

Entrepreneurial Interests and Training Needs of Tribal Farm Women of Amirgadh and Danta Talukas of Banaskantha District (Gujarat)

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ABSTRACT

Amirgadh and Danta are predominantly tribal and most backward talukas of Banaskantha district in Gujarat as identified by the Government of India. Being most deprived economic condition of tribal women, need of training to establish small enterprises of their interest was felt. Hence a research study was conducted to identify the entrepreneurial interests, related training needs, factors associated with entrepreneurial interests and training needs. Entrepreneurial activities were classified into nine categories. A test was developed and used for studying the types of enterprises tribal women were interested in and related training needs. Validity and reliability of the test was checked by jury method and by pre testing respectively. Data was collected by personal interview technique. Frequencies, percentages, cumulative mean, ranks, correlation coefficient and 'F' test were used to analyze data. Results of study revealed that among different categories of enterprises tribal women expressed maximum interest in animal husbandry and dairy based enterprises followed by food based and agro based enterprises. Difference in the interest of different categories of enterprises was found significant at five percent level of significance. Floriculture and vermicompost making; preparation of milk products; making of maize dhani & pickle ; bandhni making and dress designing ; soft toy making and zari work; making of brooms from date tree leaves and plates from khakhra leaves; mehndi & agarbatti making ;statue making and marble carving were the enterprises in which tribal women expressed maximum interest under different categories respectively. Training needs were expressed in accordance with the entrepreneurial interests. Education and economic motivation showed significant correlation with entrepreneurial interest. Education, annual income and economic motivation showed significant correlation with entrepreneurial training needs. Highly significant correlation was found between the entrepreneurial interests and entrepreneurial training needs.

Key words: *Eentrepreneurial; Floriculture;*

The concept of entrepreneurship development has a wide range of meanings. If seen on a continuum, income generation, self-employment and entrepreneurship can be considered as the initial, middle and final stages of the entrepreneurial growth process. In the initial stage of income generation one tries to generate surplus or profit by starting some activities. The second stage of Self-employment refers to an individual's fulltime involvement in his/her own occupation. Entrepreneurship is the terminal stage wherein after setting up a venture one looks for diversification and growth. So, entrepreneurship is a philosophy, it is the way one thinks, one acts and therefore, it can exist in any situation be it business or government or in the field

of education, science and technology or poverty alleviation etc.

In fact, entrepreneurship development is basically concerned with creating wealth through production of goods and services. It is one of the most critical inputs in the economic development of a region. Entrepreneurship development process result in the upward economic change whereby the real per capita income of a region and consequently of a country rises overtime and economic development takes place. It speeds up the process of activating factors of production leading to a higher rate of economic growth, dispersal of economic activities and development of backward regions. It analyzes the resource availability and proper

utilization of the same for the development of the area. It makes proper utilization of human potentiality. It gives special attention to take up new activities and create self-employment and generate employment opportunities. It helps in eradication of the regional imbalances for better economic gain. Thus by harnessing the entrepreneurial talent, natural and man made resources, a society comes out of traditional lethargy to modern industrial culture, and consequently to socio-economic transformation. Ajani (2008) stated that entrepreneurial talents and capabilities are latent in all communities but their translation to innovative actions depends on appropriate stimuli and environment and these stimuli can be generated through training.

Hence, for the socio-economic transformation of tribal women who are educationally and economically disadvantaged and socially suppressed, it becomes imperative to empower them technically. Due to their disadvantageous position and lack of independent income source in her hand, they have a little say in the decision making process. Entrepreneurship development through training enables them to cope up with the changing time and help them productively use their free time and skills for setting and sustaining enterprises. So to seek the entrepreneurial interests, training needs and to recommend future strategies for entrepreneurship development among tribal women a study was conducted with the specific objectives:

1. To study the personal, social, economic, communication and entrepreneurial characteristics of tribal women
2. To study the entrepreneurial interests of the tribal women
3. To determine the entrepreneurial training needs of the tribal women to set-up the potential enterprises of their interest
4. To ascertain correlation between personal, social, economic, communication, entrepreneurial characteristics of tribal women and entrepreneurial interests
5. To ascertain correlation between entrepreneurial interests and entrepreneurial training needs of the tribal women

