

Original Research Article

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Problems Faced by NGOs Trainees in Adoption of Entrepreneurial Activities

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ABSTRACT

Keywords

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The objective of the present study was to identify the problems faced by NGOs trainees in adoption of entrepreneurial activities. The study was conducted in Gogunda and Kherwara panchayat samities of Udaipur district of Rajasthan state. From each panchayat samiti, two villages where the entrepreneurial activities have been promoted by the NGOs since last five years were included in the study. The sample consisted of randomly selected 100 rural women, 25 from each village. Interview method was used for data collection. Frequency and percentage were used for analysis of data. The study reveals that major problems faced by the all respondents in adoption of different enterprises were identified as lack of money, lack of irrigation facility, lack of transportation, lack of health care facility and scarcity of water.

Introduction

Women play an important role in the family and society. Women constitute 48.46% of total population in India as per census 2011. In India, during last two decade women made significant contribution in various professions and are working in different sectors of the economy as agricultural labourers, road construction workers, domestic helpers, petty craft women, self-employed women, doctors, engineers, lecturers and white collared executives. Women have also proven that they can be better entrepreneurs and development managers in any kind of human development activity but in all essential areas of life, women are generally at a significant

disadvantage as compared with men. Women suffer from different types of powerlessness in social and economic sphere of life. The lack of power or disempowerment reflects in their education level, income, control over their own income, and bargaining power in selling their own produce and labour, participation in decision making, less access to production inputs and employment opportunity than men. This vulnerable situation resulted in an overall dependency of women on their male kin through their life cycle in all over the world, particularly in developing countries. The dependency makes them as a burden of a family and lowers their

value of life in some of the developing society. Development practitioners are concerned to raise their empowerment level, which make women capable to challenge their dependency or oppressive situation in the family and society. The need for empowerment of women thus arises from this harsh social scenario. Women and their problems are being given much importance in our social milieu. Adoption of an enterprise is affected by several factors like self Interest, education, confidence, risk interest and support from family (Bansal 2006). While engaging in economically viable activities women may face multifarious problems like personal, socio cultural, educational, economics, political, financial, personnel, managerial and marketing problems (Jothi 2003, Ramachandran and selvarani 2005) the most important problems were related to marketing and finance. (Rajeswari 2001, Singh and Garg 2003).The study reported also report that out of 250 women entrepreneurs, 126 (50.4%) women entrepreneurs were faced marketing problems (Naik2014). This paper will contribute information regarding problems in adoption of entrepreneurial activities. This will help the NGOs personnel and welfare organization to make suitable strategy to overcome the same.

Materials and Method

The study was conducted in Udaipur district of Rajasthan state. Two panchayat samities i.e. Gogunda and Kherwara where both the NGOs namely Seva Mandir and Aajeevika Bureau are working were selected. A list of villages where entrepreneurial activities were promoted was prepared. Two villages each from both the panchayatsamities i.e. Dudhiand Dadmiya from Kherwara and Junthriand Saklal from Gogunda were randomly selected. For adoption of entrepreneurial activities, a separate list of rural women trained in entrepreneurial

activities by the NGOs was prepared for all the four selected villages. A sample of 25 rural women was randomly selected from each village making a total sample of 100 rural women from four villages. Data were collected with the help of interview schedule. Frequency and percentage were used for analysis of the data.

Results and Discussion

Trainings attended by rural women

Table 1 presents information pertaining to different trainings programmers attended by the respondents. Data reveal that one fourth of the respondents (25 rural women) were attended training on stitching, 24 women participate in beauty parlour training and 17 women were attended dairy enterprise training. In case of goat rearing, 10 women were received training. Same number of women (8 for each enterprise) attended vegetable production, flower cultivation and fish culture enterprise trainings.

Problems faced by women entrepreneurs

An effort was made to know the problems faced by women entrepreneurs in adoption of different enterprises, so that a clear picture of the major impediments could emerge and strategies to overcome these problems could be framed. Perusal of Table 2 reveals that in case of vegetable production enterprise, all women (100%) have faced the problem of lack of irrigation facilities. Similarly majority of the respondents (75%) faced the problem of heavy insect-pest attack on the crop. More than 60 per cent respondents reported that mal practices of middle man forced them to sale their produce at a very cheap rate so they could not get actual price of their produce. In flower cultivation enterprise, all the respondents (100%) faced the problems like lack of irrigation facilities, perishable nature

of flower and lack of transportation facility. Mal practices of middle man was the another problem expressed by 75 per cent respondents.

With respect to goat rearing enterprise, it is clear from Table 2 that limited supply of genetically improved goat breed reported by 70 per cent respondent. Half of the respondent faced problem of marketing facility. This was due to the reason that the women entrepreneurs were unaware of correct place for selling the goat kids. All the respondents in fish culture enterprise faced problem of scarcity of water and three fourth of the respondent expressed lack of technical trained personnel. Half of the respondents were facing the problem of no marketing facility of pawn.

