

Original Research Article

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A Study for Entrepreneurial Knowledge of Rural Women on Stitching and Embroidery Products

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ABSTRACT

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Year after year, there has been marvelous change in the condition and the situations of the women in India in specific community. The imparity of the sexes is an essential law in our constitution. The changing position of women is not only indicating a signal of progress but it also holds again the position of Indian women which was in Vedic period. Within rural civilization, women have always been functioning in the field and dairy fields, but their work was not remarkable. The contribution of women provides to complete basic needs of house and also improved the dietary condition in society. When machine was introduced in work place, then it led the great change in women's status. Women were employed in factories. In 1901, 6, 38,000 women worked in factories, mines and plantations, forming 14.5 percent of the whole working force. There was incredible boost in the employment of women who were engaged in secretarial or administrative capacities. This paper comprises the identification of product in which rural women are most interested. The paper also examines the entrepreneurial knowledge on selected products and will be measuring the skill gap.

Introduction

In India Women entrepreneurship got popularity during 1970s. Today most of the women are coming forth to become entrepreneurs in different kinds of economic activities. Many women become professionals after their education with lot of hopes and dreams. Data of 1971 Census stated that the total female working population was 14.8 per cent of the total work force. The statistics shows that merely five per cent of the female population was in regular employment while 95 per cent were self-employed. Self-employed women comprised mostly from

rural areas. These women are illiterate and poor. Many women had education in highly advanced technology and skills. In India, during the last three decades, a large number of schemes and policies were introduced to develop and encourage women entrepreneurs. The national perspective plan for women stated the information that 94 per cent of female working forces were in unorganized sectors and 83 per cent of women has been involved in crop growing and associated activities like dairy, animal husbandry, sericulture, handicrafts, handlooms and forestry. During 1990s they became competent, capable, assertive and confident

.They gained knowledge about different ventures and became confident in taking them. They were not limited up to small enterprise but extended their limits up to large scale industries. They became financially independent which further helped them in gaining confidence and living a successful better life.

Women of 21st century are becoming specialized in different fields especially in telecom and IT. With the impact of growing industrialization, their status has been distorted by means of the expansion of culture and knowledge of business. Women started entering in a range of higher levels of activities like electronics, manufacturing and medical. Today many new firms or industries are running ahead under the leadership of women.

Materials and Methods

Research design

The present study is Descriptive in nature as it accomplishes to analyze the position of rural women

Area of Study- Bikaner district of Rajasthan

Source of data- Primary data

The main objectives of this study include to identify the product out of stitching and embroidery for study purpose.

To measure the knowledge level and skill gaps in selected products of stitching and embroidery (Table 1).

Objective 1: To identify the product out of stitching and embroidery for study purpose

For the selection of product, ten products related to stitching and embroidery were

selected on the basis of judgment of NGO trainers and interactions with field workers. The products were given to the respondents and their interest to learn the product was asked. As per the respondent's preference, the training of most preferred product was imparted to rural women. Five point rating scale was used to identify the preference of product. After ratings of each product by respondents, average of each product's rating was computed to find the extremely interested product for training.

Selection of stitching product in Pemasar Village

Data in the table 2 indicates that pent shirt product was given lowest rating and the average of this product was 1.76 followed by *lehnga choli*, frock, *blouse* and the average were 2.43, 2.63 and 3.93 respectively. *Salwar kameez* had highest average i.e. 4.23. So, the product selected for training was *Salwar kameez*.

Selection of stitching product in Gusaisar Village

Data in the table 3 indicates that *Lehnga Choli* product was given lowest rating and the average of this product was 2.26 followed by frock, pent shirt, and *blouse having the average* 2.36, 2.83 and 3.53 respectively. *Salwar kameez* has highest average i.e. 4. So, the product selected for training was *Salwar kameez*.

Selection of stitching product in Seruna Village

Data in the table 4 indicates that frock product was given lowest rating and the average of this product was 1.66 followed by pent shirt, *salwar kameez*, *lehnga choli* with the average 2.76, 2.93 and 3.00 respectively. *Blouse* had the highest average i.e. 4.23. So the product selected for training was *Blouse*.

Selection of type of embroidery in Pemasar village

Data in the table 5 indicates that *Kantha* was given lowest rating and the average of this product was 2.3 followed by *Phulkari*, *aari*, *kashidakari* with average 2.76, 2.96 and 3.36 respectively. *Chikankari* had highest average i.e. 3.66. So the product selected for training was *Chikankari*.

