KNOWLEDGE LEVEL AND FACTORS ASSOCIATED WITH KNOWLEDGE GAIN REGARDING ENTREPRENEURIAL ACTIVITIES IN JHUNJHUNU DISTRICT OF RAJASTHAN

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

ABSTRACT

Women entrepreneurs in the developing world make a large and often unrecognized contribution to their country's economic development. The support to women entrepreneurship will increase the level and status of women especially with reference to Indian condition. The present study was conducted in Jhunjhunu district of Rajasthan. It was concluded from the study that majority of the respondents (61.25%) had medium level of knowledge about different entrepreneurial activities. The education level, occupation, training, Cosmo politeness and economic motivation had positive and significant relationship with knowledge gain whereas, age of the respondents had negative and significant relationship with gain in knowledge. Family type, family size, landholding, and family income had no relation with knowledge gain of the respondents.

INTRODUCTION

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 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.

Women entrepreneurs may differ according to location, culture, ethics, background, economic policies and other such influential factors, but the challenges for them remain essentially the same. The age of technology has brought tremendous change and tremendous potential for the extension educators. Educators have made available media package for daily use, which assists in creating learning opportunities even for bearers situated great distance away. The present study Knowledge Level and Factor Associated with Knowledge Gain Regarding Entrepreneurial Activities in Jhunjhunu District of Rajasthan was undertaken with following specific objectives.

1. To study the existing knowledge level of rural women regarding different entrepreneurial trades.

2. To find out the factors affecting the gain in knowledge regarding entrepreneurial activities.

RESEARCH METHODOLOGY

The present study was conducted in Jhunjhunu district of Rajasthan. There are 8 blocks in Jhunjhunu district, out of which 4 blocks namely; Alsisar, Jhunjhunu, Udaipurwati and Khetri were selected randomly for the study. A list of villages was prepared from selected block where entrepreneurial activities were running. More or less villages were homogenous in nature as far as entrepreneurial activities are concerned. Therefore, four villages from each identified blocks were selected by applying simple random sampling techniques. A list of women entrepreneurs from each selected village was prepared and 10 respondents were selected randomly from each identified village. Thus, total 160 respondents from 16 villages were included in the sample size as follows.

A schedule was developed to measure the level of knowledge of respondents about women entrepreneurs. The 40 questions in objective form i.e. alternative, multiple choice and dichotomous type

*Subject Matter Specialist, KVK-CAZRI, Jodhpur (Rajasthan)
**Proffesor, SKN Agriculture University, Jobner (Jaipur)
***Subject Matter Specialist, KVK-CAZRI, Jodhpur (Rajasthan)

covering all aspects of women entrepreneurs were included in the schedule and frequency, percentage and mean percent score were calculated. The association of independent variables i.e. age, education, family income, type of family, family size, land holding, family occupation, training cosmopoliteness and economic motivation of the respondents with knowledge gain was measured by applying correlation coefficient and 't' test.

$$\text{Mean percent score(MPS)} = \frac{\text{Total score obtained by the respondents}}{\text{Maximum obtainable score}} \times 100$$

RESULTS AND DISCUSSION

Existing knowledge level of the respondents

Data presented in Table 1 reveals that the highest score obtained by the respondents was 20 and lowest was 12 with a range of 8 and coefficient of range 0.25. Standard deviation at pre-test was 2.36 and coefficient of variation was 15.29 per cent.