METHODOLOGY

The research study was carried out in purposively selected Banaskantha district identified as one of the most backward district of Gujarat State by the planning commission based on the backwardness index. Out of

selected Banaskantha district two talukas (Amirgadh and Danta) and six villages (three from each taluka) under NAIP component -111 were selected purposively. Two hundred tribal women of selected villages were selected as the respondents for the study. Proportionate random sampling procedure was followed to select the respondents. Personal, socio-economical and communicational variables were studied as independent variables. Entrepreneurial interests and the entrepreneurial training needs of the tribal women were studied as dependent variables. A teacher made interview schedule was developed to study entrepreneurial interests and entrepreneurial training needs. Entrepreneurial interests were measured in terms of the degree of likeness of the tribal women about nine major entrepreneurial activities. Responses of the respondents about entrepreneurial interests were recorded on three point scale *i.e.*, most liked, some what liked, not at all liked and were quantified as 3, 2 and 1. Similarly entrepreneurial training needs were measured on two point scale *i.e.* training needed or not needed by the tribal women for setting the potential enterprises and responses for the same were scored as 2 and 1, respectively. Validity of interview schedule was checked by expert's jury method. Reliability was checked by pre testing the schedule on twenty non sampled respondents of non sampled villages. Data were collected by personal interview technique. Frequency, percentage, ranks, coefficient of correlation and "F" tests were used to analyze data and draw the inferences on stated objectives.

RESULTS AND DISCUSSION

Personal, socio-economic and communicational of tribal women :Results regarding personal variables revealed that majority of tribal women belonged to young age group (65.00 per cent). Majority (61.00 per cent) of them had medium level of risk taking ability, decision making ability (75.00 per cent), achievement motivation (82.50 per cent), self confidence (66.00 per cent), market orientation (56.00 per cent) and economic motivation (76.50 per cent).The results regarding socio-economic characteristics revealed that majority of respondents (76.00 per cent) were having nuclear type and large sized family (66.50 per cent). Majority (78.50 per cent) of respondents had medium level of social participation.

Family income of majority of the respondents (85.50 per cent) was low. Majorities (69.50 per cent) of the

respondents were engaged in farming and animal husbandry occupation and majority (74.50 per cent) of them were having land holding up to 1.00 ha. Majority of tribal women (82.50 per cent) were found having low level of mass media exposure.

Entrepreneurial characteristics of Tribal Women: Findings regarding the entrepreneurial characteristics of the tribal revealed that majority of respondents (61.00 per cent) had medium level of risk taking ability. High majority possessed medium level of decision making ability (75.00 per cent) and achievement motivation (82.50 per cent). Majority of respondents (66.00 per cent) had medium level of self confidence. Slightly more than fifty per cent of respondents (56.00 per cent) had medium level of market orientation. Where as high majority of respondents (76.50 per cent) had medium level of economic motivation.

Category wise Entrepreneurial interests of tribal women: From the mean scores and ranks given in Table 1, it is evident that among agribased enterprises tribal women expressed maximum interest in floriculture enterprises, followed by vermicompost making enterprises and nursery raising enterprises. They expressed least interest in sugarcane juice mill and bee keeping enterprises. Among the animal husbandry and dairy based enterprises tribal women expressed maximum interest in milk and milk products making enterprises, followed by poultry keeping enterprises. They expressed least interest in goat keeping enterprise. Further, among the food based enterprises tribal women were most interested in maize dhani enterprises, followed by pickle making enterprises, and masala (spices) making enterprises. Least interest was expressed in jam, jelly and mouth freshener making enterprises.

Maximum interest in maize dhani making enterprises might be due to high production of maize in the selected talukas of study. It is evident from the ranks given in table No.2 that among the textile based enterprises tribal women were most interested in bandhni making enterprises, followed by dress designing and fall beading enterprises. They expressed least interest in dying work and carder cotton enterprises. The results revealed that tribal women were most interested in enterprises which meet their day to day living demands and provide economic security also.

Among the handicraft based enterprises tribal women were found most interested in soft toy making enterprises, followed by zari work and carpet making enterprises.

