

UNIVERSITY GRANTS COMMISSION

BAHADUR SAHAH ZAFAR MARG

NEW DELHI- 110 002

**PROFORMA FOR SUBMISSION OF INFORMATION AT THE TIME OF SENDING THE FINAL
REPORT OF THE WORK DONE ON THE PROJECT**

1.	Title of the Project	Promoting Women Entrepreneurship Through Gender Analysis
2.	Name and address of the Principal investigator	Dr.R.Premavathi Associate Professor (Agrl.Extension) Department of Agricultural Extension and Rural Sociology, TNAU, Coimbatore. Email: premavathitnau@yahoo.co.in
3.	Name and address of the insitution	Tamil Nadu Agricultural University Coimbatore
4.	UGC approval letter no. and date	F.No.42-750/2013(SR) 1.4.2013
5.	Date of Implementation	21.5.2013
6.	Tenure of the Project	4 years from 1.4.2013 to 31.3.2017
7.	Total grant allotted	Rs. 9,05,800/-
8.	Grants Recived	Rs. 5,31,800/-
9.	Final Expenditure	Rs.4,41,043/-
10.	Title of the Project	Promoting Women Entrepreneurship Through Gender Analysis
11.	Objectives of the Project	<ul style="list-style-type: none">➤ To study the different roles preformed by gender (both male and female) in selected agri-based enterprises➤ To find out the critical stages of selected enterprises needs training based on gender analysis and organize trainings➤ To organize training programmes based on their critical stages of selected agri based enterprises➤ To encounter various bottlenecks faced by agri - based enterprises and formulate strategies to overcome the same.
12.	Whether objectives were achieved (Give details)	<ul style="list-style-type: none">➤ The agri based enterprises like Mushrrom, Apiary, value addition from jute, Arecanut, fruits and vegetables run by both women as well as men entrepreneur of Coimbatore District was selected

		<p>for the study. \</p> <ul style="list-style-type: none"> ➤ The different roles performed by women and men entrepreneurs were identified through gender analysis exercises ➤ Based on gender analysis critical stages of each enterprises were identified ➤ Constraints faced by entrepreneurs were identified and suggestions given to overcome the constraints ➤ Sample size: one hundred entrepreneurs selected from each enterprise (50 male and 50 female) ➤ Trainings was not given due to non-release of second installment
13.	Achievemnt sfrom the project	Annexure 1 enclosed
14.	Summary of the findings	<p>Women form a part of a human resource. Unless this section of the population is given opportunities to prove their capabilities the development would be imperfect. The present studies were conducted in Coimbatore district. The agri-based enterprises like mushroom growing, beekeeping, value-addition in jute and areca nut products, fruits and vegetable growing run by both women as well as men entrepreneurs of Coimbatore district were selected. One hundred entrepreneurs (50 male and 50 female entrepreneurs) were selected based on random sampling method. The findings of the study indicated that in all selected enterprises low percentage of the female entrepreneurs performed the roles like selecting marketing place, negotiating, fixing the price for various products, collecting money from retailers, distribution of salary for labour, expanding the enterprise by getting new dealers compared to that of male entrepreneurs.</p> <p>It is therefore necessary to provide sufficient knowledge, skill and training to female entrepreneurs</p>

		<p>on production of quality spawn in mushroom, drying of beehive, control of swarming and selection of beehive in honeybee rearing, processing and selection of quality raw material for handicraft and value-addition in case of fruit and vegetable growing enterprise.</p> <p>Women entrepreneurs also need to have knowledge and training on marketing, getting financial assistance from banks etc. Further the government should take adequate steps to start women development programmes to motivate them to participate in entrepreneurial activities which encourage them to increase their role in entrepreneurship. The government should also address the constraints they face so that they get all knowledge and skill to run an enterprise successfully.</p>
15.	Contribution to the society	<ul style="list-style-type: none"> • Saving habit is also increased by 90.00 per cent in female entrepreneurs because of running the enterprises would create self confidence among female entrepreneurs. • Improved socio-economic status • Involved in various developmental programmes • Increased Self employment opportunities • Providing solutions to various social issues • Improved access to social media, education, and social enterprises are all contributing to change.
16.	Please indicate the difficulties, if any, experienced in implementing the project	Not Applicable
17.	Collaboration, if any (with Department, Univeristy, Industry etc.,)	Not Applicable
18.	Ph.D Enrolled, if yes, details	Not Applicable
19.	Details of the publications resulting from the project work (please attach re-prints)	Article publshied in International Journal of Farm Science

		Reprints enclosed
20.	Any other information which would help in evaluation of work done on the project	Nil

21. Financial assistance provided/ Expenditure incurred:

S.No	Items	Amount Approved (Rs.)	Grant Received (Rs.)	Expenditure incurred (Rs.)				Balance
				2013-14	2014-15	2015-16	2016-17	
Non Recurring								
1	Books & Journals	20,000	20,000	73,445	971	-	-	584
2	Equipments	75,000	75,000	-		-	-	20,000
Recurring								
3	Contingency	50,000	20,000	19,841	-	-	-	159
4	Hiring Services	50,000	20,000	-	19,742	-	-	258
5	Travelling Allowances & fieldwork	1,20,000	60,000	6,121	28,940	-	-	24,939
6	Project fellow @ Rs.14,000/- month	5,28,000	2,74,000	1,20,037	1,09,146	-	-	44,817
7	Insituoanl charges @10%	62,800	62,800	-		-	-	
	Total	9,05,800	5,31,800	2,82,244	1,58,799	-	-	90,757
							Interest	302
							Total	91,059

It is certified that the grant of Rs.5,31,800.00 (Rupees Five lakh thirty one thousand and eight hundred only) received from the University Grants Commission under the Scheme of support for Major Research Project entitled “Promoting Women Entrepreneurship through Gender Analysis” vide UGC Letter No.F.No.42 – 750/ 2013 (SR) dated 22.03.2013 for the year 2013-2014. It has been fully utilized for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the University Grants Commission. The unutilised balance amount of Rs.91,059/- (Rs. 90,757.00 with interest of Rs. 302/-) available in the UGC Major Research Project

entitled Promoting Women Entrepreneurship Through Gender Analysis surrendered to
The Under Secretary (FD-III), University Grants Commission, Bahadur Sahab Zafar
Marg, New Delhi- 110 002.

**PRINCIPAL INVESTIGATOR
(SIGNATURES WITH SEAL)**

/

**REGISTRAR/PRINCIPAL
(SIGNATURES WITH SEAL)**

Annexure-1

Objectives

- To study the different roles performed by gender (both male and female) in selected agri-based enterprises
- To find out the critical stages of selected enterprises needs training based on gender analysis
- To encountered various bottlenecks faced by agri -based enterprises and formulate strategies to overcome the same

Methodology

The agri based enterprises like Mushroom, Apiary, value addition from jute, Arecanut, fruits and vegetables run by both women as well as men entrepreneur of Coimbatore District will be selected . The different roles performed by women and men will be identified through gender analysis exercises .Based on the gender analysis, we will find out the critical stages of each enterprises which needs training and organize training programmes for identified critical stages through concern subject matter specialist of TNAU.

Sample size: One hundred entrepreneurs will be selected from each enterprise (50 male and 50 female respondents). Gender analysis will be carried out for both male and female entrepreneur. The following table clearly indicated that the selected enterprises with sample size.

Table 1.Selection of enterprise with sample size

Selected Enterprises	(Entrepreneurs')	
	Male (No)	Female(No)
Mushroom	10	10
Apiary	10	10
Handi crafts from jute , coconut & arecanut	20	20
Fruits and vegetables	10	10
Total sample size	50	50

Tools: Gender analysis exercises, Group discussion and Standard Interview Schedule will be used for collecting data for the project.