Selection of type of embroidery in Gusaisar Village

Data in the table 6 indicates that *phulkari* was given lowest rating and the average of this product was 1.73 followed by *kantha*, *chikankari*, *aari* with the average 2.73, 3.13 and 3.43 respectively. *Kashidakari* had highest average i.e. 3.96. So the product selected for training was *Kashidakari*.

Selection of type of embroidery in Seruna Village

Data in the table 7 indicates that *Kantha* was given lowest rating and the average of this product was 1.76, followed by *phulkari*, *kashidakari*, *aari* with the average 2.66, 3.26 and 3.3 respectively. *Chikankari* had highest average i.e. 3.6. So the product selected for training was *Chikankari*.

Objective 2: Measurement of the knowledge and skill of respondents in selected products of stitching and embroidery

For measuring the knowledge and skill of rural women, knowledge test and skill index was made. On the basis of scores, mean and standard deviation was computed and divided into three main categories. Level of knowledge and skill was analyzed on the basis of following categories:

Low

Medium

High

In the present investigation, it was decided to develop a complete package for embroidery and stitching trade for the rural women. Accordingly, training was designed in all the selected villages on the identified products of embroidery and stitching. Before imparting the training, the knowledge of the respondents as well as the skill about the particular product of stitching and embroidery were measured and later on the skill and knowledge about the same product were measured after imparting the training to respondents for the same products by applying the same schedule in order to measure the effectiveness of training.

The knowledge and the skill measured before the training have been presented in following paragraphs:

Knowledge level before training regarding stitching and embroidery in Pemasar Village

Data in the table 8 indicates that 33 per cent respondents had low level of knowledge regarding stitching and embroidery. Fifty per cent respondents had medium knowledge and 17 per cent respondents had high level of knowledge

Skill Level before training regarding stitching and embroidery in Pemasar Village

Data in the table 9 indicates that 20 per cent respondents had low level of skill regarding stitching and embroidery, 67 per cent respondents had medium level of skill and 13 per cent respondents had high level of skill

Table.1 Sampling Technique and Sample Size

Respondents	Seruna		Gusaisar		Pemasar		Total
	Total Women	Selected respondents	Total Women	Selected respondents	Total Women	Selected respondents	
Rural women	125	30	144	30	150	30	90
Leaders in Villages		10		10		10	30
NGO Workers							10
Total							130

Table.2 Distribution of products according to their ratings in village *Pemasar*

S.No.	Product	Average
1.	<i>Salwar Kameez</i>	4.23
2.	<i>Blouse</i>	3.93
3.	Frock	2.63
4.	<i>Lehnga Choli</i>	2.43
5.	Pent Shirt	1.76

Table.3 Distribution of products according to their ratings in village *Gusaisar*

S.No.	Product	Average
1.	<i>Salwar Kameez</i>	4.00
2.	<i>Blouse</i>	3.53
3.	Pent Shirt	2.83
4.	Frock	2.36
5.	<i>Lehnga choli</i>	2.26

Table.4 Distribution of products according to their ratings in village *Seruna*

S.No.	Product	Average
1.	<i>Blouse</i>	4.23
2.	<i>Lehnga Choli</i>	3.00
3.	<i>Salwar Kameez</i>	2.93
4.	Pent Shirt	2.76
5.	Frock	1.66

Table.5 Distribution of products according to ratings given by respondents in *Pemasar*

S.No.	Product	Average
1.	<i>Chikankari</i>	3.66
2.	<i>Kashidakari</i>	3.36
3.	<i>Aari</i>	2.96
4.	<i>Phulkari</i>	2.76
5.	<i>Kantha</i>	2.30

Table.6 Distribution of products according to ratings given by respondents in *Gusaisar*

S.No.	Product	Average
1.	<i>Kashidakari</i>	3.96
2.	<i>Aari</i>	2.73
3.	<i>Chikankari</i>	3.13
4.	<i>Kantha</i>	2.73
5.	<i>Phulkari</i>	1.73

Table.7 Distribution of products according to ratings given by respondents in *Seruna*

S.No.	Product	Average
1.	<i>Chikankari</i>	3.6
2.	<i>Aari</i>	3.3
3.	<i>Kashidakari</i>	3.26
4.	<i>Phulkari</i>	2.66
5.	<i>Kantha</i>	1.76

