socio – cultural environment and entrepreneurship is traced out as an extension of their kitchen activities mainly the 3P's viz pickles, powder, and papad. In India women enter into business for both pull and push factors implies the factors which encourage women to start an occupation with an urge to do something independently. Push factor refers to those factors which compel women to take up their own business to tide over their economic difficulties and responsibilities. Skill development for rural women is a process whereby rural women are able to organize themselves to increase their own self reliance, to assist their independent right to make choices and to control resource which will assist in challenging and eliminating their own subordinate and it is widely recognized that women work and economic capabilities can facilitate them to

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achieve their own control over resource and grow self confidence and self esteem. The rural population migration to urban area due to lack of employment opportunities. The rural women are school droppers who lack in productive skill. The poverty and unemployment problems will be solved through vocational skill training inputs and they will become a successful entrepreneur. With the help of this skill training women will be able to enter the social network system and, that will help them to gain more decision making power, have significant and positive impact on women status. Effective awareness of women can raise their lives, social standards enables them to reduce poverty and develop feeling of empowerment as economic as well as social level.

Objectives

- 1) To develop and implement skill development package for establishing micro-enterprise based on jute products
- 2) To assess the impact of training imparted in terms of development of skill and effectiveness of training.

Methodology: The present study was undertaken for skill development among rural women for entrepreneurship development. The study was conducted in the municipal limits of Udaipur district. For the research purpose a sample size of 30 rural women and 10 panel of experts were selected by random sampling method. As per the objectives, a intervention package (booklet) entitled "Value Added Jute Products" was developed by the researcher. Mobile cover, pen stand, fruit basket, wall hanging, door mat, photo frame, pot holder, tea coaster, *bandarvar*, Jute painting, flower pot, decorative curtain, key chain, napkin holder, book holder, belt, comb holder, chhika, phone mat and hand bag were made by the researcher(as shown in plate) and method was documented step by step. It was evaluated by a panel of ten experts from the field of Textiles and Apparel Designing and Home Science Extension and Communication Management. The developed booklet/ intervention package was judged as very good by panel of experts. An eight days training was organized at Bargoan village. Before the training willingness to participate in training was asked. Self developed rating scale and skill assessment test was used for data collection. Data were analysed using frequency percentage and mean percent scores

Results and Discussion

I General profile of respondents

Age: Data in the Table 1 reveals that 43 per cent of the respondents belonged to the age group of 26-30 years whereas 37 percent respondents belong to the age group of 20-25 year and 20 percent were in the age group of 31-35 years.

Education: The data pertaining to education revealed that the more than one third of the respondents (40%) were educated up to 8th class where as more the one fourth of the respondents i.e. 30 percent were educated up to 12th class. Nearly 17 percent of the respondents were educated up to primary class followed by 13 percent were graduate.

Type of Family: More than half of the respondents (53%) had joint family where as 47 percent had nuclear family.

Monthly Income: Table shows that 53.33 percent respondent had income in the range of Rs.5,000-10,000 rupees per month whereas 26.66 percent respondents' income ranges between Rs.11,000-15,000 per month while 20 percent of respondents belong to income group of Rs.16,000-20,000 Rupees per month.

Mass Media Exposure: More than half of the respondent (57%) had T.V. as a medium of entertainment where as 43 percent possessed radio.

Socio-economic Status: The socio-economic status were categorized according to the income of the respondents. Equal number of respondents (50%) belonged to medium and low socio-economic status respectively

Interest about Learning Jute Products: Table shows that all rural women respondents (100%) were highly motivated and interested to learn how to make value added Jute products. The reason reported by the women that they never heard about the value addition which was a newer term for them that's why they were more curious and zealous about learning the process of making value added jute products.

Table 1: General profile of respondents N-30

S.no.	Aspects	Categories	f	Percent (%)
1	Age	20-25	11	37
		26-30	13	43
		31-35	6	20
2	Education	1 st to 5 th	5	17
		6 th to 8 th	12	40
		9 th to 12 th	9	30
		Graduation	4	13
3	Type of Family	Joint	16	53
		Nuclear	14	47
4	Monthly Income	5,000-10,000	16	53.33
		11,000-15,000	8	26.67
		16,000-20,000	6	20
5	Mass Media Exposure	Radio	13	43
		T.V.	17	57
6	Socio-economic Status	Low	15	50
		Medium	15	50
		High	0	0
7	Interest about Learning Jute Products	Yes	30	100
		No	0	0

Details of training: Eight days training of 3 hours duration was organized to deliver the intervention package to the

respondents. This training was organized at Badgaon village of "Girva tehsil" of Udaipur district A list along with picture of

20 jute products (plate -1) was given to the respondent and their interest to learn the product was asked. As per the respondents preference, the training of most preferred 5 products was imparted to the rural women. And after complication of training two days were kept for skill assessment.

