



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

INTERNATIONAL JOURNAL
OF CURRENT RESEARCH

International Journal of Current Research
Vol. 11, Issue, 01, pp.778-779, January, 2019

DOI: <https://doi.org/10.24941/ijcr.34092.01.2019>

RESEARCH ARTICLE

ENTREPRENEURIAL COMPETENCIES AMONG SERVICE CLASS WOMEN

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ARTICLE INFO

Article History:

Received 07th October, 2018
Received in revised form
29th November, 2018
Accepted 09th December, 2018
Published online 31st January, 2019

Key Words:

Entrepreneurship,
Service class.

ABSTRACT

The role of women is a fundamental question for the development of all societies. Development means total development in political, social economic, cultural and other dimensions of human life as well as the development of economic and other resources. The Objective of the study was to find out the existing entrepreneurial competencies among service class women. Purposive random sampling was done in order to meet the purpose of the study. Fifty service class women of different categories were selected to study the knowledge of the entrepreneurship. For the purpose of data collection from the service class women, investigator developed the close ended questionnaire. The tool was administered on fifty on service class women selected randomly by investigation. Administration of tools was done through field study. Results indicates that even service class women don't have clear concept about entrepreneurship

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Citation: Dr. Deepa Swamy, 2019. "Entrepreneurial competencies among service class women", *International Journal of Current Research*, 11, (01), 778-779.

INTRODUCTION

"No society could progress unless women who constitute half of its population are given equal opportunities" said by Prime Minister of India Smt. Indira Gandhi.

The role of women is a fundamental question for the development of all societies. Development means total development in political, social economic, cultural and other dimensions of human life as well as the development of economic and other resources. Today it is held that 2/3 of all the work in the world is performed by women yet the women are rated as "non-workers" having the least marginal role to play in the socio-economic system. This is just because in the traditional societies women were confined to four walls of home, children and family. But emancipation of women is one of the genotype of economic development and social progress. Emancipation of women is one of the generator of economic development and social progress. It is found that expansion of female work participation rate is directly related with social and economic progress of the country. Therefore, an effort aimed at economic advancement of women must include development of entrepreneurship. It is worthful for women to engage in entrepreneurship so that they can enjoy sovereign status in the society and at the same time can create jobs for quite a good number of people.

The emergence of entrepreneurship in society depends to a great extent on the economic, social, religious, cultural and psychological factors prevailing in the society (Desai, 1997).

Objective: To find out the existing entrepreneurial competencies among service class women.

Sample and its selection: Purposive random sampling was done in order to meet the purpose of the study. Fifty service class women of different categories (Doctors, teachers, nurses, technical, assistants, research associates) were selected to study the knowledge of the entrepreneurship.

Construction of Research Tool: For the purpose of data collection from the service class women, investigator developed the close ended questionnaire consisting of two parts. Part one was designed to gather the information on the family background of the service class women to know about their age, family composition, education etc. part two consisted of questions regarding the knowledge of entrepreneurship and the policies of government. Basis of the questions made were social attitudes, concept of entrepreneurship and government policies. The questions in the questionnaire were close ended in order to make it more comprehensive and less time consuming without undermining its accuracy. The questionnaire so prepared was given to a panel of experts to assess its validity and suitability. The experts with the following objectives did the crucial evaluation-

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1. To judge whether all the aspects are covered or not.
2. To see if any changes are required in the questionnaire for better administration of the tool and drawing the accurate result. Pilot study resulted in reduction of certain questions

Administration of Tools: The tool was administered on fifty on service class women selected randomly by investigation. Administration of tools was done through field study. The investigator personally visited the service class women and handed over the questionnaire. The purpose of the study was explained prior to administration of tool. The respondents were assured that the information so obtained would be used for research purpose only and the secrecy of information will be maintained. The procedure of filling up questionnaire was explained to every respondent before getting the questionnaire filled

Description of Research Tool: A self-prepared Performa included items related to personal information, social status, educational status, type of enterprise, family background etc. of women entrepreneur.

RESULTS

Knowledge of Entrepreneurship Among Service Class Women: The raw scores of fifty service class women were obtained to assess the knowledge of entrepreneurship. Careful analysis of the knowledge of entrepreneurship among service class women is shown in Table 1.

Table 1. Knowledge of entrepreneurship among service class women

Level of knowledge	Frequency	Percentage
Good	25	50
Average	21	42
Poor	4	8
Total (N)	50	100

Table clearly indicates that half of the women are having good knowledge of entrepreneurship. This is due to the technology information being wide spread. On the other hand, exposure to different types of media is the reason for knowledge of entrepreneurship among women.

Table 2. Concept of entrepreneurship among service class women

Concept	Sum	Average	Percentage
General	169	0.69	69
Identifications	328	0.72	72
Motivational Factor	97	0.55	55
Agencies	77	0.44	44
Problems	98	0.56	56

Table further indicates that 42% of women has average concept of entrepreneurship. It was very sad to observe that 8% of service class women are still not aware of concept of entrepreneurship. Lack of knowledge about it is due to the reason that they are satisfied with their job and they don't want to move to another place. Another reason behind unawareness is that as service class women have to perform dual job, so due to lack of time, lack of motivation factor and social responsibilities they don't take any interest in gaining knowledge in any field including entrepreneurship. In depth study of knowledge level of women among entrepreneurship was made into five different areas viz general concepts, identifications of the areas of entrepreneurship, motivation factors, agencies providing help to women entrepreneurs and different problems faced by women entrepreneurs. The results are given in table 2. Table depicts that 72% of service class women can easily identify the products to start an enterprise because now a day's women are being attracted towards business venture due to monetary factor. It can be further seen that 69% of women had general concept of entrepreneurship. More than half (55%) of women agree that behind running the enterprise they require motivation from family, husband and children as well as from society. Regarding the problems faced by women entrepreneurs 56% of service class women agree that they have to face different problems like that of raw material, monetary problems, societal problems, as they have to play dual role throughout the day. It was very sad to find that only 44% of service class women had knowledge of the agencies that are providing help to women entrepreneurs. This is due to the fact that 30% of women had lack of knowledge regarding entrepreneurship. Another reason that can be given is that although government has made different types of scheme but publicity of these schemes is not appropriate.

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