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A COMPARATIVE STUDY ON ENTREPRENEURIAL ATTITUDES AMONG URBAN AND RURAL WOMEN IN DHANBAD AND BOKARO DISTRICTS OF JHARKHAND

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ABSTRACT

In the changing economic scenario in Jharkhand, entrepreneurship has gained more importance at the global level. The Dhanbad and Bokaro districts are poised for rapid growth as the global economy in general and the Indian economy, in particular, are driven by entrepreneurship. An entrepreneur is a person who can recognize opportunities in the environment. In this state, many factors like urbanization, technological advancement, women's education, etc. have deeply changed these traditional conditions even in a developing country like India. The researcher selected 60 women from rural areas and the remaining 60 women from urban areas to identify respondent-based decisions. A pilot study was conducted before the actual study. Women's entrepreneurship development is one of the important areas.

KEYWORDS: - *Entrepreneurship, Environmental, Indian Economy and Urbanization*

INTRODUCTION

Dhanbad and Bokaro districts of Jharkhand have traditionally been considered entrepreneurship-dominated districts for women empowerment as they are home to many of the most influential and vibrant entrepreneurs of today. Yet many factors like urbanization, technological advancement, women's education, etc. have profoundly changed these traditional situations even in developing states like India. These days India is seeing women's representation in top positions in banking and financial services and many other sectors and they have even emerged as powerful entrepreneurs. Women are becoming increasingly aware of their existence, their rights, and their working conditions. If the current trends continue, women may constitute 20% of the entrepreneurial force in the next five years. A woman entrepreneur is a person who accepts a challenging role to fulfill her personal needs and become financially independent. A strong desire to do something positive is an inherent trait of entrepreneurial women who are capable of contributing values to both family and social life. With the advent of media, women are also becoming aware of their qualities, rights, and working conditions. Challenges and opportunities for women are increasing rapidly in the digital age, turning job seekers into job creators. In India, although women constitute a majority of the total population, the world of entrepreneurship is still male-dominated.

SIGNIFICANCE OF THE STUDY

A woman entrepreneur is a person who accepts a challenge are found engaged in all kinds of business. The entry of women into business in India is seen as an extension of their kitchen activities, mainly the work of making pickles, powders, and papads. But with the spread of education and the passage of time, women have acquired skills, knowledge, and adaptability in business which are the main reasons for the emergence of women in business ventures. A woman entrepreneur is a person who accepts a challenging role to fulfill her personal needs and become financially independent.

OBJECTIVES OF THE STUDY

1. To know the attitude towards women entrepreneurship in urban and rural areas.
2. To study the motivational factors affecting women's entrepreneurship.
3. To study the attitude towards entrepreneurship among rural and urban women.
4. To examine the entrepreneurship skills among rural and urban women.

METHODOLOGY SOURCES OF THE STUDY

The data required for this study is properly collected from both primary and secondary sources,
The primary data is collected directly from women using the interview schedule method.
The secondary data is collected from published
Journals,
Books,
Magazines
Websites.

SAMPLING SIZE

In the comparative study of the district, a total of 120 samples of urban and rural women workers were selected from rural and urban areas using a purposive sampling technique. In this work, in purposive sampling, the researcher selected 60 women from rural areas and the remaining 60 women from urban areas to properly identify the respondents based on his judgment.

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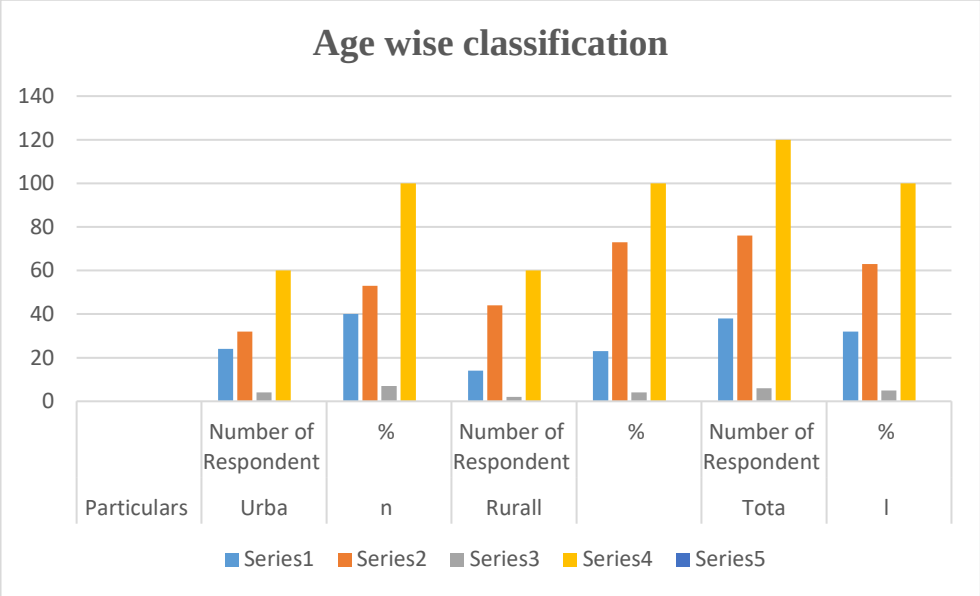
RESULT AND DISCUSSION

