



Satisfaction Level of Tribal Women Entrepreneurs : A Study in Nashik District, Maharashtra

Dr. Anilkumar R. Pathare

Email: anilkumarpathare202@gmail.com

Head & Assistant Professor,
Department of Geography,
RNC Arts, JDB Commerce and NSC Science College,
Nashik road, Nashik- 422101.

Abstract:

Women entrepreneurs play vital a role in any community. Women entrepreneurs contribute to develop the society in tribal regions. The present study was conducted in Nashik district of Maharashtra state. The objective of the present work is to find out the satisfaction level of tribal women entrepreneurs in handicraft small scale industry in Nashik district. The survey research method was applied to collect the primary data. The sample size was taken 50 and convenience sampling procedure was adopted for the study. A structured questionnaire was used for data collection. The collected data was tabulated and analysis was done using statistical methods like weighted average and chi-square test. This study is useful to understanding a tribal women entrepreneurs and the satisfaction level of women in the handicraft sector. They were satisfied with family support and business profit; family members contribute to the work and giving guidance to the women entrepreneurs.

Key words: Women entrepreneurs, Handicrafts, Satisfaction, Family support.

Introduction:

Entrepreneurship is considered as one of the most important factors contributing to the economic development of a society. Women entrepreneurs may be defined as the woman or a group of women who initiate, organize and operate a business enterprise. Entrepreneurs have been considered influential in introducing and sustaining socio economic development. In India, the concept of women entrepreneurship however is of recent origin. They are contributing towards the growth of the economy and upliftment of their socio economic conditions⁴. Tribal handicrafts play a vital role in the rural and tribal concentrated region and have the high potential of generating income and employment. Handicraft is a small-scale industry in study region. Planners and policy makers have viewed it as an effective instrument of social and economic change.

Review of Literature:

Ananda Shankar Mohapatra, Rabindra Behera, Upendra Nath Sahu¹ (2012) in their study explains, dairy farming as one of the important enterprises which dominate the economic activities of the tribal people in the rural areas of Odisha in India. Increasing demand for milk and milk products in recent years makes dairy farming a profitable enterprise for tribes. The tribal entrepreneurs have been dealing with to several constraints in this sector which hinders their development. Jyoti Bahl² (2012) in her study observes, how entrepreneurship has gained greater significance at a global level under changing economic scenario. Entrepreneurial skills are needed to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. Nagendra Kumar Jha³ (2012) in his study, show how



women, traditionally have played a crucial role in the family as well as in the farm, shop, and factory and in the society, but their role has not been duly acknowledged.

Woman entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a place in the market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector.

Objectives:

1. To evaluate the satisfaction level of tribal women entrepreneurs in Nashik district.
2. To study the family support and business profit of target group.

Research Methodology:

The present paper is based on primary and secondary data. The target population of the study included 50 tribal women entrepreneurs who are in handicraft business in Nashik district. A non-probability, convenience sampling technique was used to conduct the survey. To obtain primary data a structured questionnaire was prepared. To analyse the data percentage, weighted average and Chi-square test methods have been used.

Study Area:

Nashik district is a tribal dominated district and has uneven topography and a dynamic nature. It is located in northwest in Maharashtra state. The study region extends from $19^{\circ} 33'$ to $20^{\circ} 52'$ north latitudes and $73^{\circ} 16'$ to $74^{\circ} 56'$ east longitudes (Fig.1) covering 15530 square kilometres area and a population of 61,07,187 in Census 2011, among them Scheduled Tribes are 15,64,369 (25.61%) (Male- 7,92,547, Female- 7,71,822). The average height from mean sea level is 600 meters. Godavari and Girana are the main river basins. There are 1929 villages and 18 towns in district (Census, 2011) ⁵.