Salient findings of the project

The roles performed by gender in mushroom enterprises were analyzed and the results are presented below:

Table 2. Roles performed by gender in mushroom enterprises

S. No	Activities	Male (n=10)		Female (n=10)	
		No	%	No	%
	Productive role				
1.	Procurement				
1	Selection of suitable place for mushroom enterprise	9	90.00	4	40.00
2	Construction of Production unit	9	90.00	1	10.00
3	Purchasing seeds	8	80.00	3	30.00
4	Purchasing raw materials for mushroom enterprise (straw, polythene cover)	9	90.00	2	20.00
5	Spawn production by own	8	80.00	2	20.00
6	Purchasing spawn from other sources	7	70.00	1	10.00
	Average		83.33		21.66
II.	Process				
1	Carrying water	2	20.00	9	90.00
2	Collection of fuel	2	20.00	7	70.00
3	Steaming / Boiling	5	50.00	7	70.00
4	Cooking of sorghum seeds	5	50.00	2	20.00
5	Sterilizing the straws	8	80.00	9	90.00
6	Bed preparation	7	70.00	8	80.00
7	Casing	5	50.00	5	50.00
8	Disease management	9	90.00	2	20.00
9	Cleaning and repairing of machines	8	80.00	1	10.00
10	Monitoring the growth	2	20.00	8	80.00
11	Harvesting	5	50.00	5	50.00
12	Cleaning the mushroom	7	70.00	8	80.00
13	Packing & packaging	8	80.00	7	70.00
	Average		56.07		59.99
III.	Marketing and finance				
1	Assessing the marketing place	4	40.00	3	30.00
2	Fixing price	8	80.00	6	60.00
3	Collecting money from consumers	8	80.00	5	50.00
4	Distribution of salary	9	90.00	4	40.00
	Average		72.5		45.00
	Others				
1	Expanding the enterprise by getting new dealers	2	20.00	3	30.00
2	Required hands on training on spawn production and value added products from mushroom	8	80.00	9	90.00

Fig. No. 1. Productive Role of Mushroom Entrepreneur

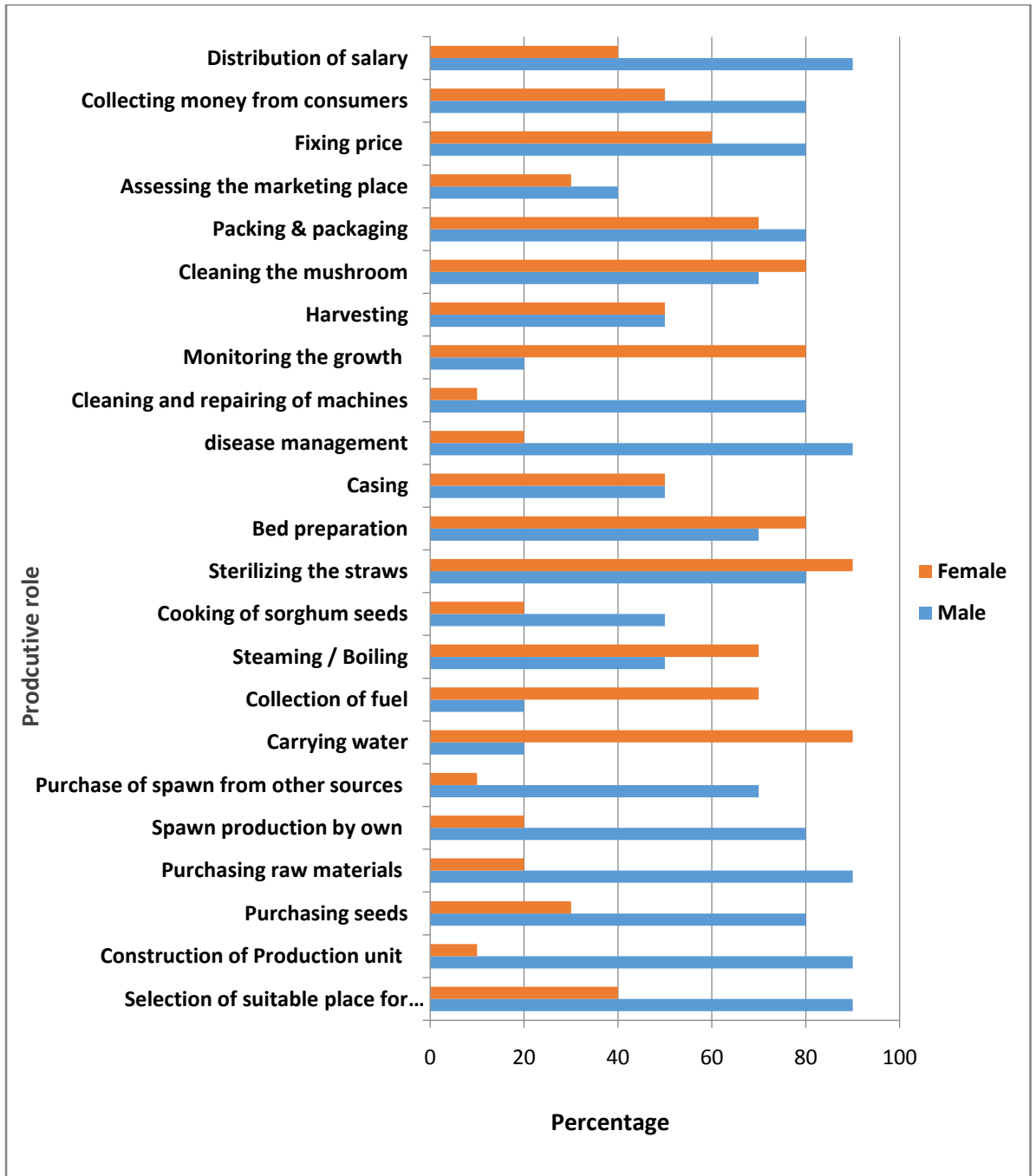


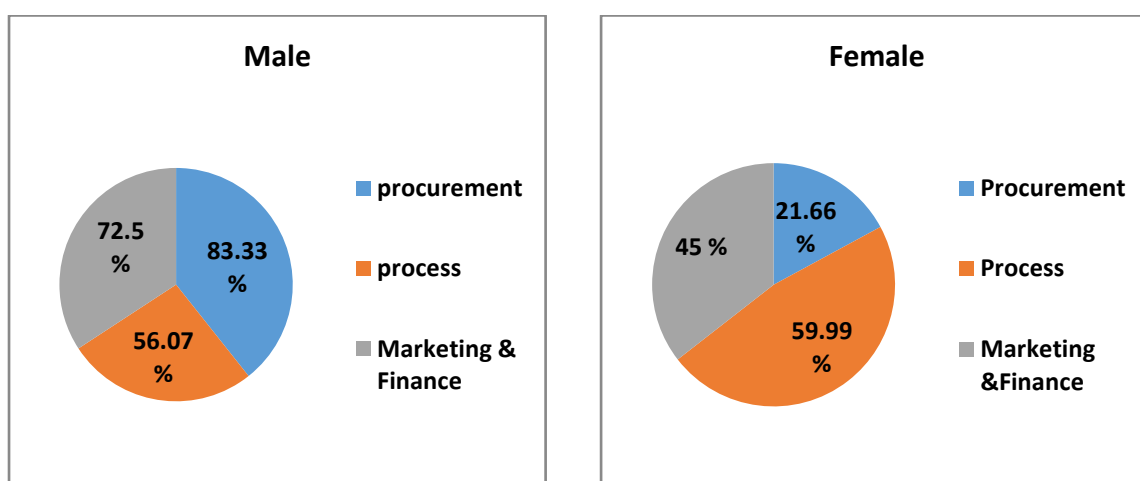
Table 2 clearly depicts that male entrepreneurs performed almost all the activities of procurement, process and marketing compared to that of female entrepreneurs. Less percentage of male entrepreneurs performed roles like carrying water, collection of fuel, monitoring the growth, preparation of value added products from mushroom and expanding the enterprise by getting new dealers.