Table 1. Score range of knowledge and standard deviation in pre test

Range of know-ledge	Coeffi-cient of range	Average score	Stan-dard deviation	Coeffi-cient of variation
12-20 (8)	0.25	15.44	2.36	15.29

Distribution of respondents on the basis of their existing knowledge level

Perusal of the Table 2 shows that majority of the respondents (61.25%) had medium level of knowledge with mean per cent score of 52.00 about different entrepreneurial activities. Further 29.37 per cent respondents have low level of knowledge with 26.75 mean per cent score. Only 9.38 per cent respondents had high level of knowledge with mean per cent score of 64.00

Table 2. Distribution of respondents on the basis of their existing knowledge level

Knowledge level with score range	Frequency	%	Mean % score
Low (< 13.8)	47	29.37	26.75
Medium (13.8-17.80)	98	61.25	52.00
High (above 17.80)	15	09.38	64.00

Relationship between knowledge gain and independent variables

Age

Table 3 shows that the calculated 't' value is higher than tabulated value at 0.01 level of significance. Hence age significantly influenced the gain in knowledge. Table also depicts that there is negative correlation between age and gain in knowledge, meaning that as age increases gain in knowledge decreases. Young people are more open to new ideas than the old ones.

Education

Table 3 indicates that with respect to education the calculated 't' value is higher than the tabulated value at 0.01 level of significance. Therefore, It is clear that education influence the knowledge gain. Table also reveals that the relationship is positive meaning that knowledge gain increases with an increase in education level.

Family type

The data presented in Table 3 depicts that the calculated 't' value is less than the tabulated value at 0.05 level of significance. Thus, it can be said that there is no relationship between family type and gain in knowledge.

Family size

It is clear from the data as presented in Table 3 that the calculated 't' value is less than the tabulated value at 0.05 level of significance. Hence family size had no influence on gain in knowledge.

Family occupation

The data present in Table 3 clarifies that the calculated 't' value is higher than the tabulated value at 0.05 level of significance. It means family occupation is positively associated with knowledge gain. This might be due reason that engagement of respondents in different occupations may increase their motivational level and motivated them to gain extra information from different other sources regarding women entrepreneurship.

Land holding

It can be revealed from the Table 3 that

<div align="center">**Table 3: Relationship between knowledge gain and independent variables**</div>

S.No.	Independent variables	Calculated 'r' value	Calculated 't' value	't' tabulated Value	't' value
1.	Age	-0.236**	-3.050	0.01	2.607
2.	Education level	0.419**	5.807		
3.	Family type	-0.057 NS	-0.714		
4.	Family size	-0.020 NS	-0.249		
5.	Occupation	0.196 *	2.513		
6.	Land holding	-0.108 NS	-1.367	0.05	1.975
7.	Family income	0.143 NS	1.814		
8.	Training	0.361**	4.867		
9.	Cosmopoliteness	0.337**	4.505		
10.	Economic motivation	0.267**	3.488		

* Significant at 0.05 level of significance
** Significant at 0.01 level of significance ,
NS- Non significant

landholding had a non significant association with gain in knowledge because the calculated 't' value is less that the tabulated value at 0.05 level of significance.

Family income

Table 3 indicates that regarding family income the calculated 't' value is less that the tabulated value of level of significance. Hence, family income did not influence knowledge gain.

Training

It is seen in Table 3 that the calculated 't' value is higher than the tabulated value at 0.01 level of significance. Thus there is significant relationship between training and gain in knowledge and table also indicates that the relationship is positive.

Cosmopoliteness

It is seen in Table 3 that the calculated' value is higher than the tabulated value at 0.01 level of significance. Thus there is significant relationship between training and gain in knowledge and table also indicates that the relationship is positive. It means more cosmopolitan respondent had gained more knowledge.

Economic Motivation

It is seen in Table 3 that the calculated' value is

higher than the tabulated value at 0.01 level of significance. Thus there is significant relationship between economic motivation and gain in knowledge and table also indicates that the relationship is positive. It means more economically motivated respondent had gained more knowledge.

These findings are in conformity with the findings of Dudi (2005), Meena, D. K. (2010), Kaur, R. (2011).

CONCLUSION

It was concluded from the study that majority of the respondents (61.25%) had medium level of knowledge about different entrepreneurial activities. The education level, occupation, training, Cosmo politeness and economic motivation had positive and significant relationship with knowledge gain whereas, age of the respondents had negative and significant relationship with gain in knowledge. Family type, family size, land holding, and family income had no relation with knowledge gain of the respondents.

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