

SOURCES OF INFORMATION USED BY THE RURAL WOMEN IN ADOPTING DIFFERENT ENTREPRENEURIAL TRADES IN JHUNJHUNU DISTRICT OF RAJASTHAN

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ABSTRACT

Women constitute a population of 586.0 million with 405.1 million in rural areas and 181.3 million in the urban areas in our country. 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. In Rajasthan, the role of rural women in development was acknowledged by the Government and their more participation was ensured through 50 percent reservation in Panchayati Raj institutes as well as other statutory measures. The present study was conducted in Jhunjhunu district of Rajasthan. Results of the study shows that Majority of the respondents regularly uses personal localite source 'friends' as source of information for women entrepreneurship. Among personal cosmopolite sources of information majority of the respondents (67.50%) were used the 'Aganwadi Supervisor' regularly as source of information for women entrepreneurship. The 16.25 percent of the respondents were used the 'newspaper' regularly as Impersonal cosmopolite sources of information for women entrepreneurship.

INTRODUCTION

Women constitute a population of 586.0 million with 405.1 million in rural areas and 181.3 million in the urban areas in our country. Since the 21st century, the status of women in India has been changing as a result to growing industrialization and urbanization, and social legislation. Over the years, more and more women are going in for higher education, technical and professional education and their proportion in the workforce has also been increased.

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 growing importance of women-entrepreneur to economics of developing world can't be displayed. Thus entrepreneurial activity is having a direct bearing on country's industrial pace and economic growth. 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.

In Rajasthan, the role of rural women in development was acknowledged by the Government and their more participation was ensured through 50 percent reservation in Panchayati Raj institutes as well as other statutory measures. The present study was undertaken with specific objective to study the sources of information being utilized by the women entrepreneurs in adopting the vocational entrepreneurial trades in Jhunjhunu district of Rajasthan.

RESEARCH METHODOLOGY

The present study was conducted in Jhunjhunu district of Rajasthan. There are eight blocks in the district, out of which, four blocks and four villages from each village were selected randomly for the study area. Fifty per cent respondents were selected randomly from each village who were engaged in entrepreneurial

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activities. Thus 160 respondents from 16 villages constituted the sample. To study the utilization pattern of information sources, a scale was developed by Yadav and Khan (2008) was used after incorporating suggestion received with the help of available literature, research papers, experts and women entrepreneurs. The response of respondents about utilization pattern of sources of information were recorded on three point continuum viz. regularly, occasionally and never by giving score 2, 1 and 0 respectively. These sources were classified into following three categories i.e. personal localite, personal cosmopolite and impersonal cosmopolite based on their nature of use.

RESULTS AND DISCUSSION

(A) Personal localite sources

It was observed from table 1 that among personal localite sources of information majority of the respondents (61.25%) were using the 'friends' regularly as source of information for entrepreneurial activities. 'Neighbors' and 'family members' were also perceived as other important sources of information by 51.25 and 48.75 percent rural women, respectively. Whereas panchayat members were perceived as least important source of information and 85.63 percent women have never utilized this source.

Table 1. Sources of information used by the respondents

S. No.	Sources of Information	(n=160)					
		Regularly		Occasionally		Never	
		f	%	f	%	f	%
(A) Personal localite							
1.	Progressive women entrepreneur	32	20.00	52	32.50	76	47.50
2.	Family member	78	48.75	20	12.50	62	38.75
3.	Friends	98	61.25	18	11.25	44	27.50
4.	Opinion leaders	65	40.63	38	23.75	57	35.62
5.	Neighbours	82	51.25	46	28.75	32	20.00
6.	Relatives	56	35.00	29	18.13	75	46.87
7.	Panchayat members	08	05.00	15	09.37	137	85.63
(B) Personal cosmopolite							
1.	Anganwadi supervisor	92	57.50	35	21.88	33	20.62
2.	NGO Personnel	15	09.37	26	16.25	119	74.38
3.	Zila Udyog Adhikari	07	04.37	19	11.88	134	83.75
4.	KVK officials	13	08.12	22	13.75	125	78.13
5.	Panchayat officials	12	07.50	28	17.50	120	75.00
6.	Group meeting/ group discussion	06	03.75	10	06.25	144	90.00
7.	Udhyog mela	08	05.00	17	10.63	135	84.37
8.	Educational tour	05	03.13	08	05.00	147	91.87
9.	Workshop/seminar	03	01.87	08	05.00	149	93.13
10.	Training	15	09.37	36	22.50	109	68.13
(C) Impersonal cosmopolite							
1.	Radio	22	13.75	53	33.12	85	53.13
2.	Television	19	11.87	46	28.75	95	59.38
3.	News paper	26	16.25	30	18.75	104	65.00
4.	Magazine	11	06.87	25	15.63	124	77.50
5.	Traditional media	08	05.00	18	11.25	134	83.75
6.	Exhibitions	09	05.63	29	18.12	122	76.25
7.	Email/ internet	03	01.87	06	03.75	151	94.38
8.	Chart/poster	16	10.00	35	21.87	109	68.13
9.	Telephone /mobile	06	03.75	11	06.87	143	89.38
10.	Youth club/mahila mandal	12	07.50	21	13.12	127	79.38

(B) Personal cosmopolite sources

It was evident from table 1 that among personal cosmopolite sources of information majority of the

respondents (57.50%) were used the 'Anganwadi supervisor' regularly as source of information for women entrepreneurship. 'NGO personnel' and

'Training' each were perceived as other important sources of information by 09.37 percent rural women. Whereas workshop / seminar, educational tour and group meeting / group discussion were perceived as least important source of information by 93.13, 91.87 and 90.00 percent, respectively and they have never utilized these sources.

(C) Impersonal cosmopolite sources

It was evident from table 1 that among impersonal cosmopolite sources of information 16.25 percent of the respondents used the 'newspaper' regularly as source of information for women entrepreneurship. 'Radio' and 'Television' were perceived as other important sources of information by 13.75 and 11.87 percent rural women, respectively. Whereas email/ internet and telephone / mobile were perceived as least important source of information by 94.38 and 89.38 percent women, respectively and they have never utilized these source. The findings are in accordance with findings of Chouhan and Singh (2001).

CONCLUSION

It can be concluded that Majority of the respondents among personal localite sources of

information uses the 'friends' regularly as source of information for women entrepreneurship. Among personal cosmopolite sources of information majority of the respondents (67.50%) were used the 'Aganwadi Supervisor' regularly as source of information for women entrepreneurship. 16.25 percent of the respondents were used the 'newspaper' regularly as Impersonal cosmopolite sources of information for women entrepreneurship.

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