Table.8 Knowledge level before training in *Pemasar* village (n=30)

S.No.	Scores	Category	Frequency	Percentage
1.	Below 7	Low	10	33
2.	7-13	Medium	15	50
3.	Above 13	High	5	17
	Total		30	100

Table.9 Skill level before training in *Pemasar* village (n=30)

S.No.	Scores	Category	Frequency	Percentage
1.	Below 22	Low	6	20
2.	22-42	Medium	20	67
3.	Above 42	High	4	13
	Total		30	100

Table.10 Knowledge level before training in *Gusaisar* village (n=30)

S.No.	Scores	Category	Frequency	Percentage
1.	Below 4	Low	6	20
2.	4-12	Medium	21	70
3.	Above 12	High	3	10
	Total		30	100

Table.11 Skill level before training in *Gusaisar* village (n=30)

S.No.	Scores	Category	Frequency	Percentage
1.	Below 29	Low	6	20
2.	29-47	Medium	19	63
3.	Above 47	High	5	17
	Total		30	100

Table.12 Knowledge level before training in *Seruna* village (n=30)

S.No.	Scores	Category	Frequency	Percentage
1.	Below 6	Low	4	13
2.	6-14	Medium	20	67
3.	Above 14	High	6	20
	Total		30	100

Table.13 Skill level before training in *Seruna* village (n=30)

S.No.	Scores	Category	Frequency	Percentage
1.	Below 22	Low	4	13
2.	22-48	Medium	21	70
3.	Above 48	High	5	17
	Total		30	100

Fig.1

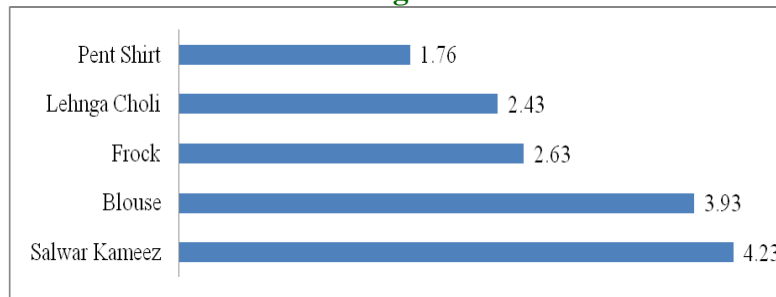


Fig.2 Distribution of products according to ratings given by respondents in *Gusaisar*

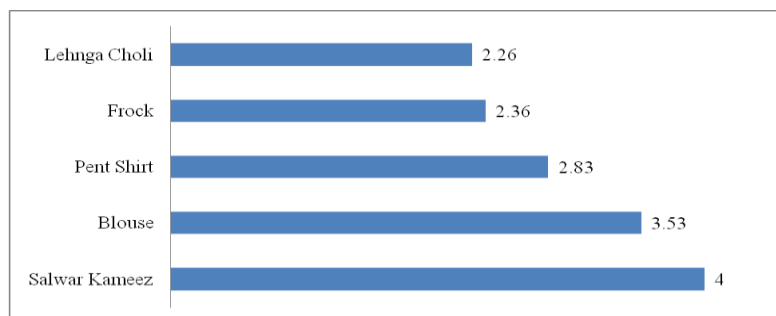


Fig.3 Distribution of products according to ratings given by respondents in *Seruna*

