

Vol 3 Issue 11 Aug 2014

ISSN No : 2249-894X

---

*Monthly Multidisciplinary  
Research Journal*

*Review Of  
Research Journal*

Chief Editors

---

**Ashok Yakkaldevi**  
A R Burla College, India

**Flávio de São Pedro Filho**  
Federal University of Rondonia, Brazil

**Ecaterina Patrascu**  
Spiru Haret University, Bucharest

**Kamani Perera**  
Regional Centre For Strategic Studies,  
Sri Lanka

## Welcome to Review Of Research

**RNI MAHMUL/2011/38595**

**ISSN No.2249-894X**

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

### Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Delia Serbescu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Xiaohua Yang University of San Francisco, San Francisco	Ruth Wolf University Walla, Israel
Ecaterina Patrascu Spiru Haret University, Bucharest	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Jie Hao University of Sydney, Australia
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	May Hongmei Gao Kennesaw State University, USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Anna Maria Constantinovici AL. I. Cuza University, Romania	Marc Fetscherin Rollins College, USA	Loredana Bosca Spiru Haret University, Romania
Romona Mihaila Spiru Haret University, Romania	Liu Chen Beijing Foreign Studies University, China	Ilie Pinte Spiru Haret University, Romania
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology, Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC), Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [ M.S. ]	Maj. Dr. S. Bakhtiar Choudhary Director, Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMARALAGAPPA UNIVERSITY, KARAIKUDI, TN
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	C. D. Balaji Panimalar Engineering College, Chennai	V.MAHALAKSHMI Dean, Panimalar Engineering College
	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S.KANNAN Ph.D , Annamalai University
	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust), Meerut (U.P.)	Kanwar Dinesh Singh Dept.English, Government Postgraduate College , solan

More.....

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India  
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.ror.isrj.net



## PROBLEMS OF RURAL WOMEN FROM ENTREPRENEURS VIEW POINT : A SOCIOLOGICAL STUDY

**Chandrashekhar Basappa**

Lecturer in Sociology , S.S. P.U. College, Galagi-Hulkoppa,  
Tq : Kalghatagi, Dt: Dharwad.

### Abstract:

*Women have been successful in breaking their containments inside the cutoff points of their homes by entering into fluctuated sorts of experts and administrations women entrepreneurs have turned out to be keeping pace with their men partners in business discernment and are developing as keen and element business people. Women possessed businesses are exceptionally expanding in the economy of very nearly all nations. The concealed entrepreneurial possibilities of women have steadily been changing with the developing affectability to the part and economic status in the society. Expertise, information and flexibility in business are the principle explanations behind women to develop into business wanders. "Women Entrepreneur" is an individual who acknowledges testing part to help and get to be economically free.*

### KEY WORDS:

Entrepreneurs View Point , Sociological Study , economic status , Women Entrepreneur.

### INTRODUCTION

Women have been effective in breaking their restriction inside the cutoff points of their homes by entering into shifted sorts of experts and administrations women business people have turned out to be comparable to their men partners in business sharpness and are rising as savvy and element entrepreneurs. There are numerous reasons for women to enter into entrepreneurial wanders in an overwhelmingly society. Enterprise among women is an imperative park way through which women can beat their subordination inside the family and the gang what's more the general public all in all. In this manner, development of business among women has gotten extraordinary consideration of the arrangement producers. In this bearing, an extraordinary character in the seventh arrangement has changed over into the incorporation of women in economic development. The new modern approach has focused on the requirement for directing exceptional Entrepreneurial Development Program (Edps) for women. Other than this, today a system of foundations exists in the nation to advertise women enterprise. The business banks and the money related foundation are a necessary piece of this system. Numerous associations, organizations and affiliation advertise and create women business by giving money related support at concessional rates of premium furthermore compose modern fairs and displays. Business Development Program (Edps) for women makes entrepreneurial mindfulness among them.

### "WOMEN" AS ENTREPRENEURS IN INDIA

Women possessed businesses are exceptionally expanding in the economy of very nearly all

Title: "PROBLEMS OF RURAL WOMEN FROM ENTREPRENEURS VIEW POINT : A SOCIOLOGICAL STUDY" ,  
Source: Review of Research [2249-894X] Chandrashekhar Basappa yr:2014 | vol:3 | iss:11

## PROBLEMS OF RURAL WOMEN FROM ENTREPRENEURS VIEW POINT : A SOCIOLOGICAL STUDY

---

nations. The covered up entrepreneurial possibilities of women have slowly been changing with the developing affectability to the part and economic status in the general public. Expertise, information and versatility in business are the fundamental purposes behind women to develop into business wanders. "Women Entrepreneur" is an individual who acknowledges testing part to reach her particular needs and get to be economically autonomous. A solid yearning to do something positive is an inbuilt nature of entrepreneurial women, who is equipped for helping values in both family and social life. With the appearance of media, women are mindful of their own qualities, rights furthermore the work circumstances. The difficulties and open doors gave to the women of computerized time are developing quickly that the employment seekers are transforming into occupation inventors. They are thriving as creators, inner part decorators, exporters, distributors, article of clothing makers and even now investigating new boulevards of economic interest. In India, despite the fact that women constitute most of the all out populace, the entrepreneurial world is still a male ruled one. Women in praiseworthy countries perceived and are more unmistakable in the business world. Yet the Indian women business people are confronting some real obligations like Lack of certainty in their quality and skill. Socio-cultural barriers.