Procurement: Low percentage of female entrepreneurs performed roles like construction of production unit (10%), purchasing of raw materials for mushroom production (20%) spawn production and purchasing spawn from other sources (20%).

Process: Compared to that of counterparts, low percentage (20%) of female entrepreneurs performed roles like cooking of sorghum seeds, adding fertilizer and pesticides and cleaning and repairing machines.

Marketing and finance: Compared to that of male entrepreneurs, low percentage of female entrepreneurs performed roles like assessing the marketing place(30%),preparation of value added products from mushroom (40%), expanding the enterprise by getting new dealers (30%) Cent per cent of both male and female entrepreneurs required hands on training on spawn production and value added products from mushroom.

Fig. 2. Overall performance of Productive Roles of Gender



In overall performance, more per cent of male entrepreneurs performed the roles of procurement (83.3 %) followed by marketing and finance (72.5%) and process (56.3%).

Where in case of female entrepreneurs, more (59%) performed the roles of process followed by marketing and finance (45%) and procurement (21.6%)

2. Apiary Enterprise: Table. 3. Roles performed by gender in Apiary Enterprise

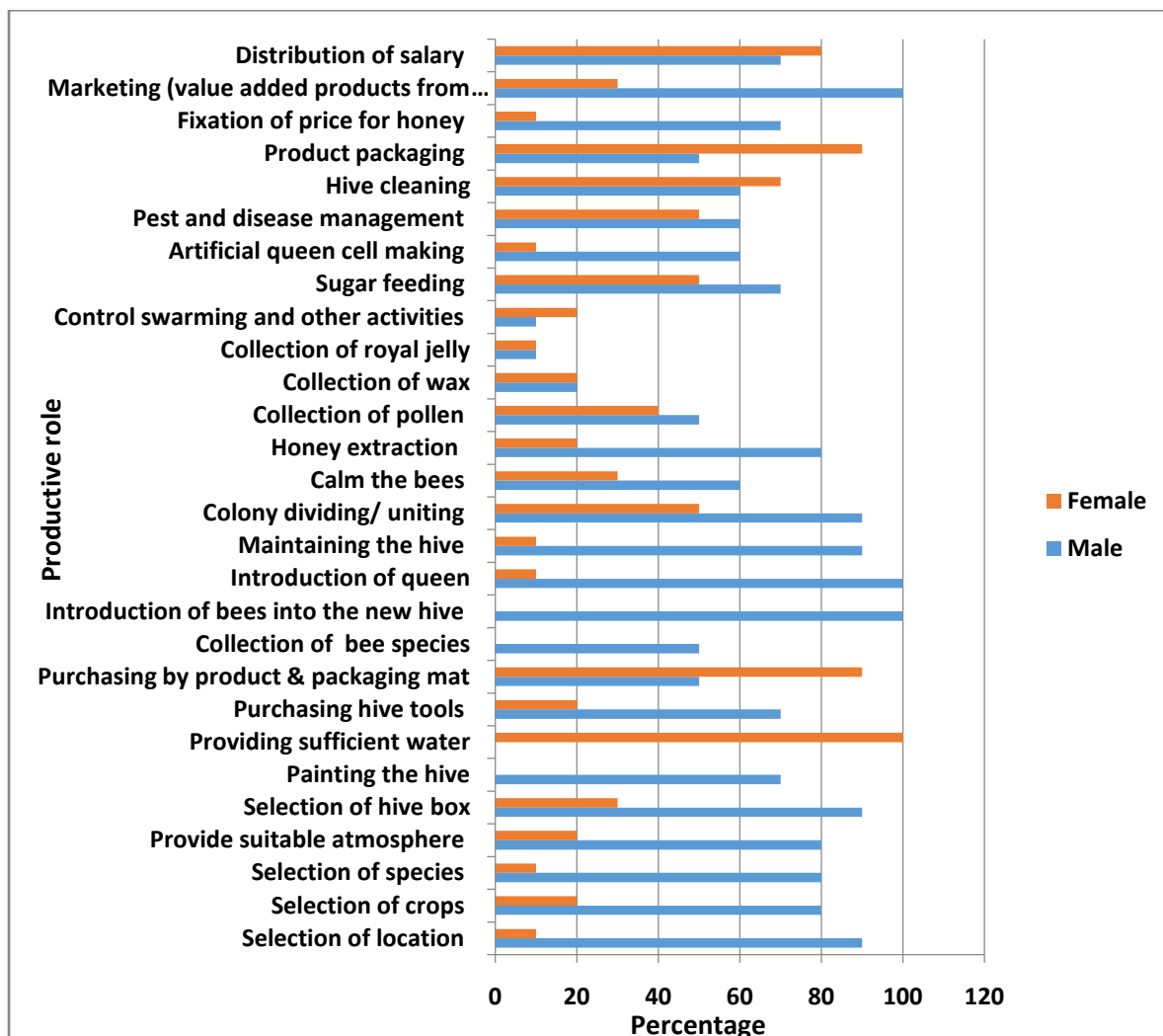
S. No	Activities	Male		Female	
		No	%	No	%
	Productive Role :				
I	Selection procedure				
1	Selection of location	9	90.0	1	10.0
2	Selection of crops	8	80.0	2	20.0
3	Selection of species	8	80.0	1	10.0
4	Provide suitable atmosphere	8	80.0	2	20.0
5	Selection of hive box	9	90.0	3	30.0
6	Painting the hive	7	70.0	0	0
7	Providing sufficient water	0	0	10	100.00
	Average		70.0		27.14

II.	Procurement				
1	Purchasing hive tools	7	70.00	2	20.0
2	Purchasing by product & packaging materials	5	50.0	9	90.0
3	Collection of bee species from forest/ Purchase of honey bee species	5	50.0	0	0
	Average		56.67		36.67
III.	Process				
1	Introduction of bees into the new hive	10	100.00	0	0
2	Introduction of queen	10	100.00	1	10.0
3	Maintaining the hive	9	90.00	1	10.0
4	Colony dividing/ uniting	9	90.00	5	50.0
5	Calm the bees	6	60.00	3	30.0
6	Honey extraction	8	80.00	2	20.0
7	Collection of pollen	5	50.00	4	40.0
8	Collection of wax	2	20.00	2	20.0
9	Collection of royal jelly	1	10.0	1	10.0
10	Control swarming and other activities	1	10.0	2	20.0
11	Sugar feeding	7	70.0	5	50.0
12	Artificial queen cell making	6	60.0	1	10.0
13	Pest and disease management	6	60.0	5	50.0
14	Hive cleaning	6	60.0	7	70.0
15	Product packaging	5	50.0	9	90.0
	Average		60.67		32.00
IV.	Marketing and finance				
1	Fixation of price for honey	7	70.0	1	10.00
2	Marketing the products	10	100.0	3	30.0
3	Distribution of salary	7	70.0	8	80.0
	Average		80.00		40.00

The result from table 3 reveals that in selection procedure, majority of the roles were performed by male entrepreneurs only. Less per cent of female entrepreneurs (10-20%) performed roles like the selection of location, crops, bee species, bee hive and suitable atmosphere for setting up of bee hive. Lack of knowledge and awareness among female entrepreneur might be the probable reasons for low performance.