Table1. Category wise Entrepreneurial interests of tribal women

Enterprises	Mean score	Ranks
<i>Agribased enterprises</i>		
Floriculture	2.16	I
Bee keeping	1.12	VIII
Sugar cane juice mill	1.04	IX
Mushroom cultivation	1.65	IV
Nursery raising	1.80	III
Vermin compost making	2.01	II
Flour mill	1.25	VI
Oilmill	1.21	VII
Dal mill	1.26	V
<i>Animal husbandry & dairy based</i>		
Milk and milk products making	2.06	I
Poultry keeping	1.99	II
Goat keeping	1.47	III
<i>Food based enterprises</i>		
Vadi and papdi making	1.63	VI
Maize dhani	2.04	I
Drying fruits and vegetables	1.36	IX
Pickles making	2.02	II
Sauces, murabba	1.47	VI
Masala (spices) making	1.78	III
Mango papad	1.64	VI
Garlic powder	1.46	VIII
Making of jam and jelly	1.11	XII
Salted ground nuts	1.45	IX
Salted cheeps	1.65	IV
Mukhwas/ mouth freshener making	1.27	XI

They expressed least interest in paper Masse and bead work enterprises. It can be concluded that tribal women were most interested in such handicraft enterprises in which they can use their handicraft skills, can meet their economic, personal and children's needs also. Further among the forest based enterprises tribal women expressed maximum interest in broom making with date tree enterprises, followed by making dish and other items using khakhra leaves and bidi making. Least interest was found in bamboo, cane stick and ornaments making enterprises. It can be inferred that tribal women were more interested in enterprises for which they can get raw material from local forests, have good marketing opportunities.

From the mean scores and ranks given in Table.3 it is revealed that among the chemical based and beauty product enterprises tribal women pointed out maximum

interest in mehndi making, followed by agarbatti making and kumkum making enterprises.

Table 2. Textile based enterprises

Enterprises	Mean score	Ranks
<i>Textile based enterprises</i>		
Bandhni making	1.73	I
Dyeing work	1.07	VII
Coir rope	1.16	V
Dress designing	1.30	II
Sari design and finishing	1.21	IV
Fall beading	1.29	III
Carder cotton	1.1	VI
<i>Handicraft based enterprises</i>		
Stitching and tailoring	1.8	VI
Embroidery and knitting	1.08	IX
Painting	1.09	VIII
Greeting making	1.06	XI
Beed work	1.05	XII
Carpet making	1.39	III
Toy making	1.15	IV
Kite making	1.14	V
Envelop making	1.11	VI
Hand printing	1.07	X
Zari work	1.47	II
Paper matte	1.04	XIII
Soft toy making	1.60	I
<i>Forest based produce</i>		
Making dish and other things using khakhra leaves	1.57	II
Bamboo and cane stick	1.12	VI
Making ornaments	1.28	V
Winnowing basket	1.32	IV
Wooden toys and paper making	1.09	VII
Bidi making	1.40	III
Making broom with date trees	1.75	I

Least interest was expressed in candle making and different types of inks making. It can be inferred that tribal women were most interested in enterprises products of which are required for religious ceremony & prayer purposes.

Among the printing and stationary based enterprises tribal women were most interested in packing box making enterprises, followed by book binding and paper bag making enterprises. They expressed least interest in paper lamination enterprises and paper toy making enterprises. Among the metal based enterprises tribal women expressed maximum interest in idol or

statue making enterprises, followed by metal ornaments making and bangle making enterprises. Main reasons of expressing more interest in idol or statue and marble carving might be due to more availability of marble in the selected taluka especially in Danta and Amirgadh, tourist place of Ambaji might be another reason for good market opportunities.

To find out the categories of enterprises in which tribal women were most interested, cumulative mean scores were calculated for each category of enterprise and were compared based on the ranks assigned. Results regarding the same are as follows.

Table 3. Chemical based and beauty product enterprises

Enterprises	Mean score	Ranks
<i>Chemical based and beauty product</i>		
Hair oil	1.19	VI
Agarbatti making	1.69	II
Candle making	1.03	XI
Kumkum making	1.63	III
Kajal making	1.12	VII
Herbal cosmetic	1.27	V
Ayurvedic churn making	1.3	IX
Mehndi making	2.09	I
Sealing wax	1.10	VIII
Rose powder and water	1.35	IV
Different types of ink making	1.04	X
<i>Paper printing and stationary based</i>		
Paper bag making	1.3	III
Paper lamination	1.06	V
Packing box	1.44	I
Book binding	1.12	II
Paper toy making	1.2	IV
<i>Metal based</i>		
Marble carving	1.12	III
Idol or statue making	1.19	I
Crockery/ceramic decoration	1.05	V
Bangle making	1.08	IV
Making metal ornaments	1.13	II

It is evident from ranks given in table.4 that among the different types of entrepreneurial interest categories of enterprises tribal women were most interested in animal husbandry and dairy based enterprises, followed by food based enterprises and Agri based enterprises. Last ranked categories of entrepreneurial interest were metal based enterprises and paper printing and stationary based enterprises.