Market-oriented risks  
Motivational factors  
Knowledge in Business Administration  
Awareness about the financial assistance  
Exposed to the training programs  
Identifying the available resources

### **Objectives of the Study: The present study has been completed with the following objectives:**

- 1.To study the socio-economic foundation of the women entrepreneurs in Dharwad District.
- 2.To examine the motivational variables and different components that impact women to wind up ambitious people.
- 3.To identify the real quality and shortcoming of women ambitious people and the natural fortunes what's more dangers which advertise the business enterprise.
- 4.To offer recommendations to enhance the fulfillment of women entrepreneurs and to schema for the advancement of women business of chose areas in Karnataka.

**Scope of the Study:** The study concentrates on the women entrepreneurs in chose locale in Dharwad region, Karnataka chose relies on upon mechanical development has been remarkable. The chose locale with its great infrastructural office, offers sound prospects for modern developments. The extent of the study includes women ambitious people in Dharwad District and the issues confronted by women entrepreneurs who are occupied with expressing another undertaking. The study is constrained just to the women entrepreneurs of chose groups in Dharwad Locale.

**Sampling Design:** Women ambitious people who are the primary wellspring of essential information are gathered from the women ambitious people through a generally organized poll. As the zone of study is constrained in Dharwad area of Karnataka and as the aggregate populace of women populace is numerable, the scientist has proposed the testing systems for the choice of respondents. To distinguish the right respondents which are additionally exceptionally crucial for the accumulation of essential information the accompanying methodology has been received deductively. At last 90 respondents were chosen and incorporated the study from different Taluks of Dharwad regions who have captivated to begin an undertakings and running effectively.

### **Tools of Analysis:**

Individual meeting is the real apparatus of information accumulation. Meeting method is to be made at women business people. The optional information are likewise proposed to gather from different offices. All these information are to be orchestrated in different type of tables and proposed to basically break down with the assistance of various factual apparatuses. Rate Analysis and Chi-Square Test are the different measurable instruments connected.

**Socio Economic Background:** The staff attributes of the chose respondents like age, instructive status, conjugal status, family salary, business sort, size of the business, fiscal sources and use costs are talked about in this segment.

**Table 1.1**  
**Socio-Economic Background of the Respondents**

Factors	category	No of Respondents	%
<b>Age</b>	<b>Below 30</b>	<b>20</b>	<b>22.22</b>
	<b>30-40</b>	<b>32</b>	35.56
	40 -50	26	28.89
	50 and above	12	13.33
<b>Marital status</b>	Unmarried	31	31
	Married	63	69
<b>Educational background</b>	illiterate	5	50.56
	primary	9	10
	secondary	16	17.78
	Higher secondary	42	46.67
	Graduate level	18	20
<b>Annual income</b>	Below 10.000	15	16.67
	10.000-20000	32	35.56
	20000-30.000	21	23.33
	30.000-40000	14	15.56
	40.000 and above	8	8.89

**Analysis And Interpretation:** This study is points the issues and prospects of women ambitious people in dissolve locale. For this reason the study directed for 90 respondents of the women ambitious people. An endeavor has been made in this area to break down the gathered information with reference to exercises of the women ambitious people a nitty gritty dissection are given beneath. The table 1.1 demonstrates that issues confronted by women ambitious people, the weighted positioning strategy connected. It derived that the most number of the respondents have given First rank for Lack of solid initiative, the respondents have given Second rank for monetary setback. The third rank was absence of precise arranging and working and took after by wellbeing issue, Non-consciousness of Government plan, Non- reimbursement of credit by the parts, Leaders abusing the bunch's cash, other issues, Lack of Education.

**Chi-Square Analysis:** The assumption of the respondents and socio-economic characters relationship is connected for chi square test. The chose variables just to connected in this model. Table 1.3 uncovers that the outline of the respondents. The chi-square dissection uncovers that the elements are Age and Education are noteworthy at 1% level. Conjugal status, business sort and wellsprings of money are critical at 5% level of noteworthiness. The remaining variables are not critical at 5% level. Open preparing.