In dairy enterprise all the respondents (100%) expressed lack of health care facilities as critical problem faced by them. All the respondents reported that there was no veterinary hospital/ clinic at village level and for treatment of animals, they had to go to city which was major problem for them. Majority of the respondents (88.23%) have

faced the problem of scarcity of fodder. Due to drought, there was scarcity of water for irrigation purpose and they had to purchase fodder from market, which was a costly affair.

Similarly, more than one fourth of the respondents (29.41%) revealed the problem of high initial expenditure on the enterprise. Bhati (2014) conducted a study on entrepreneurial behaviour of rural women in dairying in Bikaner district. The study revealed that out of 100 women entrepreneur major constraints faced by the respondents were non availability of green fodder (90%), shortage of water for green fodder production (80%), poor results of artificial insemination practices (92.50%), high cost of animals (84%) and lack of education (62%).

Table 2 reveals that in beauty parlour enterprise all women faced problem of lack of money, lack of training (83.33%) and lack of mobility (79.16%). Majority of the respondents (92%) in stitching enterprise faced problem of lack of money and lack of training (87.5%). More than three fourth of the respondent (79.17%) expressed problem of more family responsibility.

Table.1 Distribution of the respondents on the basis of trainings attended

n=100

S. No.	Entrepreneurial activities	f (%)
1.	Vegetable production	8
2.	Flower cultivation	8
3.	Goat rearing	10
4.	Fish culture	8
5.	Dairy	17
6.	Beauty parlour	24
7.	Stitching	25
Total		100

Table.2 Problems faced by rural women in adoption of entrepreneurial activities

		n=100
S. No.	Problems	f (%)
1.	Vegetable production enterprise (n= 8) <ul style="list-style-type: none"> • Lack of irrigation facility • Heavy insect pest attack • Mal practice of middleman 	8(100) 6(75) 5(62.5)
2.	Flower cultivation enterprise (n=8) <ul style="list-style-type: none"> • Lack of irrigation facility • Perishable nature of flower • Lack of transportation • Mal practice of middleman 	8(100) 8(100) 8(100) 6(75)
3.	Goat rearing enterprise (n=10) <ul style="list-style-type: none"> • Limited supply of genetically improved goat breed • Problem in marketing 	7(70) 5(50)
4.	Fish culture enterprise (n=8) <ul style="list-style-type: none"> • Scarcity of water • Lack of technical trained personnel • Problem in marketing 	8(100) 6(75) 4(50)
5.	Dairy enterprise (n=17) <ul style="list-style-type: none"> • Lack of health care facility • Scarcity of fodder • High initial expenditure 	17(100) 15(88.23) 5(29.41)
6.	Beauty parlour enterprise (n=24) <ul style="list-style-type: none"> • Lack of money • Lack of training • Lack of mobility 	24(100) 20(83.33) 19(79.16)
7.	Stitching enterprise (n=25) <ul style="list-style-type: none"> • Lack of money • Lack of training • Family responsibility 	23(92) 21(87.5) 19(79.17)

Varshney *et al.*, (2014) conducted a study on critical study of rural women entrepreneurship in India. The study reported that out of 100 women entrepreneurs, social challenge (87%) was the main challenge in rural women entrepreneurship development followed by financial (84%) and marketing challenges (70%). Lack of accounting knowledge (15%), low knowledge (27%) and mobility (10%) were the least challenges of rural women entrepreneurs.

The findings of the study are similar to Shiralashetti *et al.*, (2013) who revealed that

out of 250 women entrepreneurs, rural women entrepreneurs faced problem in availability of raw material (65%), fixation of price (80%), market place (78%), middlemen problem (80%), working capital problem (89%), credit problem (80%), delay in sanction of loan (98%) and 68 per cent faced problem of insufficient training. It indicates that overall 62 per cent women entrepreneurs faced more number of problems.

On the basis of findings it could be concluded that total seven entrepreneurial activities have been promoted by the NGOs during last 5

years which were adopted by 34 per cent respondents. Major problems faced by the respondents in adoption of different enterprises were identified as lack of money, lack of irrigation facility, lack of transportation, lack of health care facility and scarcity of water.

On the basis of findings it could be concluded that major problems faced by the respondents in adoption of entrepreneurial activities were lack of money, lack of irrigation facility, lack of transportation, lack of health care facility and scarcity of water. Hence, in order to reduce the problems, it is recommended that emphasis should be given on awareness camps regarding source of finance and procedure for getting loan should be organized at the village level. To ensure health care facilities of animals to dairy entrepreneurs, veterinary clinics should be established at the village level. So that reduces the problems in adoption of entrepreneurial activities.

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