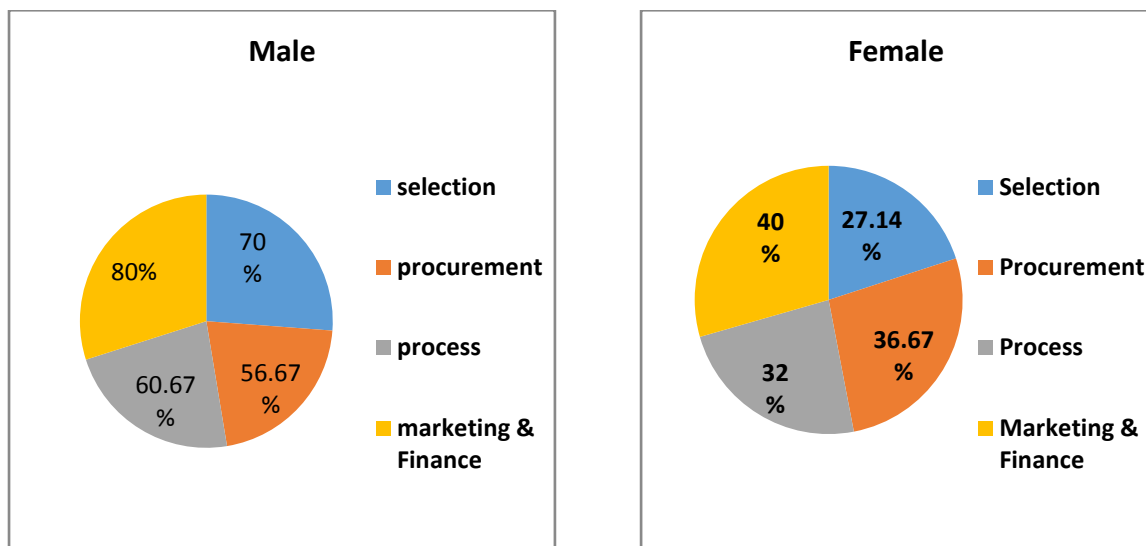
Procurement, female entrepreneurs performed the activities of purchasing byproduct and packaging materials. Less percentage (20%) performed the activity of purchasing bee hive tools. None performed the roles of purchasing honey bee species or collection of honey bee species from forests.

Fig. No.3. Productive Role of Apiary Entrepreneur



Process, majority of the male entrepreneurs performed all the activities compared to that of female entrepreneurs. Only less percentage of the female entrepreneurs performed the roles viz., introduction of bees into new hive, introduction of queen, maintain the hive, calm the bees, honey extraction, collection of wax and royal jelly, artificial queen cell making, and control swarming. Lack of knowledge and skill in the above activities would be reasons for low performance. Marketing and finance, female entrepreneurs having less knowledge on how to market the value added products and fixation of price for honey.

Fig.No.4. Overall performance of gender in Apiary Enterprise



In overall performance, more male entrepreneurs performed the roles of marketing and finance (80%) followed by selection of place (70%), process (60.67%) and procurement (56.67 %).

Where in case of female entrepreneurs, nearly half of the respondent performed the roles of marketing and finance followed by procurement (36.67%), process (32%) and selection (27.14%).

3. Handicraft Enterprise

Table.4. Roles performed by gender in handicraft enterprise

S. No	Activities	Male (20)		Female (20)	
		No	%	No	%
	Productive role				
I	Procurement				
1.	Finding source for raw materials	20	100.0	2	10.0
2	Purchase of raw material	19	95.0	7	35.0
3	Stocking of raw material	18	90.0	4	20.0
4	Cleaning and washing of raw materials	8	40.0	20	100.0
	Average		81.25		41.25
II.	Process				
1	Boiling and steaming of raw material	3	15.0	15	75.0
2	Drying	6	30.0	19	95.0
3	Insertion of raw materials	19	95.0	10	50.0
4	Designing the product/creativity	20	100.0	15	75.0
5	Preparing value added products	20	100.0	15	75.0

6	Handling machineries	15	95.0	5	25.0
7	Packing	15	95.0	18	90.0
8	Required skill on preparing creative products from jute, arecanut and coconut	18	90.00	19	95.00
9	Required technology and machineries for rope making from coir	17	85.00	18	90.00
	Average		78.33		74.44
III.	Marketing and finance				
1	Selection of market place	20	100.0	5	25.0
2	Negotiating price	20	100.0	8	40.0
3	Fixing price for various products	20	100.0	2	10.0
4	Collecting money from retailers	20	100.0	7	35.0
5	Distribution of salary for labour	20	100.0	4	20.0
	Average		100.0		26.0
	Others				
1	Expanding the enterprise by getting new dealers	20	100.0	6	30.0
2	Purchase handicrafts from artisans	20	100.0	9	45.0
3	Required training on selection of quality raw materials, machineries and marketing channels	20	100.0	20	100.0

Procurement: Low percentage of (10.00 - 30.00 %) female entrepreneurs performed the roles like finding source for raw materials, purchasing of raw materials and stocking of raw materials.

Process: Fifty per cent (50.00%) of the female entrepreneurs only performed the activities of adding raw materials for colouring. Twenty five per cent of the female entrepreneurs performed activities of handling machineries for preparing value added products like plates, cups, rope and bag making.

Marketing and finance: Low percentage of the female entrepreneurs performed the roles like selecting marketing place (25%), negotiating price (40%), fixing the price for various products (10%), collecting money from retailers (35%), distribution of salary for labour (20%), expanding the enterprise by getting new dealers (30%) and required training on selection of quality raw materials, purchasing suitable machineries and finding marketing channels for marketing.

Compared to that of female entrepreneurs, low performance was noticed in the activities like cleaning and washing of raw materials (40%), boiling and steaming of raw material (15%), and drying (30%) as in case of male entrepreneur.

