



E-ISSN: 2278-4136

P-ISSN: 2349-8234

www.phytojournal.com

JPP 2020; Sp9(2): 67-68

Received: 18-01-2020

Accepted: 22-02-2020

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Personal constraints faced by empowering women entrepreneurs involve in Mithila painting

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Abstract

This paper explores the Personal constraints faced by empowering women entrepreneurs involve in Mithila painting. Women entrepreneurship is a recent phenomena and the process has to face various problems. Women are often the major or sole bread earners of their family in some poor landless farmer's family. The importance of promoting women by engaging them in economic activities is increasingly being realized in all the developing countries. Every woman is an entrepreneur as she manages, organizes and shoulders responsibility for running her house. For this study, we used a questionnaire to collect primary data. Secondary data were also used. The study was conducted in Madhubani district of Bihar. For this purpose sixty respondents were purposively selected who were involved in Mithila painting. On the basis of preview studies and discussion with experts related to this field independent and dependent variables. The result of the study showed that the average majority (65%) of the respondents become Personal constraints faced by empowering women entrepreneurs involve in Mithila painting. The rural women artist seldom have a control over the production resources live, land, credit, social, economical, financial technological condition and market approach.

Keywords: Women entrepreneurs, Empowerment, personal constraints, Mithila Painting.

Introduction

Woman is the magnificent creation of God, a multifaceted personality with the power of integrity, benevolence, adjustability and tolerance. She is companion of man, a protector and provider, gifted with equal mental faculty, the embodiment of love and affection.

Women entrepreneurship is a recent phenomena and the process has to face various problems. In the process of entrepreneurship women have to face various problems associated with entrepreneurship and these problems get doubled because of her dual role as wage earner and home maker. Even though female entrepreneurship and the formation of women business networks is steadily rising, there are a number of challenges and obstacles that female entrepreneurs face. An entrepreneur is a person who starts an enterprise. He searches for change and responds to it. Women are often the major or sole bread earners of their family in some poor landless farmer's family. The importance of promoting women by engaging them in economic activities is increasingly being realized in all the developing countries. Every woman is an entrepreneur as she manages, organizes and shoulders responsibility for running her house. Women are often the major or sole bread earners of their family in some poor landless farmer's family. The importance of promoting women by engaging them in economic activities is increasingly being realized in all the developing countries.

The handicrafts of Bihar are appreciated all over the world because of their great aesthetic value and their adherence to tradition. The exact time when Mithila art originated is not known. Far away from Indian big cities and the modern world, lies a beautiful region once known as Mithila. Rural folk painting of India bear a distinctive colorful design, which are treated with religious and mystical motifs. The most famous folk painting of Bihar Madhubani paintings, it is also known as Mithila painting. Women rights in decision making process in their family affairs on account of personal, social and cultural constraints imposed by their family other than the traditional system of civilization.

Objective

1. To know about Personal constraints of empowering women entrepreneurs involve in Mithila Painting.

Methodology

For this study, we used a questionnaire to collect primary data. Secondary data were also used. The study was conducted in Madhubani district of Bihar, empowering women entrepreneurs in

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Personal constraints. For this purpose sixty respondents were purposively selected who were involved in Mithila painting. On the basis of preview studies and discussion with experts related to this field independent and dependent variables such as Age, cast, education, occupation, family type and entrepreneurial orientation (The range of ratio for the inventory was from 0 to 3.95. Each individual respondent was located in the entrepreneurial orientation inventory by her total score and the scale. Respondents having a score between 0-0.78 were categorised into low entrepreneurial orientation, while those with a score between 0.79-1.89 into medium and the ones with a score of into 1.90-3.95 high entrepreneurial orientation category). Personal constraints revealed that out of six variables which were subjected to analysis.

