

Knowledge of Rural Women on Self-employment Opportunities in Visakhapatnam District of Andhra Pradesh

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ABSTRACT

A study was designed involving 120 rural women from six mandals in Visakhapatnam district of Andhra Pradesh, who were undertaking self employment activities. A test was constructed to know the knowledge level of these rural women on self employment opportunities. Out of the 35 statements prepared in consultation with the experts and from available literature only 26 statements were finally selected for the study after the evaluation by the expert committee. The results revealed that majority of women respondents gave correct responses on knowledge items of annual income limit to get the loans from banks (93.33%), criteria for selection of participants in the training programmes (91.67%), naming of self employment activity (87.50%), an institute where training is offered for self-employment activity (76.67%), a source of information about self-employment schemes and minimum educational qualifications to undergo training at government institutes (73.33%), most suitable scheme for the area (77.50%), stipend for candidates undergoing self-employment training (64.17%), 61.67 percent respondents had knowledge in the minimum age of an individual to take up a self-employment scheme and the loan component obtainable from a nationalized bank. A little less than half of the women respondents had medium knowledge (49.17%), followed by low knowledge (40.83%) and high knowledge (10.00%). The respondents with regard to knowledge on self-employment had shown a positive and significant correlation with education, extension contact, training received, achievement motivation, level of aspiration, self confidence, economic motivation and economic status. Social status was found to have positive but no significant relationship with respect to knowledge of the respondents. Family type and family size were found to have significant negative correlation with respect to knowledge of respondents.

Key words : Knowledge, Opportunities, Rural women, Self employment.