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CHAPTER I

INTRODUCTION TO STUDY

1.1 Introduction:

In India women constitute at least half of the population. Women entrepreneurship is an emerging reality in the world. Women entrepreneurs have started show in more interest because it provides them an opportunity to be one's own boss, the challenges they want to face and the chances of making more money, which outweigh their family duties..Unless entrepreneurship among the rural women becomes economically rewarding through the intervention of NGOs and it will be difficult to attract and retain the rural women for any kind of engagement or activities in the rural areas. The NGOs in India are functioning to a great extent especially in rural areas.¹ The NGOs are working in the right direction to train rural women entrepreneurs and empower them in order to eradicate poverty in rural areas. The NGOs and their role in developing rural women entrepreneurship indirectly develop a system in rural women.

The nongovernmental development organizations, hereafter called NGOs, is involved in agricultural and rural development strategies especially in the development of rural women in the present era. Though NGOs aim at nonprofit, their main motto is development. Our concern here is with the NGOs that develop rural area by providing services either directly to the rural women entrepreneurs or to grass-roots membership organizations. Actually the main motto of the NGOs' is to find out the talents and requirements of the poor rural women in their overall development. They try to find the hidden talents and qualities in the rural women which can transfer them into good entrepreneurs. In doing so, they sometimes go beyond farming systems to processing and marketing which helps in developing the entrepreneurial growth. NGOs have also developed innovative dissemination methods.

Some NGOs just do not care to interfere in any existing social and political structures and see themselves as independent organizations for bringing a radical change in the

¹ Sujata Mukharji (2010) "Women entrepreneurship development: The catalytic role of NGOs" Entrepreneurship Development ,Vol. VII, No. 2

humanity for their betterment which would require less time; others focus on more gradual change through development of human resources to meet their own needs or to make claims on government services like developing the rural women and training them systematically so that a day once will surely come when we see the rural women going hand in hand with our urban women overcoming all the hurdles.

One of the NGO from Satara District named "Maandeshi Foundation" rigorously doing work for rural women. Maandeshi Foundation's mission is to promote the development of poor and vulnerable women and their families. Their programs are designed to empower the women and their quality of life by promoting business skills and training, leadership and technology. MaanDeshi aim to improve the lives of women holistically, by providing a unique and innovative of financial and nonfinancial services. Maan Deshi Foundation has their "Maan Deshi Udyogini" specially for rural women entrepreneurs to promote them and now from two years they have their Mobile B-school on wheels and new program "1000 Deshi entrepreneurs" also known as "mini MBA" which aims to scale up the business of 1000 rural women entrepreneurs.

1.2 Purpose of the Study:

The purpose of this research is to analyze the work done by Maan Deshi Foundation for the rural women entrepreneurs and challenges faced by rural women as an entrepreneur. And to give all possible and better suggestions to enhance their work for rural women entrepreneurship development.

1.3 Statement of Research Problem:

The title of the Research problems : "A Role of NGO in Rural Women Entrepreneurship: A study of Maandeshi Foundation in Maan Taluka"

1.4 Hypothesis of the Study:

The hypothesis was set to test for the study is,

H: Role of Maan Deshi Foundation is not significant in the transformation of rural women entrepreneurship.

1.5 Objectives of the Study: The main objective of research work was to identify the role of Maan Deshi Foundation in rural women entrepreneurship development. So following objectives are taken into consideration.

- 1) To evaluate factors responsible for encouraging women for being an entrepreneur.
- 2) To study the challenges faced by rural women entrepreneurs.
- 3) To study the impact of Maan Deshi Foundation's assistance on rural women entrepreneurship development.

1.6 Scope of Study:

Conceptual Scope –Conceptual Scope of study focuses on various challenges faced by rural women as an entrepreneur and the review of the work of Maan Deshi Foundation for rural women entrepreneurship development.

Geographical Scope –The study was to be conducted in Maan Deshi Foundation (Mhaswad), Tal. Maan Dist. Satara. The members affiliated to this NGO would only be considered.

