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"COMPARATIVE ANALYSIS OF GENDER-SPECIFIC ENTREPRENEURSHIP MODELS SUPPORTED BY KHADI GRAMODYOG"

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ABSTRACT

Aims to evaluate the effectiveness of gender-specific entrepreneurship models implemented by Khadi Gramodyog in supporting and enhancing the entrepreneurial activities of men and women in rural areas. It also seeks to understand the unique challenges and opportunities faced by male and female entrepreneurs within this framework. The study hypothesizes that gender-specific models have different impacts on the success and sustainability of rural enterprises, and that female-focused models may encounter more significant barriers compared to male-focused models. A sample of 373 rural respondents aged 20 to 40 ($M=35.48$, $SD=4.07$) was selected using a non-probability purposive sampling method. Data were collected through an interview schedule designed to capture personal profiles, including demographics and socioeconomic status, which are crucial for contextual analysis. Statistical analysis was conducted using Chi-Square tests. The findings indicate that there is no significant association between gender and entrepreneurship, suggesting that the gender-specific models supported by Khadi Gramodyog do not differ significantly in their impact on entrepreneurial success and sustainability. This study provides insights into the effectiveness of gender-focused entrepreneurship initiatives and highlights areas for potential improvement in addressing gender-specific challenges in rural enterprise development.



KEYWORDS : entrepreneurship models , challenges and opportunities.

INTRODUCTION:

Khadi Gramodyog, the rural development initiative spearheaded by the Khadi and Village Industries Commission (KVIC), plays a crucial role in fostering entrepreneurship and economic growth in India's rural areas. This comparative analysis of gender-specific entrepreneurship models supported by Khadi Gramodyog takes a unique approach, seeking to understand how these models cater to the distinct needs and challenges faced by male and female entrepreneurs. The in-depth exploration involves evaluating the effectiveness, challenges, and outcomes of these models to provide insights into their impact on rural development. The findings of this study could offer a fresh perspective on a significant issue.

The primary objective of this comparative analysis is to examine how Khadi Gramodyog's gender-specific entrepreneurship models affect entrepreneurial success and rural development. These tailored approaches that address the unique needs of men and women in rural settings have the

potential to significantly enhance the entrepreneurial capacities of both genders, leading to sustainable economic and social benefits. This analysis aims to assess and highlight these potential benefits, fostering a sense of optimism about the future of rural development.

Khadi Gramodyog supports various entrepreneurship models, which can be broadly categorized into male-focused and female-focused approaches. Male-focused models often include traditional crafts and agricultural processing, areas where men have historically been more involved. These models might emphasize scaling up existing enterprises or introducing new technologies to enhance productivity. Female-focused models, on the other hand, often involve home-based industries, women's cooperatives, or training programs designed to empower women and provide them with the skills needed for entrepreneurship.

MALE-FOCUSED MODELS:

- **Traditional Crafts:** These models typically support enterprises involved in weaving, pottery, or other artisanal crafts that have been traditionally dominated by men.
- **Agricultural Processing:** Includes support for enterprises that process agricultural products, such as milling, refining, or packaging, which are often managed by male entrepreneurs.

Female-Focused Models:

- **Home-Based Industries:** Support for enterprises like handmade textiles, jewelry making, or food products, which are commonly managed by women working from home.
- **Women's Cooperatives:** Formation and support of cooperatives where women collaborate to produce and market goods, benefiting from collective resources and shared knowledge.

Yadav, V., Unni, J., Naik, R., & Dutta, S. (2022). explore the gender disparities in entrepreneurship, underscoring how such inequalities hinder inclusive growth. Their research highlights significant gaps in the conventional assumption that women have equal access to entrepreneurial resources, support, and opportunities. By utilizing a multi-method approach, the study combines macro-level data from national datasets (NSSO and Economic Census) with micro-level insights from surveys, including primary data and GEM India data. The findings reveal critical deficiencies in gender equality and emphasize the need for improved sex-disaggregated data in national surveys. The study identifies key factors affecting women entrepreneurs, including their entrepreneurial intentions, behavioral traits, entrepreneurship education, fear of failure, self-confidence, and the role of role models. The authors propose a comprehensive model integrating both macro and micro factors that influence women's entrepreneurship in developing countries.

Ogundana, O. M., Simba, A., Dana, L. P., & Liguori, E. (2021) examine women entrepreneurship in developing economies through a gender-based growth model, focusing on Nigerian women in the garment manufacturing sector. By conducting 31 in-depth interviews and analyzing related artifacts, the researchers uncover key factors influencing business development among these entrepreneurs. Their findings highlight the importance of access to and utilization of financial resources, customer intelligence, and management skills gained through informal education and experience. Additionally, they identify how factors such as motherhood and broader socioeconomic and cultural environments impact women's business development, affecting their access to money, markets, and management resources. The study provides valuable theoretical and practical insights for enhancing entrepreneurship research and policy-making in developing regions.