Fig No.5. Productive Role of Handicrafts Entrepreneur

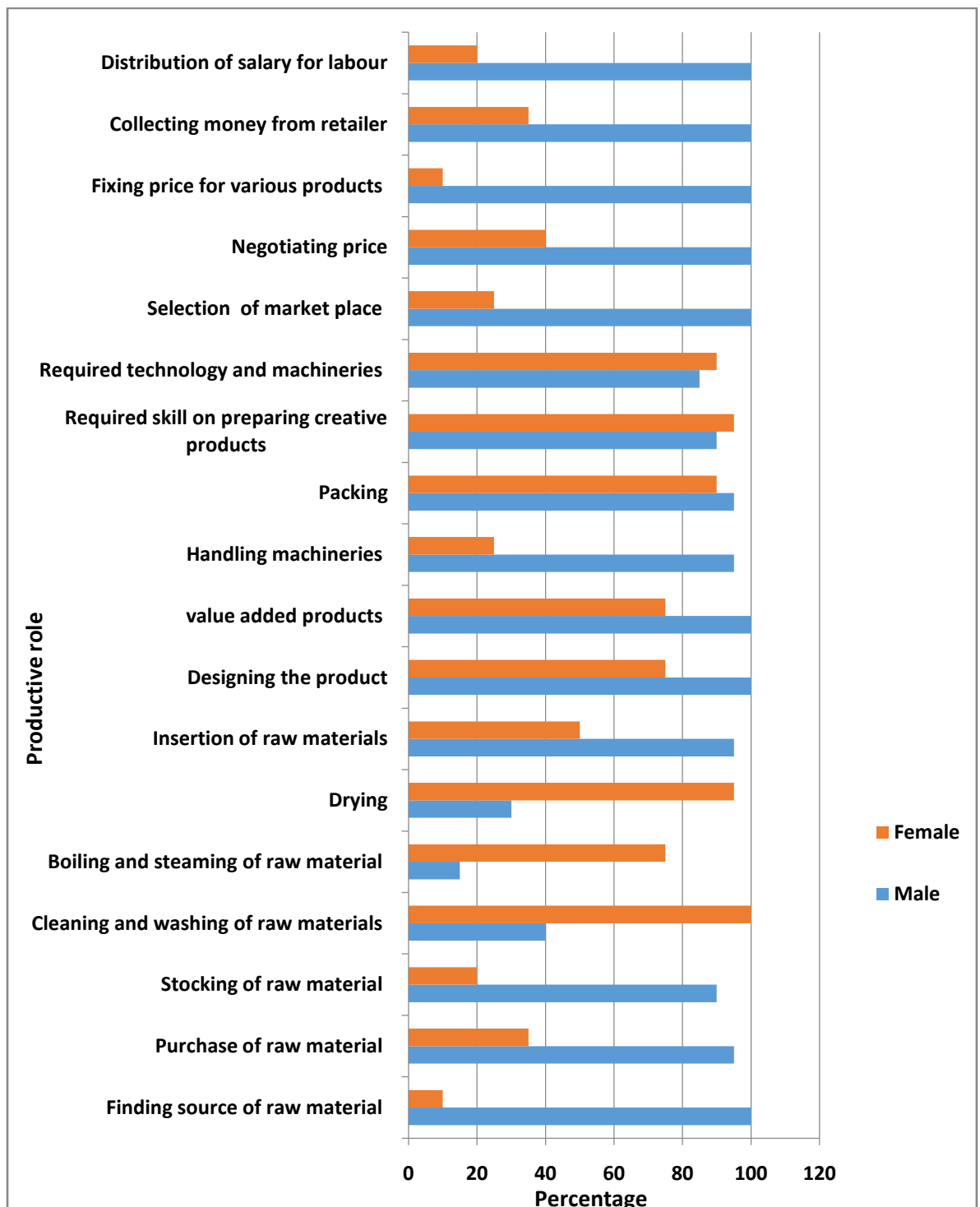
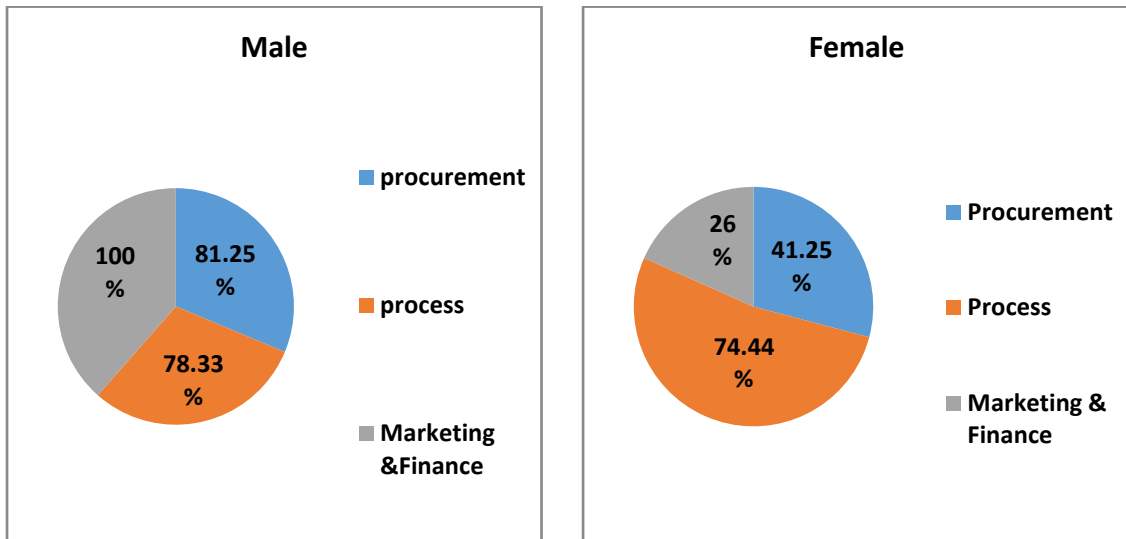


Fig.No.6. Overall Performance of Gender in Handicraft Enterprise



In overall performance, more male entrepreneurs performed the roles of marketing and finance (100%) followed by procurement (81.25 %) and processing (78.33%).

Where in case of female entrepreneurs, nearly half of them performed the roles of processing (74.44 %) followed by procurement (41.25%), and marketing and finance (26%).

4. Fruits and Vegetable enterprise

The table 5, clearly indicated that most of the male performed (90%) the roles of procuring raw materials and purchasing fruits and vegetables (50%). As in the case of female entrepreneurs, twenty per cent of female performed the role of procuring raw materials and purchasing fruits and vegetables.

Majority of male performed and preservatives (80%), operating machineries (90%), labeling and sealing (60%) and recycling (70%). None of them performed the cleaning activities of fruits and vegetables. Where in case of female entrepreneurs, minimum percentage of female performed the activities of mixing the roles viz., sterilizing (80%), mixing the proportion of fruits the correct proportion of fruits and preservatives (40%), operating machineries (20%) and cleaning and repairing the machineries (30%).

Table.5. Roles performed by gender in fruits and vegetable enterprise

Roles performed by Gender					
S. No	Activities	Male		Female	
		No	%	No	%
	Productive role				
I.	Procurement				
1.	Procuring quality raw materials for preparation of value added products	9	90.00	2	20.00
2.	Purchasing and grading of fruits and vegetables	5	50.00	2	20.00
	Average		70.00		20.00
II.	Process				
1	Cleaning the fruits and vegetables	0	0	8	80.00
2	Boiling/Steaming	1	10.00	10	100.00
3	Sterilizing	8	80.00	9	90.00
4	Proportion / mixing of fruits and preservatives	8	80.0	4	40.00
5	Operating machineries	9	90.00	2	20.0
6	Labeling & Sealing	6	60.00	9	90.00
7	Recycling	7	70.00	7	70.00
8	Cleaning and Repairing of machines	6	60.00	3	30.00
9	Packaging the products	4	40.00	10	100.0
	Average		54.44		68.89
III.	Marketing and finance				
1	Marketing (Value added products from fruits)	2	20.00	3	30.00
2	Negotiating prices	10	100.00	5	50.00
3	Collecting money from consumer	10	100.00	6	60.00
4	Distribution of salary	10	100.00	5	50.00
5	Financial decisions	10	100.00	6	60.00
	Average		84.00		50.00
IV.	Others				
1.	Expand the enterprise by getting new dealers	10	100.00	7	70.00
2.	Required skill and knowledge / training on value added products from fruits and vegetables	10	100.00	10	100.00

