

## **ADOPTION OF ENTREPRENEURIAL ACTIVITIES ENVISAGED UNDER RAJASTHAN MISSION ON LIVELIHOOD BY WOMEN**

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### **ABSTRACT**

The objectives of the present study were to find out adoption & reasons for non adoption of entrepreneurial activities envisaged under RMoL by the women. The study was conducted in Udaipur district of Rajasthan state. The sample consisted of 82 women participants. The data were collected through personal interview technique using a tool especially constructed for this purpose. Frequency and Percentage were calculated for analyzing the data. The findings of the study indicated that out of 82 respondents 26 women had adopted different enterprises Viz. Cutting and Tailoring, Fruits and vegetable preservation, Embroidery and Needle work and Food Processing.. The reasons for non adoption of any enterprise it was found that one third of the respondents had not taken up any entrepreneurial activity due to problem in marketing, finance, lack of time, lack of support by family members and lack of self confidence.

### **INTRODUCTION**

Women play a vital role in the socio-economic transformation of the country thus the empowerment of women becomes necessary for the development of nation. It is being increasingly realized that mobilizing women to take up entrepreneurial activities can ensure an economic change. Through entrepreneurship development, a woman can not only generate income for herself but will also generate employment for other women in locality. In India high rate of illiteracy and low economic status of women underline the need of increasing their earning power by providing them income generating assets. Provision of employment opportunities and income to women is one way to improve nutritional, health, educational and social status of their children and family members.

The Rajasthan Mission on Livelihoods (RMoL) is one of the effort initiated on 4 September, 2004 to promote livelihood especially for the poor, both men and women of the state. It focuses on experiential learning where participants learn from hands on training/practices. It envisaged that through need based short term skill training, a reasonable level of competency may be achieved and people may either become "employable" or "self employed". A number of training programmes on

different entrepreneurial activities have been organized to improve economic status of the people. Success of any programme depends on the effective participation of the people in the programme and further adoption of activities in future. The present study entitled "Adoption of entrepreneurial activities promoted under Rajasthan Mission on Livelihoods" has been planned with the objective. To study the adoption and reasons for non adoption of entrepreneurial activities envisaged under Rajasthan Mission on Livelihoods by the women.

### **RESEARCH METHODOLOGY**

Directorate of Extension Education, MPUAT, Udaipur is one of the organization implementing Rajasthan Mission on Livelihoods activities in the Udaipur district. Training programme organized for women participants by Directorate of Extension Education under RMoL scheme were Cutting and Tailoring, Fruit and Vegetable Preservation, Embroidery and Needle work and Food Processing. The total sample of the study comprised of 82 women who had attended trainings under this scheme. Interview technique was used for data collection. Data were analysed by using frequency and percentage.

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## RESULTS AND DISCUSSION

Table-1 presents information pertaining to adoption of different enterprises by the women. It is evident from the table that out of 82 respondents

of different training 26 women had adopted various enterprises viz. Cutting and Tailoring, Fruits and Vegetable preservation, Embroidery and Needle work and Food processing.

**Table 1. Adoption of entrepreneurial activities envisaged under Rajasthan Mission on Livelihoods by the women (n=82)**

S. No.	Training	Adoption f (%)	Non adoption f (%)	Discontinuance f (%)
1	Cutting and Tailoring (n=17)	8 (47.05)	9 (52.90)	-
2	Fruits and Vegetable preservation (n=20)	8 (40.00)	12 (60.00)	1 (5.00)
3	Embroidery and needle work (n=20)	5 (25.00)	15 (75.00)	-
4	Food Processing (n=25)	5 (20.00)	20 (80.00)	-
<b>Total = 82</b>		<b>26 (31.70)</b>	<b>56 (68.30)</b>	<b>1 (1.21)</b>

A detail study of the table regarding adoption of a specific enterprise data indicates that "cutting & tailoring" and "Fruits & Vegetable Preservation" enterprises were adopted by 40-47 percent respondents, where as "Embroidery & Needle work" and "Food Processing" enterprises were adopted by approximately by one fourth of the participants. There was only one women who had discontinued from Food and Vegetable preservation activity

because this enterprise was running as a group activity & due to shifting of her residence she was not able to manage it.

The responses of the respondents with regard to reason for non adoption of an enterprise is presented in Table 2. A critical look to the data presented in the table depicts that more than one third of the respondents reported that due to increased competition & complete marketing

**Table 2. Reasons for non-adoption of entrepreneurial activities (n=56\*)**

S. No.	Reasons	f	%
1.	Lack of self confidence	7	12.5
2.	Lack of money	18	32.14
3.	Lack of family support	8	14.28
4.	Marketing problem	20	35.71
5.	Lack of time	20	35.71

\* Multiple responses

procedure it was very difficult to sell the product in general market & get good return. During the investigation it was found that majority of the respondents were housewives & students & were busy in their household chares and study. Hence due to lack of time they were not able to initiate any enterprise.

Data further revealed that lack of money for purchasing raw materials, machine, and equipments

was also causative factor for non adoption of an enterprise as reported by 32.14 percent respondents. Some of the respondents reported that lack of support by family members and lack of self confidence were the other reasons for non adoption of an enterprise. Further women also reported that they were not getting help of their family members to start an economic venture and it became very hard to carry out all responsibilities independently.

## CONCLUSION

It is evident from the study that the training organized under RMOL schemes helped women to some extent in establishment of an enterprise for their livelihoods & economic development. Further it is recommend that provision should be made for marketing and awareness program for financial support.

## REFERENCES

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