Bullough, A., Guelich, U., Manolova, T.S. et al (2022). address the growing significance of women's entrepreneurship in driving job creation and societal progress, emphasizing the need for deeper exploration of the relationship between gender and culture. In their special issue, they present eight empirical studies that examine how cultural factors and gender roles influence women's entrepreneurial activities. The research is organized into three main themes: gender role expectations and identities, societal cultural dimensions, and the entrepreneurial environment. This collection aims to advance the integration of research on women's entrepreneurship with cultural analysis, shedding light on the complex interplay between these factors across various economic and societal contexts.

OBJECTIVES OF THE STUDY

- To assess how effectively Khadi Gramodyog’s gender-specific models support and enhance the entrepreneurial activities of men and women in rural areas.
- To understand the unique challenges and opportunities encountered by male and female entrepreneurs within the Khadi Gramodyog framework.

HYPOTHESIS

- 1) Gender-specific models have different impacts on the success and sustainability of rural enterprises.
- 2) Female-focused models might face more significant barriers compared to male-focused models.

SAMPLE

In the present study, 373 people from rural backgrounds were selected. The age group was 20 to 40 (M=35.48, SD = 4.07). A non-probability purposive sampling method was used.

Tools

1) Interview Schedule for Entrepreneur

The personal profile of respondents holds significant importance as it provides context and understanding crucial for analysis and interpretation. Firstly, demographics such as age, gender, education level, occupation, and socioeconomic status offer insights into the characteristics of the sample population. This information aids in identifying trends, patterns, and disparities within the data. For example, if a study aims to understand consumer behavior, knowing the age and income level of participants can help segment responses and discern purchasing preferences across different demographic groups.

Statistical Analysis for the present study

“Chi-Square” was used to statistically analyze the data.

‘χ²’ shows the significance of the difference between the Frequency Observed (FO) and Frequency Expectation (FE)

**Table No. 1
Gender and Type Entrepreneurship Cross tabulation**

Gender * Type Entrepreneurship Cross tabulation							
			Type Entrepreneurship				Total
			Manufacturing	Marketing	Trading	Services	
Gender	Male	Count	89	7	9	177	282
		% of Total	23.9%	1.9%	2.4%	47.5%	75.6%
	Female	Count	38	2	1	50	91
		% of Total	10.2%	.5%	.3%	13.4%	24.4%
Total		Count	127	9	10	227	373
		% of Total	34.0%	2.4%	2.7%	60.9%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.940 ^a	3	.268
Likelihood Ratio	4.091	3	.252
N of Valid Cases	373		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.20.			

The provided cross tabulation table details the distribution of individuals across different types of entrepreneurship ventures based on their gender. Among the 373 individuals in the sample, 75.6% are male and 24.4% are female. When examining the entrepreneurial ventures, the majority of both males and females are engaged in services, constituting 47.5% of the total population. Specifically, 23.9% of males and 10.2% of females are involved in manufacturing, while 1.9% of males and 0.5% of females are in marketing. Trading involves 2.4% of males and 0.3% of females. Overall, the data indicates a higher male representation in entrepreneurship, with a notable concentration in services, whereas females have a more diverse distribution across different entrepreneurial categories. The cross tabulation offers valuable insights into the intersection of gender and entrepreneurship types within the sample population.

The Chi-Square Tests results indicate the statistical association between two categorical variables, possibly gender and entrepreneurship type in this context. The Pearson Chi-Square value is 3.940 with 3 degrees of freedom, yielding an asymptotic significance (p-value) of .268. The Likelihood Ratio Chi-Square value is 4.091 with the same degrees of freedom and a p-value of .252. These p-values, being greater than the conventional significance level of 0.05, suggest that there is no significant association between gender and entrepreneurship type in the sample.

Mustafa, M. & Treanor, L. (2022) explore the progression of research on gender and entrepreneurship, a topic that has attracted significant scholarly attention since the 1980s. They offer a comprehensive overview of how the field has evolved, emphasizing the critical role of contextual factors and the necessity of integrating gender considerations into future entrepreneurial studies. By presenting summaries of six articles featured in the special issue, the authors aim to enhance understanding of women's entrepreneurial experiences. They conclude with recommendations for future research, hoping to inspire more in-depth studies at the intersection of gender and entrepreneurship.

CONCLUSION:-

- 1) There is no significant association between gender and entrepreneurship.

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