**Table II**  
**Women entrepreneurs' opinion**

S No	Factors	chi	Degree of freedom	Table value	result
1	age	17.26	6	16.81	significant
2	Educational qualification	14.97	4	13.28	significant
3	Marital status	12.56	2	5.99	significant
4	Family income	3.65	6	12.59	Not significant
5	Business Type	11.54	4	9.49	significant
6	Size of the	7.23	4	9.49	Not significant
7	Sources of Finance	13.68	6	12.59	significant
8	Amt spent	7.26	4	13.28	Not significant

### FINDINGS

[1] 35.56% of the respondents are fit in with 30 – 40 years age group of the entrepreneurs, 28.89% of the respondents are between the age of 40 - 50 year. The 22.22% of the respondents are under the 30 years age group and rest of the respondents are over the 50 years.

[2] 46.67% of the respondents are fit in with higher auxiliary level of the business people, 20% of the respondents are graduates and 17.78% of the respondents are optional level of training. The 10% of the respondents are essential level and rests of the respondent are unskilled people.

[3] 35.56% of the respondents are fit in with 10,000 to 20,000 salaries of families, 23.33% of the respondents are Rs. 20,000 to 30,000 wage bunch and just 8% of the respondents are their crew pay of over 40,000.

[4] 42.22% of the respondents are arrangements with assembling sorts of business, 26.67% of the respondents who are occupied with exchanging kind of business. Just 16% of the respondents are doing our business for administration divisions. 10% of the respondents are consolidated all kind of business.

[5] 69% of the respondents are married category and rest of the respondents are unmarried. Accordingly, conjugal status is paramount variable to focus the women ambitious people.

[6] 46.67% of the respondents are put beneath 1 Lakhs in their business. 24.44% of the respondents are 1 lakhs to 5 lakhs category.

[7] 35% of the finance sources from companion pay, 30% of the respondents financed from faculty reserve funds what's more 25.56% are advance from banks and additionally 8% respondents money related sources are different sources.

### SUGGESTIONS :

[1] Most of the women entrepreneurs are of the supposition that in view of absence of preparing, they are not ready to get by in the business. Henceforth, the administration ought to direct incessant preparing projects with respect to new creation procedures, deals methods and so on. This preparation ought to be made necessary for women ambitious people.

[2] Finance is the first significant issue for women business people. Thus, the legislature can give interest free advances to empower women ambitious people. To pull in more women entrepreneurs, the subsidy for advances should be expanded.

[3] Since the amount of business people from planned position and most retrograde groups is low, mindfulness is to be made those women, by giving unique consideration.

[4] Women business people ought to be urged to begin their ambitious people as business entities as opposed to as a sole exchange and organization concerns to profit the preferences of expansive scale operation.

[5] Parents of unmarried potential women ambitious people ought to be energized in using cash on setting up business as opposed to offering inclination to their marriage.

[6] Marketing item is one of the fundamental issues for women entrepreneurs. Here, women co-agent social orders could be begun to get the items from women business people. They will help them in offering their items at a sensible cost.

**PROBLEMS OF RURAL WOMEN FROM ENTREPRENEURS VIEW POINT : A SOCIOLOGICAL STUDY**

---

[7] Improper area and lacking framework offices are the obstacles in the method for development of women enterprise. Consequently, separate mechanical homes may be set up solely for women business people to decrease the beginning financing and to make a nature's domain.

**CONCLUSIONS:**

IT is apparent from the study that women are prepared to face the difficulties connected with setting up of business. Society is truly open to the idea of women business visionary, so is the crew. Women are most certainly not into business for survival however to fulfill their internal urge of inventiveness and to demonstrate their capacities. Women training is helping an incredible degree to the social conversion. The future will see more women wandering into territories customarily ruled by men. The socio foundation including elements, sort and mode of business, preparing projects are the paramount issues of women business people in Dharwad District.

**REFERENCES :**

1. Babaria, Mahesh and Mittal Chheda. 2010. "Women Entrepreneurs in India." Note published by Ghalla Bhansali Stock Brokers Pvt. Ltd, 1st July, 2010.
2. Goyal, Meenu and Jai Parkash. 2011. "Women Entrepreneurship In India-Problems And Prospects." International Journal of Multidisciplinary Research, 1(5).
3. Mehta, Anita and Mukund Chandra Mehta. 2011. "Rural Women Entrepreneurship in India:- Opportunities and challenges." Paper presented at the International Conference on Humanities, Geography and Economics (ICHGE'2011), Pattaya, December 2011.
4. Shanmukha, Rao Padala. 2007. "Entrepreneurship Development among Women: A case study of self help Groups in Srikakulam District, Andhra Pradesh." The Icfai Journal of Entrepreneurship Development 1(1).
5. Shruti, Lathwal. 2011. "Women Entrepreneurs in India." International Journal of Research in IT & Management 1(3) <http://www.mairec.org>.

# Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Books Review for publication, you will be pleased to know that our journals are

## Associated and Indexed, India

- \* Directory Of Research Journal Indexing
- \* International Scientific Journal Consortium Scientific
- \* OPEN J-GATE

## Associated and Indexed, USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal  
258/34 Raviwar Peth Solapur-413005, Maharashtra  
Contact-9595359435  
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com  
Website : www.ror.isrj.net