Fig.No.7. Productive role of Fruits and Vegetable Entrepreneur

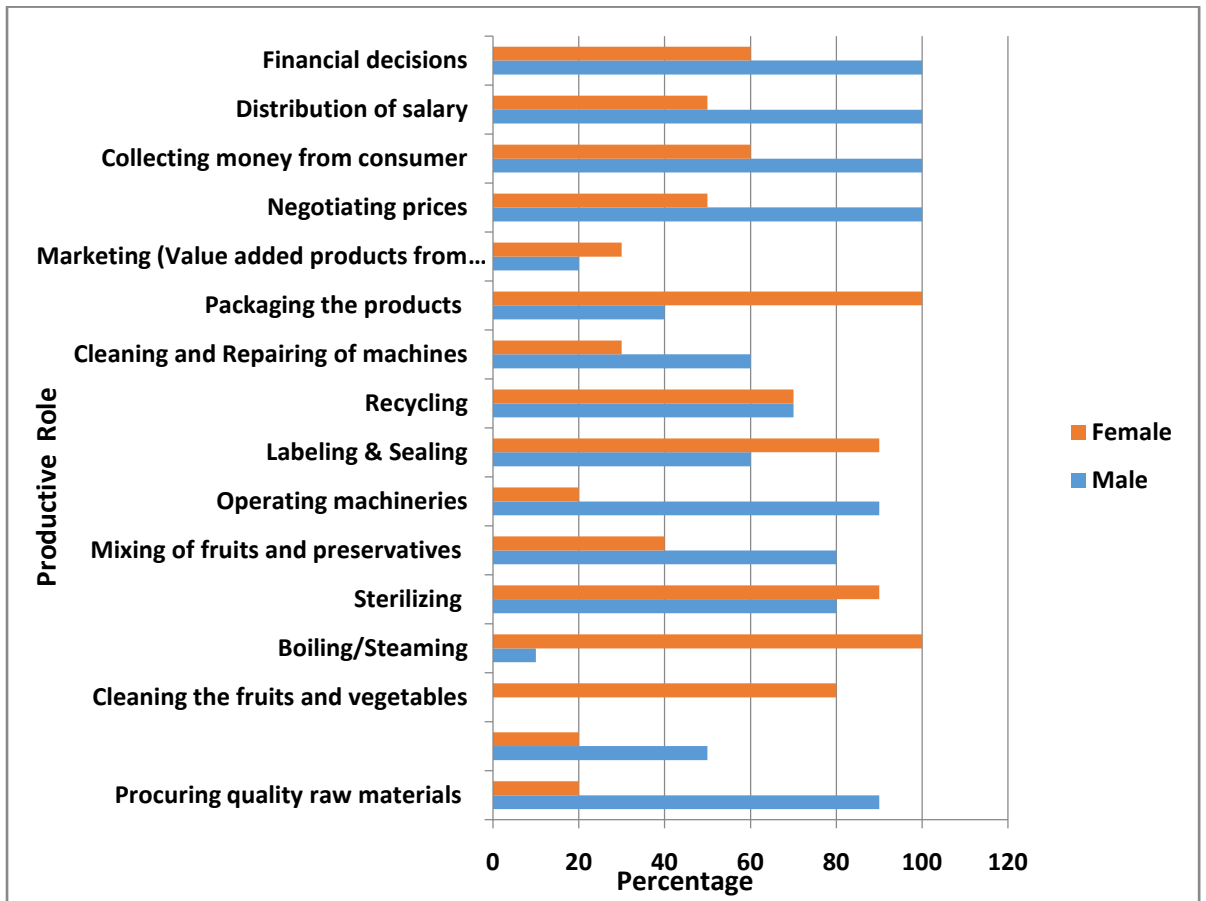
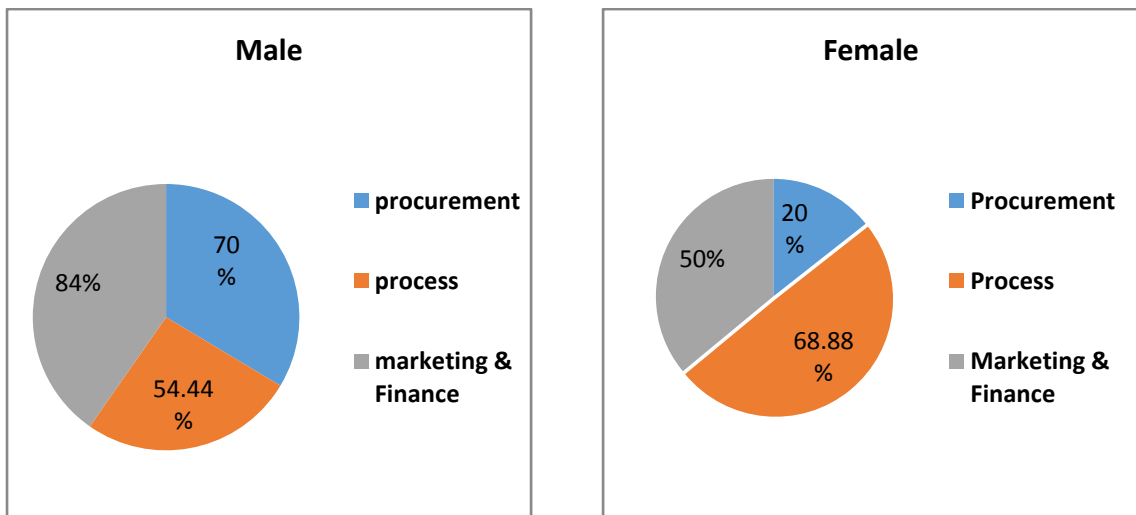


Fig.No.8. Overall Performance of Gender in Fruits &Vegetables Enterprise



In overall performance, male entrepreneurs performed the roles of marketing and finance (84%) followed by procurement (70%) and processing (54.44%). Where in case of female entrepreneurs, more per cent of them processing (68.88%) followed by marketing and finance (50%) and procurement (20%).

In Marketing and finance, both of them having less knowledge (20-30%) on marketing. Only fifty per cent of the female entrepreneurs performed the roles of fixing the market price for the produce. Currently they are preparing pickles, jam and juice from fruits and vegetables; apart from these both of them required skill and knowledge oriented training on preparation of value added products from fruits and vegetables.

Unproductive role / Home management

Table.6 Unproductive role performed by gender

S.No.	Unproductive role	Male (n=50)		Female(n=50)	
		No	%	No	%
1	Preparation of food in home	5	10.0	50	100.0
2	Caring the child	10	20.0	50	100.0
3	Cleaning and repairing work in home	20	40.0	48	96.00
4	Health care	32	64.0	49	98.0
5	Sanitation	35	70.0	30	60.0
	Average		40.80		90.80

Multiple responses

The table 6. Stated that almost all the unproductive roles viz., preparation of food in home, child care, cleaning and repairing, health care and sanitation were performed by female entrepreneur. Compared to that of male entrepreneurs, the female entrepreneurs are doing multiple roles as home maker and entrepreneurs.

Community Role

Table 7 Community Roles by gender

S.No	Community role	Male (n=50)		Female (n=50)	
		No	%	No	%
1	Participation of village development activities	45	90.0	30	60.0
2	Participation of children's school meetings	15	30.0	45	90.0
3	Going to the bank for getting loans	50	100.0	45	90.0
4	Going to the bank for depositing the savings	20	40.0	45	90.0
5	Trainings undergone through handicraft	15	30.0	20	40.0
6	Updating the status in community	20	40.0	20	40.0
7	Attending a relative functions, cultural & other festivals	50	100.0	40	80.0
8	Membership in any organization/SHG/welfare society	10	20.0	40	80.0
9	Receiving awards, medals and other recognitions	15	30.0	20	40.0
	Average		70.00		54.40

Multiple responses

The table 7 clearly indicated that compared to that of female, more than 80.00 per cent of the male entrepreneurs performed the roles viz., participation of village development activities, going to the bank for getting loans and attending relative functions, cultural and other festivals.