Results and Discussion

The first important table is Socio-economic characteristic of the empowering women entrepreneurs the results of the research investigation are Majority the respondents, (50 %) belonged to young age group, belonging to 'Unreserved' category (65 %), majority of the respondents were Educated in high school (30 %), engaged in to multiple enterprises of 'farming', 'business' and 'painting' together (40 %), Majority of the family type belonged to Joint family (80 %) and the respondents nearly 55 per cent had entrepreneurial orientation from Medium entrepreneurial orientation (0.79 to 1.89).

Table 1: Socio economic characteristic of women artist.

Sl. No	Independent variables	Category	Frequency (f)	Percentage (%)
1.	Age	18 to 35 years	30	50
2.	Caste	UR category	39	65
3.	Education	High school	18	30
4.	Occupation	Farming + Painting + Business	24	40
5.	Family type	Joint family	48	80
6.	Entrepreneurial orientation	Medium (0.79 to 1.89)	33	55%

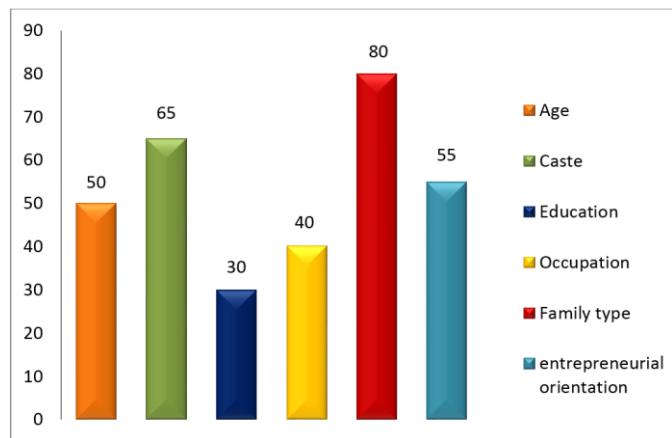
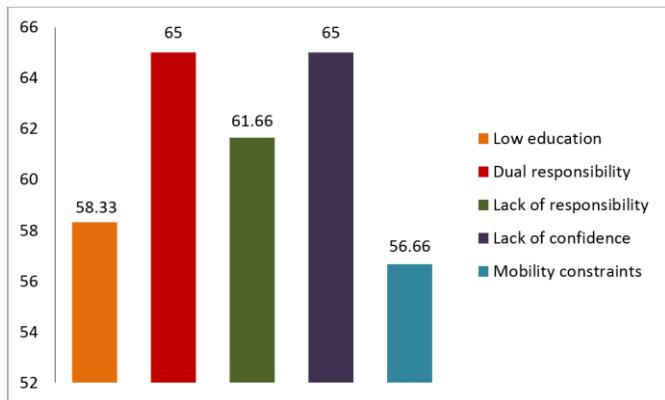


Table 2: Constraints faced by empowering women entrepreneurs involved in Mithila painting.

Sl. No.	Constraints	Rahika and Rajnagar Block (n=60)		Rank
		Frequency (f)	Percentage (%)	
1.	Low education	35	58.33	III
2.	Dual responsibility	39	65	I
3.	Lack of responsibility	37	61.66	II
4.	Lack of confidence	39	65	I
5.	Mobility constraints	34	56.66	IV



It is clear from second table the Women's involved in 'Mithila' painting to mostly have the personal constraints of Rahika & Rajnagar Blocks were 61.33 per cent of the respondents faced personal constraints like dual responsibility and lack of confidence (65%), lack of responsibility (61.66 %), low education (58.33 %) and mobility constraints (56.66 %).

Conclusion

It may be conclude that every woman is an entrepreneur as she manages, organizes and shoulders responsibility for running her house. Women entrepreneurship is a recent phenomena and the process has to face various problems. The study was conducted in Madhubani district of Bihar. For this purpose sixty respondents were purposively selected who were involved in Mithila painting. The findings of the study showed that the average majority (65%) of the respondents become Personal constraints faced by empowering women entrepreneurs involve in Mithila painting, among the study variables such as (Age, cast, occupation, Family type and Entrepreneurial orientation). The result of the study showed that the rural women artist seldom have a control over the production resources live, land, credit, social, economical, financial technological condition and market approach.

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