SOURCES OF INFORMATION USED BY THE RURAL WOMEN IN ADOPTING DIFFERENT ENTREPRENEURIAL TRADES IN JHUNJHUNU DISTRICT OF RAJASTHAN

Poonam Kalash*, Rajendra Rathore** and Manoj Kumar***

ABSTRACT

Women constitute a population of 586.0 million with 405.1 million in rural areas and 181.3 million in the urban areas in our country. The government and semi-government organizations are playing an important role in mobilizing women to become entrepreneurs. The support to women entrepreneurship will increase the level and status of women especially with reference to Indian condition. In Rajasthan, the role of rural women in development was acknowledged by the Government and their more participation was ensured through 50 percent reservation in Panchayati Raj institutes as well as other statutory measures. The present study was conducted in Jhunjhunu district of Rajasthan. Results of the study shows that Majority of the respondents regularly uses personal localite source 'friends' as source of information for women entrepreneurship. Among personal cosmopolite sources of information majority of the respondents (67.50%) were used the 'Aganwadi Supervisor' regularly as source of information for women entrepreneurship. The 16.25 percent of the respondents were used the 'newspaper' regularly as Impersonal cosmopolite sources of information for women entrepreneurship.

INTRODUCTION

Women constitute a population of 586.0 million with 405.1 million in rural areas and 181.3 million in the urban areas in our country. Since the 21st century, the status of women in India has been changing as a result to growing industrialization and urbanization, and social legislation. Over the years, more and more women are going in for higher education, technical and professional education and their proportion in the workforce has also been increased.

Women entrepreneurs in the developing world make a large and often unrecognized contribution to their country's economic development. They employ other people, provide valuable services and play vital role in the development of emerging market economy worldwide. The growing importance of women-entrepreneur to economics of developing world can't be displayed. Thus entrepreneurial activity is having a direct bearing on country's industrial pace and economic growth. The government and semi-government organizations are playing an important role in mobilizing women to become entrepreneurs. The support to women entrepreneurship will increase the level and status of women especially with reference to Indian condition.

In Rajasthan, the role of rural women in development was acknowledged by the Government and their more participation was ensured through 50 percent reservation in Panchayati Raj institutes as well as other statutory measures. The present study was undertaken with specific objective to study the sources of information being utilized by the women entrepreneurs in adopting the vocational entrepreneurial trades in Jhunjhunu district of Rajasthan.

RESEARCH METHODOLOGY

The present study was conducted in Jhunjhunu district of Rajasthan. There are eight blocks in the district, out of which, four blocks and four villages from each village were selected randomly for the study area. Fifty per cent respondents were selected randomly from each village who were engaged in entrepreneurial...
RESULTS AND DISCUSSION

(A) Personal localite sources

It was observed from table 1 that among personal localite sources of information majority of the respondents (61.25%) were using the 'friends' regularly as source of information for entrepreneurial activities. Neighbors' and family members' were also perceived as other important sources of information by 51.25 and 48.75 percent rural women, respectively. Whereas panchayat members were perceived as least important source of information and 85.63 percent women have never utilized this source.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Sources of Information</th>
<th>Regularly</th>
<th>Occasionally</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Progressive women entrepreneur</td>
<td>32</td>
<td>52</td>
<td>76</td>
</tr>
<tr>
<td>2</td>
<td>Family member</td>
<td>78</td>
<td>20</td>
<td>12.50</td>
</tr>
<tr>
<td>3</td>
<td>Friends</td>
<td>98</td>
<td>18</td>
<td>11.25</td>
</tr>
<tr>
<td>4</td>
<td>Opinion leaders</td>
<td>65</td>
<td>38</td>
<td>23.75</td>
</tr>
<tr>
<td>5</td>
<td>Neighbours</td>
<td>82</td>
<td>46</td>
<td>28.75</td>
</tr>
<tr>
<td>6</td>
<td>Relatives</td>
<td>56</td>
<td>29</td>
<td>18.13</td>
</tr>
<tr>
<td>7</td>
<td>Panchayat members</td>
<td>08</td>
<td>15</td>
<td>09.37</td>
</tr>
</tbody>
</table>

(B) Personal cosmopolite sources

It was evident from table 1 that among personal cosmopolite sources of information majority of the respondents (57.50%) were used the 'Anganwadi supervisor' regularly as source of information for women entrepreneurship. NGO personnel' and...
'Training' each were perceived as other important sources of information by 09.37 percent rural women. Whereas workshop / seminar, educational tour and group meeting / group discussion were perceived as least important source of information by 93.13, 91.87 and 90.00 percent, respectively and they have never utilized these sources.

(C) **Impersonal cosmopolite sources**

It was evident from table 1 that among impersonal cosmopolite sources of information 16.25 percent of the respondents used the 'newspaper' regularly as source of information for women entrepreneurship. 'Radio' and 'Television' were perceived as other important sources of information by 13.75 and 11.87 percent rural women, respectively. Whereas email/internet and telephone/mobile were perceived as least important source of information by 94.38 and 89.38 percent women, respectively and they have never utilized these source. The findings are in accordance with findings of Chouhan and Singh (2001).

**CONCLUSION**

It can be concluded that Majority of the respondents among personal localite sources of information uses the 'friends' regularly as source of information for women entrepreneurship. Among personal cosmopolite sources of information majority of the respondents (67.50%) were used the 'Aganwadi Supervisor' regularly as source of information for women entrepreneurship. 16.25 percent of the respondents were used the 'newspaper' regularly as Impersonal cosmopolite sources of information for women entrepreneurship.

**REFERENCES**