More than Eighty per cent of the female entrepreneurs performed the roles like participation of children's school meetings, going to the bank for depositing the savings, getting loans from bank and member in organization like SHGs. The membership position in SHGs would help the female entrepreneurs' for getting loans for expanding the currently running enterprises. Saving habit is also increased by 90.00 per cent in female entrepreneurs because of running the enterprises would create self confidence among female entrepreneurs to inculcate the habit of savings for future.

Dimension of Gender Analysis

Dimensions like access, control, decision -making, benefits and incentives were analyzed and the findings are presented below:

Table 8. Access, control, Decision and benefits and incentives (n=50)

S. No	Resource	Access		Control		Decision		Benefits and incentives	
		Male	Female	Male	Female	Male	Female	Male	Female
1	Land (relevant to enterprise)	100.0	-	100.0	-	100.0	-	-	-
2	Equipment for enterprise	90.0	10.0	100.0	-	100.0	-	-	-
3	Construction of Production unit	80.0	20.0	90.0	10.0	70.0	30.00	-	-
4	No of employees selected	90.0	10.0	90.0	10.0	80.0	20.0	-	-
5	Work allotment	90.0	10.0	80.0	20.0	90.0	10.0	-	-
6	Fixation of wages to laboures (kind/ Cash)	90.0	10.0	90.0	10.0	70.0	30.0	-	-
7	Income earned from enterprises	100.0	-	100.0	-	100.0	-	90.0	10.0
8	Responsible for spending expenditure to various enterprise work	100.0	-	100.0	-	100.0	-	100.0	-
9	Education to children	90.0	10.0	70.0	30.0	70.0	30.0	-	-
10.	Selection & attending trainings programmes related	90.0	10.0	90.0	10.0	90.0	10.0	-	-

	to enterprises								
11.	Loan/ credit from any bank/ institution	100.0	-	100.0	-	100.0	-	90.0	10.0
	Average	92.72	11.81	91.81	12.72	100.0	21.80	82.72	67.27

The above table illustrated that male entrepreneurs have more access and control on the resources like land and purchase of equipment for enterprises, construction of production unit, selection of employees for enterprises work allotment, fixation of wages to labour, income earned from enterprises, responsible for spending expenditure, attending the trainings and getting loan/ credit from bank were vested with only male entrepreneurs.

Compared to that of female entrepreneurs, male entrepreneurs have taken decision in all the resources and obtained the major benefits and incentives from earned income and responsible for spending expenditure.

Female as an entrepreneur

Table 9. Access, Control, Decision and Benefits and incentives

(n=50)

S. No	Resources	Access		Control		Decision		Benefits and incentives	
		Male	Female	Male	Female	Male	Female	Male	Female
1	Land (relevant to enterprise)	80.0	20.0	80.0	20.0	80.0	20.0	-	-
2	Purchase of equipment for enterprise	50.0	50.0	50.0	50.0	40.0	60.0	-	-
3	Construction of Production unit	20.0	80.0	30.0	70.0	30.0	70.0	-	-
4	Selection of labour	50.0	50.0	50.0	50.0	20.0	80.0	-	-
5	Work allotment for employees	50.0	50.0	40.0	60.0	-	100.0	-	-
6	Fixation of wages to laboures (kind /Cash)	40.0	60.0	30.0	70.0	20.0	80.0	-	-
7	Income earned form enterprises	30.0	70.0	20.0	80.0	20	80.0	30.0	70.0
8	Responsible for Spending Expenditure to various enterprise work	20.0	80.0	60.0	40.0	30.0	70.0	40.0	60.0
9	Education to children	50.0	50.0	10.0	90.0	40.0	60.0	-	-
10.	Selection and attending trainings programmes related to	30.0	70.0	10.0	90.0	40.0	60.0	-	-

	enterprises								
11.	Loan/ credit from any bank/ institution	40.0	60.0	30.0	70.0	50.0	50.0	20.0	80.0
	Average	56.36	59.09	58.18	62.72	70.9	80.9	92.72	87.27

The above table indicated that the access, control and decision making related to land was less in the case of female entrepreneurs. Female entrepreneurs have taken decision in the above mentioned resources like purchase of equipment for enterprises, construction of production unit, and selection of employees for enterprises, work allotment, fixation of wages to labour, income earned from enterprises, responsible for spending expenditure, attending the trainings and getting loan/ credit from bank.

Compared to that of male entrepreneurs, the benefits and incentives earned from enterprises and responsible for spending expenditure also vested with female entrepreneurs.

Even though female working as entrepreneurs, they consider the counterpart to involve in all the above resources. During the discussion with female entrepreneurs, they mentioned that the counterparts being the head of the family, living in male dominated society, more exposure, and frequent contact with other officials were the probable reasons.

Table. 10. Training needs of female entrepreneurs were identified and presented

S. No	Training needs	No	Percentage
I.	Mushroom (n=10)		
1.	Providing training on spawn production technologies	7	70.0
2.	Impart knowledge on pest and disease attack	6	60.0
3.	Value added products from mushroom	8	80.00
II.	Apiary(n=10)		
1.	Imparting training on selection of species and selection of bee hives, pest management by TNAU scientist	7	70.0
2.	Artificial queen cell making	6	60.0
3	Providing training on value added products from honey bee	9	90.0
5.	Fruits and vegetables (n=10)		

6.	Hands on training on value added products from fruits and vegetables excluding pickles	8	80.0
IV.	Handicrafts from Jute, coconut and Arecanut (n=20)		
7.	Training on selection of quality raw materials	15	75.00
8.	Providing training on handling of machineries and production of materials	12	60.00

Mushroom

- Eighty per cent of entrepreneurs required training on value addition in mushroom followed by spawn Production technology (70%).

Honey bee

- Majority of the entrepreneurs (90%) required training on value addition in honey followed by selection of honey bee species, bee hives and pest management

Handicrafts:

- Seventy five per cent of the entrepreneurs required training on selection of quality raw material and handling of machineries (60%).

Fruits & Vegetable Enterprise

- Eighty per cent of the entrepreneurs required training on value addition in fruits and vegetables

II. Following areas were identified from the selected enterprises

Mushroom Enterprises

- ❖ Needs training on production of spawn by own, latest mushroom species production technologies and value addition
- ❖ Disease management
- ❖ Cleaning and repairing of machines
- ❖ Required knowledge on marketing, selection of quality raw materials

Apiary Enterprise

- ❖ Required training on selection of bee hive tools, honey bee species and value addition
- ❖ Required advanced technology on honey bee rearing
- ❖ Marketing information