II Effectiveness of trainings to know the effectiveness of skill training imparted a three point rating scale was developed. The parameters rated were physical arrangement, technical literature provided, audio-visual aids used, method of training and trainers behavior. Each parameter were rated in terms of very good (3). good (2), and fair(1).Sum of scores obtained in each parameter is shown in table -3.

Table 2: Effectiveness of training N-30

S. no.	Aspects	Total Scores	Scores obtained	Percentage
1.	Physical arrangement	350	340	97.22
2.	Technical literature	540	511	94.62
3.	A-V Aids	360	351	97.5
4.	Method of training	180	156	91.11
5.	Trainer behavior	90	81	96.66
	Over all scores	1530	1477	96.5

Table 3: Benefit from the training and the communication level of the trainer N-30

S. No.	Aspects	Categories	F	Percent (%)
1.	Benefited from the training	Yes	30	100
		No	-	-
2	Communication level of the trainer	Understandable	30	100
		Not understandable	-	-

Table 3 depicts that all the respondents (100%) perceived training beneficial for life as they can start their own enterprise if they get opportunity. The respondents were exposed to "MAA textile" which is running at Udaipur to create a liaison between the respondent and Company, The respondent appreciated the training as a valuable tool for their future livelihood security.

Communication is a mean by which two or more people share their ideas, feeling and thoughts in a way that each gains a common understanding of the message. The communication should be clear, audible so that receiver perceives in a way in which it is disseminated. Visualization from the table reflects

Table 4: Skill developed among respondents N-30

S. No	Items	Total scores for each products	Scores obtained by all respondent	Per cent of skill developed
1	Belt	210	202	96.19
2	Phone mat	210	204	97.14
3	Photo frame	240	219	91.25
4	Book holder	360	340	94.44
5	Jute painting	210	208	99.04
	Over all skill developed	1230	1165	94.71

Table 4 shows that as per impact of training and skill developed concerned 100 per cent women came under the category of excellent. The reason was that women education level was good with high catching power; they were highly motivated and eager to learn something innovative so that they can utilize this training skill further for the betterment of their life

Data in table clearly reveals that vast majority of the respondents were highly satisfied with the physical arrangement made due to good sitting arrangement, ample day lighting, well ventilation and good display of material. Respondents were also found highly satisfied by the technical literature provided, reasons may be simple Hindi language good step by step photo graph, effective presentation and clarity in subject matter. Data related to audio visual aids displayed and used during training also very good due to its relevancy, visual quality, organization and continuity of subject matter. Similarly method used for training and trainers behaviour was also rated as very good, over all training was rated as excellent.

that all the respondents (100%) had clear understanding of the message. The reason may be use of local dialect and deliberating the content in effective way.

III Assessment of skill developed among rural women: At the end of the training programme, researcher took their skill assessment test and all the respondent made article and marks were given. One mark for each right step and zero marks for each wrong step was awarded. on the basis of marks obtained, respondents were categorized under various categories i.e. excellent Skill developed (80-100%),good skill developed (60-79.9%) fair skill developed (40-59.9%), and less skill developed (less than 40%).

Development of skill among respondents was assessed by adding the all scores of all the steps involved in making of each values added Jute products. The total steps for making five value added products were forty one. The overall total score was calculated by multiply the number of respondent (30) and number of steps involved in making value added product. Thus maximum obtainable score was 1230 and respondent scored was 1165 overall skill developed was 94.71 per cent.

Table 5: Taking Jute as a micro enterprise for self employment (N=30)

S. No.	Taking as a micro enterprise	f	Percent (%)
1.	Yes	23	76.67
2.	No	7	23.33

Table 5 shows that more than three fourth of the rural women respondents (76.67%) were eager to take making of value

added Jute product as a micro enterprise at their household level with the help of family, friends and NGOs, or with the help of government agencies, whereas only 23.33 per cent of the respondents did not want to take. The reason was that, they perceived it difficult to run an enterprise independently as well as jointly.

After this training researcher made an extra effort for respondents, by introducing them to a NGO which is dealing with this kind of activity. As result of this group got order from a readymade garment house situated at Delhi NCR for making Jute mobile cover (100 pieces). And as per the information received from NGO, women prepared the mobile cover and the same was delivered to Delhi. This is some effort made by the researcher, if the KVKs and NGOs working in the areas. Come forward and make linkage with trained women and helps in the marketing of the products than women could be empowered.

Conclusion: Thus, it is concluded that developed intervention package on value added Jute products can be used for making handicraft product for utility and decorative purpose. All the respondents perceived training as beneficial for their life as they can start their own enterprise if they get opportunity. Idea of utilizing Jute rope with combination of macramé technique, pasting and swing was appreciated by respondent. It is a way to create a new innovative jute items, which was not much utilized, it will prove a bright future in field of handicraft Jute rope with other creative technique or with other fiber like banana, coconut fiber can be used in production of different value added items for their future livelihood security. It is recommended that enterprise related specialized skills oriented trainings should be organized by DRDA, DIC, Government and Non government organizations and Cooperatives exclusively on the particular aspects so that women can become competent in the particular enterprise.

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