It can be inferred from the findings of study that tribal women were most interested to strengthen their

presently taken up activities and were wanted to convert the same activities into income generating enterprises.

Table 4. Comparison of interests of tribal women in different categories of enterprises (N = 200)

Categories of enterprises	Cumulative Mean Score	Ranks
Agri based enterprises	1.50	III
Animal husbandry and dairy based	1.84	I
Food based enterprises	1.57	II
Textile based enterprises	1.26	VI
Handicraft based enterprises	1.23	VII
Forest based enterprises	1.36	IV
Chemical and beauty product based	1.34	V
Paper printing and stationary based	1.22	VIII
Metal based enterprises	1.11	IX

Critical difference in entrepreneurial interests of tribal women : To see whether the difference in the entrepreneurial interests of tribal women in different categories of enterprises was statistically significant or not the procedure of randomized block design with test of significance was done by applying "F" test.

The result given in Table.5 revealed that the difference in the different categories of entrepreneurial interests was significant at five per cent level of significance, which means the difference was real and not due to any error.

Similarly, to find out in which categories of enterprises the tribal women expressed maximum

Table 5 : ANOVA for critical difference in different categories of entrepreneurial interests (N = 200)

Source	d.f.	S.S.	M.S.	'F' cal.	'F' Tab.	S.Em.	C.D.	Test
Replication	199	8.67	0.044	1.07				
Treatment	8	261.63	32.704	799.95				
Error	%1592	65.08	0.041		1.940	0.01	0.04	*
Total	%1799	335.39				C.V. % = 13.81		

Table 7. ANOVA for critical difference in different categories of entrepreneurial training needs of tribal women (n = 200)

Source	d.f.	S.S.	M.S.	'F' cal.	'F' Tab.	S.Em.	C.D.	Test
Replication	199	4.22	0.021	1.16				
Treatment	8	87.95	10.994	603.13				
Error	%1592	29.02	0.018		1.940	0.01	0.03	*
Total	%1799	121.19				C.V. % = 10.05		

Table 8. Correlation between entrepreneurial interest and level of entrepreneurial training need of tribal women (n=200)

Correlation	Coefficient of correlation ('r' value)
Entrepreneurial interest and entrepreneurial training need	0.658**

training need; cumulative mean scores were calculated for each category of enterprises. Cumulative mean scores of each category of enterprises were compared based on the ranks assigned. It is evident from the cumulative mean scores and ranks given in table. 6 that tribal women expressed maximum training need in animal husbandry and dairy based enterprises, followed by food based enterprises and agribased enterprises and last ranked category of entrepreneurial training need was metal based enterprises and paper printing and stationary based enterprises category.

Table 6. Comparison of entrepreneurial training need of the respondents in different Categories of enterprises (N = 200)

Categories of enterprises	Cumulative Mean Score	Ranks
Agribased enterprises	1.42	III
Animal husbandry and dairy based	1.89	I
Food based enterprises	1.48	II
Textile based enterprises	1.23	VI
Handicraft based enterprises	1.19	VII
Forest based enterprises	1.30	IV
Chemical and beauty product based	1.28	V
Paper printing and stationary based	1.18	VIII
Metal based enterprises	1.16	IX

Critical difference in the different types of entrepreneurial training need : To see whether the difference in the entrepreneurial training needs in categories is statistically significant or not the procedure

of randomized Block Design with test of significance was done by applying “F” test. Results given in Table.7 revealed that the difference in different categories of training need was significant at five per cent level of significance, which means the difference was real and not due to some error.

Correlation between entrepreneurial interests and entrepreneurial training needs of the tribal women was also studied results regarding the same are given below in table 8. The data presented in Table.8 clearly indicate that highly significant correlation was found between entrepreneurial interest and entrepreneurial training need of tribal women. Hence, the null hypothesis that there is no correlation between entrepreneurial interests and entrepreneurial training need was rejected.

Correlation between personal, socio-economic, communicational, entrepreneurial characteristics of the tribal women and their entrepreneurial interest: This was ascertained and tested by calculating correlation co-efficient (‘r’ value). Findings of the study revealed that out of personal characteristics, only education was found having positive and highly significant correlation at 0.01 levels with the overall entrepreneurial interest level.