Handcraft Enterprise

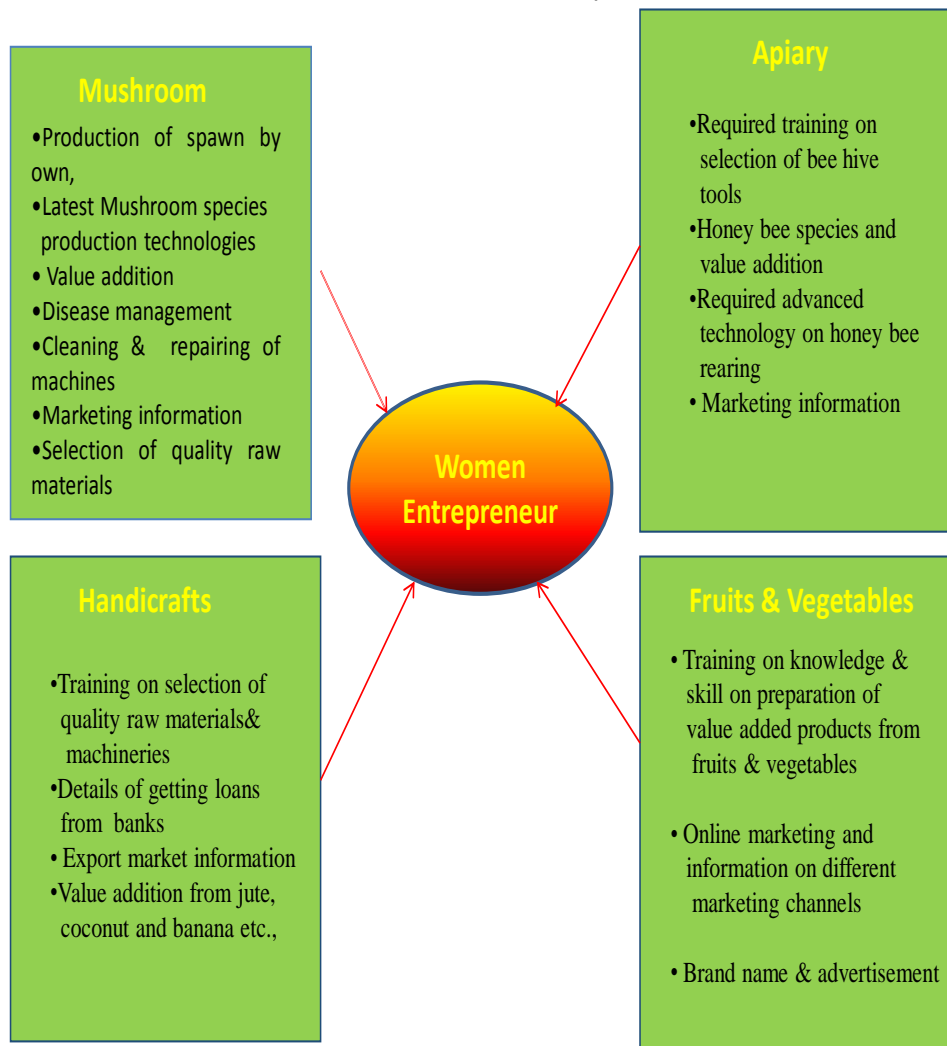
- ❖ Training on selection of quality raw materials, machineries and details of getting loans from banks
- ❖ Export market information
- ❖ Value addition from jute, coconut and banana etc.,

Fruits and Vegetable Enterprise

- ❖ Training on knowledge and skill on preparation of value added products from fruits and vegetables
- ❖ Online marketing and information on different marketing channels
- ❖ Brand name and advertisement

Awareness knowledge provided for the above selected areas

Areas were identified from the selected enterprises



Constraints faced by female entrepreneurs'

Table .11 Constraints faced by female entrepreneurs

S. No	Constraints	Female	
		No	%
I.	Mushroom(n=10)		
1.	Lack of knowledge on production of quality spawn	10	100.00
2.	Lack of awareness on fungal attack	7	70.0
3.	Lack of awareness and knowledge on marketing	9	90.0
II.	Apiary(n=10)		
1	Lack of awareness about selection of honey bee species and bee hive box	10	100.0
2	Lack of knowledge on pest management	10	100.0
3	Lack of knowledge on dryness of beehives	7	70.0
4	To increase the subsidy amount	10	100.0
5	Lack of proper guidance and motivation from department officials	10	100.0
III.	Fruits and Vegetables (n=10)		
1	Lack of awareness on marketing of the products	10	100.0
2	Lack of training on preservation and product packaging	9	90.0
4	Labour scarcity	7	70.0
5	Lack of brand name for the product	9	90.0
6.	Low sales of products / turn over	9	90.0
7.	Non co-operation and less encouragement from family members	8	80.0
IV.	Handicrafts from Jute, coconut and Arecanut(n=20)		
1.	Lack of knowledge on selecting of quality of raw materials	20	100.00
2.	Non availability of quality raw material	20	100.0
3.	Lack of knowledge on marketing	18	90.0
4.	High cost of machineries	17	85.00

The above table indicated that in the case of mushroom enterprise, more than seventy per cent of female entrepreneur faced the constraints like lack of knowledge on production of quality spawn, fungal attack and marketing.

In apiary, cent per cent of the female entrepreneurs expressed lack of awareness about honey bee species, pest management and proper guidance and motivation. More than seventy per cent further reported the lack of knowledge on dryness of bee hive, control of swarming and providing knowledge/ training on selection of bee hive box.

In fruits and vegetable enterprise, cent per cent expressed the lack of awareness on marketing of the products and selection of quality raw materials required for processing.

More than sixty per cent of the female entrepreneurs stated that lack of brand name, low sales and non-cooperation and less encouragement of the family members were the major constraints.

In handicrafts, lack of knowledge on selection of quality raw materials, marketing, high cost and non-availability of machineries and raw materials were the major constraints reported by female entrepreneurs.

The scientist and extension officials may provide sufficient knowledge and skill oriented training on production of quality spawn in mushroom, dryness of bee hive, control of swarming and selection of bee hive in honey bee rearing, processing and selection of quality raw material in value addition of fruits and vegetable enterprise.

Suggestions to overcome the constraints / Recommendations

- Pest and disease management practices in honey bee and mushroom to be imparted with concerned expert. Mushroom and honey bee products are highly perishable; most of the time pest and disease affect the yield of these products. So the entrepreneurs suggested that concerned district KVK scientists to be given training cum demonstration for the above said aspects.
- Information on Export marketing to be given by marketing officials of state department. Almost all the entrepreneurs invariably expressed that marketing is the major constraints. So, marketing officials and KVK scientists should take necessary initiatives to provide adequate market information to the beneficiaries.
- Marketing avenues to be provided to sale the entrepreneurs' products. District Rural Development Agency and District Collectorate Officials should take efforts to provide marketing avenues/ permanent stall in weekly shandies, government exhibition and other government programmes. It would definitely increase the demand and sales outlet of the product.
- Needed machineries may be provided with subsidized rate by Government. Particularly in craft making, entrepreneurs expressed that subsidy may be provided to the machineries like banana fibre, jute fibre extraction, coconut oil extraction, dryer, arecanut plate making machine and honey extraction.
- Financial support may be ensured to expand the unit. The SHGs may be linked with banks (NABARD) and other to get financial assistances to upscale the unit.

- Proper technical guidance may be given on branding and advertising the products. Advertising and branding is one of the most important aspects to popularize the products among the public. Marketing Officials may be given training to the entrepreneurs to go for proper branding and advertising.
- Government should take necessary initiative to establish separate sales counter for direct sales of the products.
- The cooperative department should take steps to create awareness on using eco friendly products by public.
- Providing training on selection of raw materials for handicrafts enterprises. Most of the enterprises needed good and quality raw materials. So, the concerned department officials may be given training on the following aspects viz., selection of good quality raw materials, source of getting raw materials and cost of the raw material.
- The number of rural women entrepreneurs might be increased by production of better marketing facilities, effective infrastructures stabilizing and supporting the price policies with regard to production.

Suggestions for future research

- The study may be replicated on similar lines in other geographical and cultural locations to validate the findings at cross-cultural area.
- The ex-post – facto research design was used in the present study in order to understand the entrepreneurial behavior of entrepreneurs. Similar search must be tried with experimental designs.
- A study on role of supporting institutions in promoting entrepreneurship would improve the services of support institutions and also enable the entrepreneurs to utilize the services.