Location Map: Study Area

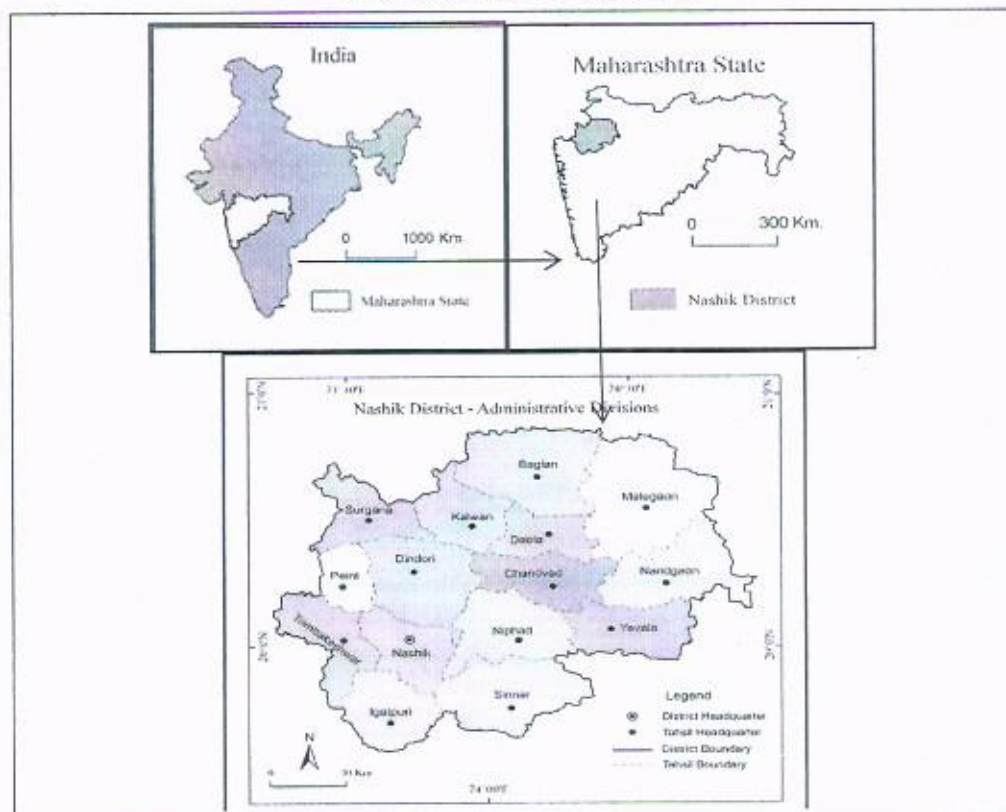




Fig.-1

Table- 1 : Socio Economic Profile of the Respondents

Sr. No.	Factors	No of Respondents		Sr. No.	Factors	No of Respondents	
		Numbers	Percent			Numbers	Percent
1	Age in Years			3	Educational qualification		
	<25	7	14		Illiterate	26	52
	26-35	13	26		School level	21	42
	36-45	18	36		Graduate level	1	2
	>45	12	24		Others	2	4
2	Monthly income level			4	Type of family		
	<1000	24	48		Joint family	12	24
	1001-5000	21	42		Nuclear family	38	76
	5001-10000	4	8				
	>10000	1	2				

Source: Survey data

Table 1 reveals that, 36 percent of the respondents were in the age group of above 36-45, 42 percent of them with a monthly income between 1001-5000, 52 percent of the respondents were illiterate, 76 percent of respondents belonged to nuclear family.

Table- 2 : Satisfaction of business profits

Particulars	No. of respondents	percent
Yes	35	70
No	15	30
Total	50	100

Source: Survey data

Table 2 shows that 70 percent of the respondents were satisfied in this business profits but 30 percent of respondents were not satisfied.

Table-3: Business profits allocated for kind of expenses

Particulars	No of respondents	Percent
Family expenses	31	62
Business development	5	10
Savings	3	6
All of the above	11	22
Total	50	100

Source: Survey data

Table 3 indicates that 62 percent of respondents were allocated their business profit for family expenses and 6 percent for savings.