Similarly out of the entrepreneurial attributes only economic motivation was found having positive and significant correlation at 0.05 levels with the overall entrepreneurial interest level of respondents. Other variables like age, risk taking ability, decision making ability, achievement motivation, self confidence, market motivation, type of family, size of family, social participation, annual family income, land holding size, family occupation and mass media exposure were found having no correlation with entrepreneurial interest of tribal women.

The data presented in Table.10 revealed that the null hypothesis that there is no correlation between the personal, socio-economic, communication, entrepreneurial characteristics of tribal women and their training need was rejected because education and social participation were found having significant correlation at 0.05 levels. Where as economic motivation showed highly significant correlation at 0.01 level of significance with the entrepreneurial training need of the tribal women. All other personal, socio-economic, communication and entrepreneurial variables were found having no correlation with the entrepreneurial training need of tribal women.

Table 9. Correlation between personal, socio-economic, communicational, entrepreneurial characteristics of the tribal women and their entrepreneurial interest (N= 200)

Variables	Correlation coefficient (‘r’ value)
Age (X1)	0.0634 ^{NS}
Education (X2)	0.1269 ^{**}
Risk taking ability (X3)	-0.0628 ^{NS}
Decision making ability (X5)	-0.0226 ^{NS}
Achievement motivation (X5)	0.0001 ^{NS}
Self confidence (X6)	-0.0039 ^{NS}
Market motivation (X7)	-0.0482 ^{NS}
Economic motivation (X8)	0.691 [*]
Type of family (X9)	-0.0254 ^{NS}
Size of family (X10)	-0.0217 ^{NS}
Social participation (X11)	0.0107 ^{NS}
Annual family income (X12)	-0.0486 ^{NS}
Land holding size (X13)	-0.641 ^{NS}
Family occupation (X14)	0.0665 ^{NS}
Mass media exposure (X15)	-0.0169 ^{NS}

NS = Non Significant. *, ** Significant at 0.01 and 0.05 level of significance, respectively.

Correlation between personal, socio-economic, communicational and entrepreneurial characteristics of tribal women and their training need:

Table 10. Correlation between personal, socio-economic and communicational characteristics of the respondents and their entrepreneurial training need (N = 200)

Variables	Correlation coefficient (‘r’ value)
Age (X1)	-0.0633 ^{NS}
Education (X2)	0.1238 [*]
Risk taking ability (X3)	-0.0437 ^{NS}
Decision making ability (X5)	0.0029 ^{NS}
Achievement motivation (X5)	0.0641 ^{NS}
Self confidence (X6)	0.0641 ^{NS}
Market motivation (X7)	0.0135 ^{NS}
Economic motivation (X8)	0.7529 ^{**}
Type of family (X9)	0.0710 ^{NS}
Size of family (X10)	-0.0107 ^{NS}
Social participation (X11)	0.1238 [*]
Annual family income (X12)	-0.0251 ^{NS}
Land holding size (X13)	-0.0935 ^{NS}
Family occupation (X14)	-0.0489 ^{NS}
Mass media exposure (X15)	0.0114 ^{NS}

NS = Non Significant.

*, ** Significant at 0.01 and 0.05 level of significance, respectively.

CONCLUSION

It can be inferred from the findings of study that majority of tribal women were having low socio-economic, communication characteristics and medium level of entrepreneurial attributes. It can be concluded that they were ready to take medium level risk if it improve their economic conditions. Possession of medium level of decision making ability, self confidence, decision making ability, medium to high level of achievement motivation, low market orientation indicated positive sign for rapid development of entrepreneurial attributes through training. From the entrepreneurial interests they expressed ,it can be inferred that they were interested in those entrepreneurial activities like animal husbandry and dairy based enterprises followed by food based and agro based enterprises which already were taken up by them as source of their livelihood and wanted to convert the same into potential enterprises.

Training needs were expressed in accordance with the entrepreneurial interests. Education and economic motivation showed significant correlation with entrepreneurial interest. Education, annual income and economic motivation showed significant correlation with entrepreneurial training needs. Highly significant correlation was found between the entrepreneurial interests and entrepreneurial training needs. Finally it can be concluded that for socio-economic transformation of tribal women systematized and need based entrepreneurship training programmes should be organized with more emphasis on market orientation. Further tribal women should be encouraged and supported for establishing small enterprises of their interest which subsequent lead to their prosperity. Strategies should be planned to establish links with institutions which provide economic and training support for entrepreneurship development in tribal areas.