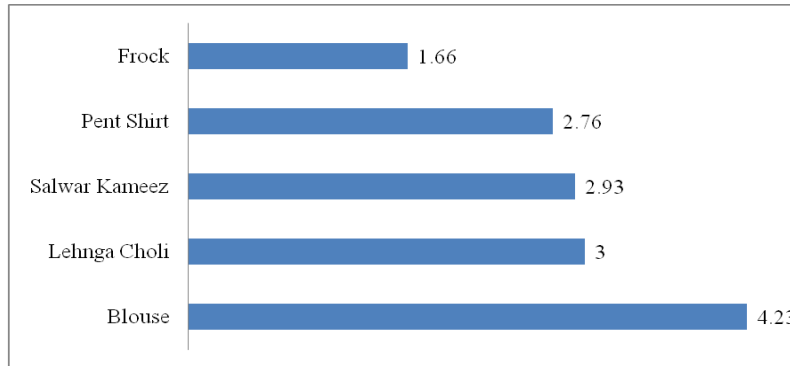
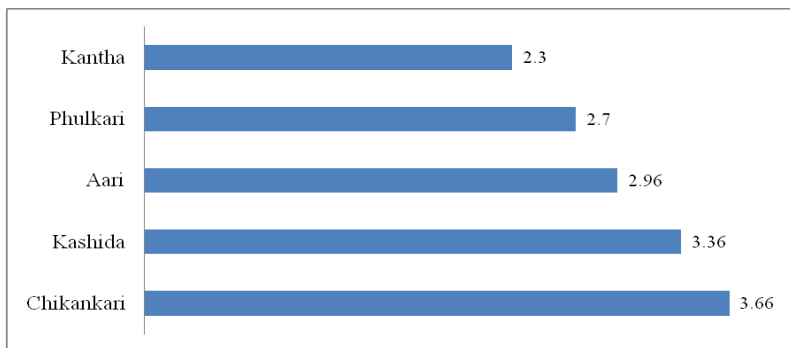


Fig.4 Distribution of products according to ratings given by respondents in *Pemasar*



Knowledge level before training regarding stitching and embroidery in *Gusaisar* Village

Data in the table 10 indicates that 20 per cent respondents had low level of knowledge regarding stitching and embroidery, 70 per cent respondents had medium knowledge and 10 per cent respondents had high level of knowledge.

Skill level before training regarding stitching and embroidery in *Gusaisar* Village

Data in the table 11 indicates that 20 per cent respondents had low level of skill regarding stitching and embroidery, 63 per cent respondents had medium level of skill and 17 per cent respondents had high level of skill.

Knowledge level before training regarding stitching and embroidery in *Seruna* Village

Data in the table 12 indicates that 13 per cent respondents had low level of knowledge regarding stitching and embroidery, 67 per cent respondents had medium knowledge and 20 per cent respondents had high level of knowledge.

Skill level before training regarding stitching and embroidery in *Seruna* Village

Data in the table 13 indicates that 13 per cent respondents had low level of skill regarding stitching and embroidery, 70 per cent respondents had medium level of skill and 17 per cent respondents had high level of skill.

In conclusion, for the selection of product, ten products related to stitching and embroidery

were selected on the basis of judgment of NGO trainers and interactions with field workers. The products were given to the respondents and their interest to learn the product was asked. As per the respondent's preference, the training of most preferred product was imparted to rural women. 5 point rating scale was used to identify the preference of product. After ratings of each product by respondents, average of each product's rating was computed to find the extremely interested product for training

Salwar Kameez was selected by respondents from *Pemasar* and *Gusaisar* village to learn the stitching activities in this product. Blouse was selected by respondents from *Seruna* Village.

Chikankari was selected by respondents from *Pemasar* and *Seruna* village to learn embroidery activities in this product. *Kashidakari* was selected by respondents from *Gusaisar* village.

For measuring the knowledge and skill of rural women, knowledge test and skill index was made. On the basis of scores, mean and standard deviation was computed and divided into three main categories. Level of knowledge and skill was analyzed on the basis of following categories:

Low

Medium

High

In *Pemasar* village, 33 per cent respondents had low level of knowledge regarding stitching and embroidery. 50 per cent respondents had medium knowledge and 17 per cent respondents had high level of knowledge. In *Gusaisar* Village, 20 per cent respondents had low level of knowledge

regarding stitching and embroidery. 70 per cent respondents had medium knowledge and 10 per cent respondents had high level of knowledge. In *Seruna* Village, 13 per cent respondents had low level of knowledge regarding stitching and embroidery. 67 per cent respondents had medium knowledge and 20 per cent respondents had high level of knowledge (Fig. 1-4)

For measuring the skill of respondents, skill index was used. In *Pemasar* Village, 20 per cent respondents had low level of skill regarding stitching and embroidery. 67 per cent respondents had medium level of skill and 13 per cent respondents had high level of skill. In *Gusaisar* Village, 20 per cent respondents had low level of skill regarding stitching and embroidery. 63 per cent respondents had medium level of skill and 17 per cent respondents had high level of skill. In *Seruna* Village, 13 per cent respondents had low level of skill regarding stitching and embroidery. 70 per cent respondents had medium level of skill and 17 per cent respondents had high level of skill

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