Table- 4 : Kind of support from family members while doing this business

Particulars	No of respondents	Percent
Manpower	35	70
Financial Support	2	4
Guidance	11	22
Encouragement	2	4
Total	50	100

Source: Survey data



Table 4 exhibits that 70 percent respondents had support in the form of manpower , 22 percent of respondents were getting guidance and only 4 percent respondents has got encouragement.

Table-5 : Satisfaction Level of Business

Factors	HS	S	N	DS	HDS	Weighted average	Weighted Score	Rank
Business Profits	23	17	6	3	1	208	4.16	2
Facilities for Business	20	18	9	2	1	204	4.08	3
Space	15	14	15	3	3	185	3.70	6
Support from family	28	13	3	5	1	212	4.24	1
Maintenance	12	13	20	4	1	181	3.62	8
Available Row material	14	18	11	5	2	187	3.74	5
Government schemes	10	14	14	9	3	173	3.46	9
Supply of craft products	12	11	9	9	9	158	3.16	10
Development of business	16	14	9	8	3	182	3.64	7
Finance	17	18	10	3	2	195	3.90	4

Source: Survey data

Table 5 indicates, most of the respondents were highly satisfied with the family support and profit from the business, most of the respondents were highly dissatisfied by the lack of supply of craft products.

Table- 6 : Association between age and Satisfaction of business profits

Age in Years	No of respondents		Total
	Yes	No	
<25	6	1	7
26-35	10	3	13
36-45	11	7	18
>45	8	4	12
Total	35	15	50

Source: survey data

Chi-square test (X²) calculation

Observed Frequency (O)	Expected Frequency (E)	(O - E) 2	(O - E) 2 / E
6	6.25	0.0625	0.01
1	6.25	27.56	4.41
10	6.25	14.06	2.25
3	6.25	10.56	1.69
11	6.25	22.56	3.61
7	6.25	0.56	0.09
8	6.25	3.06	0.49
4	6.25	5.06	0.81
		$\chi^2 = \sum (O - E)^2 / E = 13.36$	

Table 6 shows, that the calculated value is more than the table value (3 degree of freedom at 5 % level of significance. Tabulated X²= 7.815). So the null hypothesis is rejected. There is significant relationship between age and satisfaction from business profits.



Limitations:

- i. The current study covers only tribal women entrepreneurs.
- ii. The study was conducted on the basis of a questionnaire survey, so limitations of questionnaire may reflect in the study.

Conclusion:

It is observed that a majority of the respondents were satisfied with family support, business profits and majority of the respondents were nuclear family. Most of the respondents were allocated business profits for family expenses and family members were offering guidance to women entrepreneurs. The majority of the respondents like manpower support to run their business. Handicrafts production is one of the promising sectors of entrepreneurship development in the tribal region. Development of entrepreneurship ensures prime utilization of resources and facilities and value to product and services.

References:

1. Ananda S.M. et.al. (2012) : "Constraints faced by Tribal Entrepreneurs in Dairy Farming Enterprise", International Journal of Physical and Social Sciences, Volume 2, Issue 7.
2. JyotiBahl (2012) : "Status of women entrepreneurship in rural India", Asian Journal of Multidimensional Research Vol.1 Issue 2. Volume No: 1 Issue: 4
3. Nagendra K. J. (2012): "Development of Women Entrepreneurship – Challenges and Opportunities- A Case Study of Bihar", Ninth AIMS International Conference on Management.
4. P. Manimekalaiet.al. (2013) : "A Study On Satisfaction Level Of Women Entrepreneurs In Dairy Sector In Salem District of Tamilnadu", Asian Journal of Multidimensional Research Volume No: 1 Issue: 4
5. Pathare, A.R. (2013) : "A Geographical Study of Tribal Population Characteristics in Nashik District, Maharashtra", Unpublished Ph.D. Thesis, Tilak Maharashtra Vidyapeeth, Pune.