Analytical Scope – The data collected was analyzed with the help of statistical tools like rank, average, weighted average and testing of hypothesis is done by use parametric tests.

1.7 Importance of the Study:

The empirical evidence shows that women contribute significantly to the running of family businesses mostly in the form of unpaid effort and skills. But the value of this effort is underestimated by the families of women and they take it for granted. On the other hand, many of the enterprises defined as being run by women are in fact run in their names by men who control operations and decision-making. The women entrepreneurship can be succeed only if they take note of this paradox as well as of the familial and social conditioning that reduces the confidence, independence and mobility of women. It is important that women must aware about their capabilities, qualities of being an entrepreneur and rights too.

The rural women and youth entrepreneurship is the answer to removal of rural poverty in India. The NGOs in India are functioning to a great extent especially in rural areas. The NGOs are working in the right direction to train rural women entrepreneurs and empower them in order to eradicate poverty in rural areas. One of the NGOs i.e. Maan Deshi Foundation rigorously doing work for rural women. This research will focus on their programs which are designed to empower the women and their quality of life by promoting business skills and training, leadership and technology and many other things.

1.8 Research Methodology:

Research Methodology includes specification of research design, sampling design, questionnaire design, data collection and statistic tools used for analyzing the collected data.

1.8.1 Type of Research:

The descriptive research design was used to test set hypothesis.

1.8.2 Data Required:

The data required for study or conceptual input of information about rural women entrepreneurs who are running different businesses, the challenges they are facing as an entrepreneur and the different programmes run by Maandeshi foundation unit members for promoting rural women entrepreneurship, etc.

1.8.3 Data Sources:

1) **Primary Data** – Primary Data was collected by using schedules for the rural women who are running their business units and part of MaanDeshi foundation's Deshi Entrepreneurship Program and the affiliated members of Maandeshi foundation.

2) **Secondary Data** – Secondary Data was collected through different websites, books, office records of Maandeshi Foundation, reports published, articles, journals etc..

1.8.4 Instrument: The researcher had been used the structured schedules as an instrument to collect the data from required samples as well as the affiliated members of Maandeshi Foundation.

1.8.5 Sampling:

- 1) **Source List**– MaanDeshi Foundation (Mhaswad), Tal. Maan, Dist. Satara.
- 2) **Type of Universe**- Population size was finite i.e. 1000 rural women entrepreneurs of Maandeshi Udyogini's "1000 Deshi entrepreneurs program" and the samples were selected by using Stratified Random Sampling method, where strata were the Maandeshi Foundation's branches situated in different geographical area of Satara District having different market conditions
- 3) **Sample Size:** The sample size was considered 20% of the population i.e. 200 rural women entrepreneurs.

1.8.6 Data Analysis:

The collected data had been analyzed with the help of statistical tools like average, weighted average and rank. Hypothesis was tested with Z test.

1.9 CHAPTERIZATION:

Chapter I: - Introduction to the Study

This includes the Introduction to the Study, Objectives of the Study, Scope and Importance of Research, Research Methodology and the like.

Chapter II: - Review Of Literature

This chapter covers brief summaries of previous related research articles and journals.

Chapter III: -The Conceptual Framework

This chapter discusses the basic concept of project report. It is basically deals with the theoretical background and basic concepts of the study.

Chapter IV: -Organization Profile

This chapter includes the profile of MaanDeshi Foundation and MaanDeshi Bank..

Chapter V: - Data Analysis

It includes data presentation, analysis and interpretation to facilitate conclusion. This chapter reveals the presentation of data and analysis of data.

Chapter VI: - Findings and Suggestions

This chapter includes certain findings and suggestions of the study based on data analysis. The next chapter deals with literature Review.

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- 1) Sujata Mukharji (2010) "Women entrepreneurship development: The catalytic role of NGOs" Entrepreneurship Development ,Vol. VII, No. 2
- 2) Femida Handy (2000)" Entrepreneurs in the Nonprofit Sector: A Study of Women Entrepreneurs of NGOs in India" Presented at the International Society for Third-Sector Research (ISTR) Conference, Dublin, 2000

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