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❖ **Title of the Research Project -**

Entrepreneurship Development among Rural Women in Pune Region: A Brighter Path
Towards Poverty Eradication and Women Empowerment

❖ **Objectives of the Study**

1. To study the backward and forward linkages developed through institutional / non institutional efforts for Rural Women Entrepreneurial Development in Pune region.
2. To study and analyze the success stories of Rural Women Entrepreneurs.
3. To develop a model for Rural Women Entrepreneurship if possible.

❖ **Methodology**

- The Primary data was collected from sampled rural women entrepreneurs through the workshops organized for them in the places mentioned in the table below.
- The Secondary data is collected and supportive to the primary one is collected from books, journals, periodicals as well as annual reports.
- Quantitative techniques are used to analyze the data.

❖ **Sample Selection –**

In the first round 220 women entrepreneurs attended the programme. The details are as follows-

Sr. No.	District	Sample	Place	Sample selected from	Date
1	Kolhapur	62	Kolhapur	Kolhapur and Sangli District	05/07/2013
2	Sangli	41	Warananagar	Kolhapur and Sangli District	06/07/2013
3	Sholapur	36	Sangola	Solapur and Pune District	31/07/2013
4	Satara	40	Satara city	Satara and Sangli District	04/11/2013
5	Pune	41	Khed Shivapur	Pune district	08/12/2013

Out of 220 women appeared in 1st round the successful women based on criteria decided for successful women entrepreneurs they were 47. The analysis for them is done separately to study the models followed / developed by them for their business.

❖ Observations And Findings

Observations of the sample of 220 rural women entrepreneurs

Observations about the sample selected of 220 women from Pune Region are as follows-

- Type of business done by sampled women entrepreneurs-

Sr. No.	Type of Enterprise	Frequency
1	Processing Of Food Items	39
2	Ready To Eat Food Items	41
3	Fashion Designing	49
4	Purses/ Bags Making	29
5	Crafts / Embroidery	13
6	Sweater Making	03
7	Beauty Parlor	09
8	Shops	44
9	Other	42
	Total	269

Note : 49 women were doing more than one entrepreneurial activity

- Majority women insisted for systematic training. Even they were willing to take advanced training.
- Very few were aware about various government schemes or they were reluctant to opt for the same due to complicated procedure for the same.
- Surprisingly it is seen that, only with short duration training women get confidence, motivation and they are ready to take up entrepreneurial task.
- Majority respondents used raw material from their own farm produce and place required for business is used at their own house, thus they were able to manage within very less investment especially for agro based industry, tailoring, vermiculture, cooking etc.
- The nature of the business done by majority respondents is such that, their capital gets free early and they can roll same capital for further production in the business.

- Those women are not full time entrepreneurs but, along with their entrepreneurial activity they do all household work, help for family agricultural activities etc. This is unique about those entrepreneurs.
- Everybody said that self-confidence was gained. This is very important, as it will help them to lead better life in future. As almost all respondents were from lower middle class or poor family, the earning security was important for them.
- During present study it was observed that, Government institutes/ NGOs / SHGs / Private institutes etc. working for the women entrepreneurship provide backward and forward support for their members at following levels –
 - ✓ Pre Entrepreneurial Level –
 - ✓ Production Level -
 - ✓ Financial Support –
 - ✓ Market Support –
 - ✓ Post programs for Rural Women Entrepreneurs

❖ **Model For Rural Women Entrepreneurship Development –**

The governing factors for rural women entrepreneurship especially with rural women observed were as follows-

Backward Links

- Awareness about entrepreneurship
- Training
- Information about sources of raw material
- Finance
- Technical knowhow

Forward Links

- Advertisement
- Marketing
- Marketing network
- Waste recycling / management

Conclusion - The monetary benefits, the self confidence and psychological satisfaction gained by respondents is very important as it helps them to shoulder any further entrepreneurial activity or face any problem in the family. Elevated family and social status brings about changes in the life of rural women. Power over economic resources and participation in decision-making is making them more confident and that is the women empowerment in true sense.