



## **Profile of Self-employed Rural Women in Visakhapatnam District of Andhra Pradesh**

**Key words :** Achievement motivation, Aspiration, Profile, Self employment, Self confidence

Census reveals that women forms the largest unemployed group of the population. In a country like India, it would be difficult for any government to provide employment to all the unemployed. At this juncture, self-employment could help in tackling this problem to a greater extent. Women stepped into various business activities through self employment. Self-employment is a real boon for the poor. It not only solves the problems of poverty, but helps to generate additional income for rural families. Self-employment facilitates women to have flexible working hours besides providing part time employment and at the same time obtain economic independence. With this background an attempt was made to study the profile of self employed rural women in Visakhapatnam district of Andhra Pradesh.

Ex-post facto research design was used for the study. Out of 43 mandals in Visakhapatnam district, six mandals were selected randomly. From each selected mandal, two villages were selected viz., Nagarapalem and Nidigattu villages from Bheemunipatnam mandal, Buyyavaram and Goburu villages from Kasimkota mandal, Kusuluwada and mutcherla villages from Anandapuram mandal, Palateru and Kumarapuram villages from Payakrao Peta mandal, Chinanandipalli and Padanandipalli villages from Devarapalli mandal and Kannuruplaem and Parawada villages from Parawada mandal.

Ten respondents from each village were selected by simple random sampling method. Thus, a total sample of 120 respondents were selected for the study. Profile was studied in terms of personal characteristics and variables related to self employment. Personal characteristics viz., social status, family type, family size education and extension contact were studied. The traits related to self employment were training received, aspiration, achievement motivation, self confidence, innovativeness, risk preference, economic motivation and economic status.

Risk preference was studied using scale developed by Supe (1969). Economic motivation measured by using the scale developed by Supe

(1969) and modified by Sailaja (1996). While the other variables were measured using interview schedule.

Extension contact, aspiration, achievement motivation, self confidence, innovativeness, risk preference, economic motivation and economic status were classified into low, medium and high categories based on scores using class interval method.

The data related to personal characteristics and traits related to self employment of rural self-employed women in Visakhapatnam district of Andhra Pradesh is represented in Table 1 and Table 2.

### **Social status:**

The social status is denoted by caste, and it was conceptualized as the caste one inherits at the time of birth. It was observed that 57.50 per cent of the women respondents belonged to schedule caste, followed by backward caste (25.00%) and forward caste (17.50%), none of them belonged to schedule tribe category.

### **Family type:**

Two third of the respondents were from joint families and the remaining one third were from nuclear families.

### **Size of the family:**

A little less than half of the respondents were from very large sized families (46.70%), followed by large sized (20.80%), medium sized (19.20%) and small sized (13.30%) families.

### **Education :**

Two third of the respondents belonged to illiterate category, followed by primary school education (18.30%), high school (10.00%), intermediate (5.00%) education and none of them were graduates and post-graduates.

### **Extension contact :**

It was operationalised as the degree to which

Table 1. Personal characteristics of rural women undertaking self-employment in Visakhapatnam district of Andhra Pradesh

Sl. No.	Category	F	%
<b>Social status</b>			
1	Forward caste	21	17.50
2	Backward caste	30	25.00
3	Schedule caste	69	57.50
4	Schedule tribe	-	-
<b>Family type</b>			
1	Nuclear family	40	33.30
2	Joint family	80	66.70
<b>Family size</b>			
1	Small family (1-3 members)	16	13.30
2	Medium family (4-6 members)	23	19.20
3	Large family (7-9 members)	25	20.80
4	Very large family (above 9 members)	56	46.70
<b>Education</b>			
1	Illiterate	80	66.70
2	Primary school	22	18.30
3	High school	12	10.00
4	Intermediate	06	05.00
5	Graduation	-	-
6	Post graduation	-	-
<b>Extension contact</b>			
1	Low extension contact	37	30.83
2	Medium extension contact	33	27.50
3	High extension contact	50	41.67

Note: F=Frequency, %=Percentage, N=120

an individual maintained contacts with extension officials or formal institutions and organizations to get the required information. It was found that 41.67 per cent of the respondents had high extension contact, followed by low extension contact (30.83%) and medium (27.50%) extension contact.

#### Training received:

A little less than two third of the respondents did not under go any training (65.00%), while the remaining 35.00 per cent of them received training.

#### Aspiration :

It was operationally defined as individual goal statements concerning present and future level of attainment. The findings revealed that 45.83 per cent of the respondents had high level of aspiration, followed by low (30.84%) and medium (23.33%) level of aspiratons.

#### Achievement motivation:

For the purpose of study achievement motivation was operationally defined as the desire

Table 2. Distribution of rural women based on variables related to self employment.

Sl. No.	Category	F	%
<b>Training received</b>			
1	Received training	42	35.00
2	Did not receive any training	78	65.00
<b>Aspiration</b>			
1	Low aspiration	37	30.84
2	Medium aspiration	28	23.33
3	High aspiration	55	45.83
<b>Achievement motivation</b>			
1	Low achievement motivation	31	25.83
2	Medium achievement motivation	47	39.17
3	High achievement motivation	42	35.00
<b>Self confidence</b>			
1	Low self confidence	36	30.00
2	Medium self confidence	40	33.33
3	High self confidence	44	36.67
<b>Innovativeness</b>			
1	Low innovativeness	25	20.83
2	Medium innovativeness	35	29.17
3	High innovativeness	60	50.00
<b>Risk preference</b>			
1	Low risk preference	38	31.67
2	Medium risk preference	33	27.50
3	High risk preference	49	40.83
<b>Economic motivation</b>			
1	Low economic motivation	36	30.00
2	Medium economic motivation	44	36.67
3	High economic motivation	40	33.33
<b>Economic status</b>			
1	Low economic status	24	20.00
2	Medium economic status	69	57.50
3	High economic status	27	22.50

Note: F=Frequency, %=Percentage, N=120

to excel and to attain a sense of personal accomplishment by young women on self-employment activity. The results showed that 39.17 per cent of the respondents had medium achievement motivation, followed by high (35.00%) and low (25.83%) achievement motivation.

**Self confidence :**

In the present study self confidence was operationalised as the respondent's belief in her own capacities and abilities not only in confronting problem situations but also in finding out solutions to them in her self-employment activity. A little more than one third of the respondents belonged to high self confidence category (36.67%), followed by one third of them with medium self confidence and 30.00 per cent fell in low self confidence categories.

**Innovativeness:**

It was operationally defined as the degree to which an individual adopts new ideas relatively earlier than other members in her social system. Half of the respondents had high innovativeness, followed by medium (29.17%) and low (20.83%) innovativeness.

**Risk preference:**

It was operationally defined as the degree to which the respondent prefers to take risk and uncertainty in self employment activity. The findings revealed that 40.83 per cent of the respondents fell in high Risk preference category, followed by low (31.67%) and medium (27.50%) risk preference categories.

**Economic motivation :**

The operational definition of economic motivation is the extent to which an individual was oriented towards achieving the maximum economic returns from self employment. A little more than one third of the respondents had medium economic motivation (36.67%), followed by high (33.33%) and low (30.00%) economic motivation.

**Economic status:**

It was operationally defined as the actual annual income received by the respondents family from agriculture, self-employment and other sources. This variable was quantified by taking the actual family income expressed in rupees. The economic status classified as low (Rs.5000-15000), medium (Rs.15001-25000) and high (Rs.25001-35000). 57.50 per cent of the respondents had medium economic status followed by high (22.50%) and low (20.00%) economic status.

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