Table -01
Age-wise classification of female workers in both districts

Particulars	Urban		Rural		Total	
	Number of Respondent	%	Number of Respondent	%	Number of Respondent	%
Below 20 years	24	40	14	23	38	32
20-40 years	32	53	44	73	76	63
Above 40 years	04	07	02	04	06	05
Total	60	100	60	100	120	100

Source: Primary Data

Age-Wise Classification of female workers in both districts



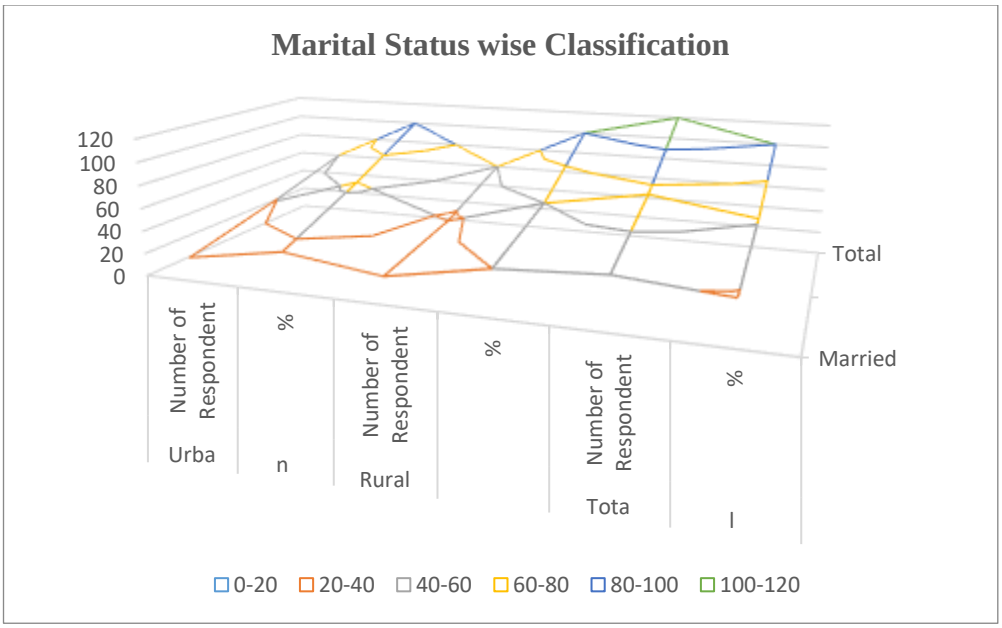
It is evident that the general observation relating to age reveals that out of 120 women respondents, 63 percent belong to the age group of 20-40 years, 32 percent belong to the age group of below 20 years and the remaining 05 percent belong to the age group of above 40 years respectively.

Table -02
Age-wise classification of female workers Marital Status-wise Classification

Particulars	Urban		Rural		Total	
	Number of Respondent	%	Number of Respondent	%	Number of Respondent	%
Married	21	35	24	40	45	38
Unmarried	39	65	36	60	75	62
Total	60	100	60	100	120	100

Source: Primary Data

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It is evident that the overall observation relating to the study provides information that out of the 120 respondents 62 percent are unmarried and the remaining 38 percent are married.

Table -03
Educational wise Classification

Particulars	Urban		Rural		Totall	
	Number of Respondent	%	Number of Respondent	%	Number of Respondent	%
No Formal Education	05	08	07	12	12	10
Below High School Level	08	13	05	08	13	11
HSS	07	12	12	20	19	16
Graduate	12	20	10	17	22	18
Postgraduate	10	17	06	10	16	13
Professional	06	10	05	08	11	09
Diploma	05	08	07	12	12	10
Iti	07	12	08	13	15	13
Total	60	100	60	100	120	100

Source: Primary Data

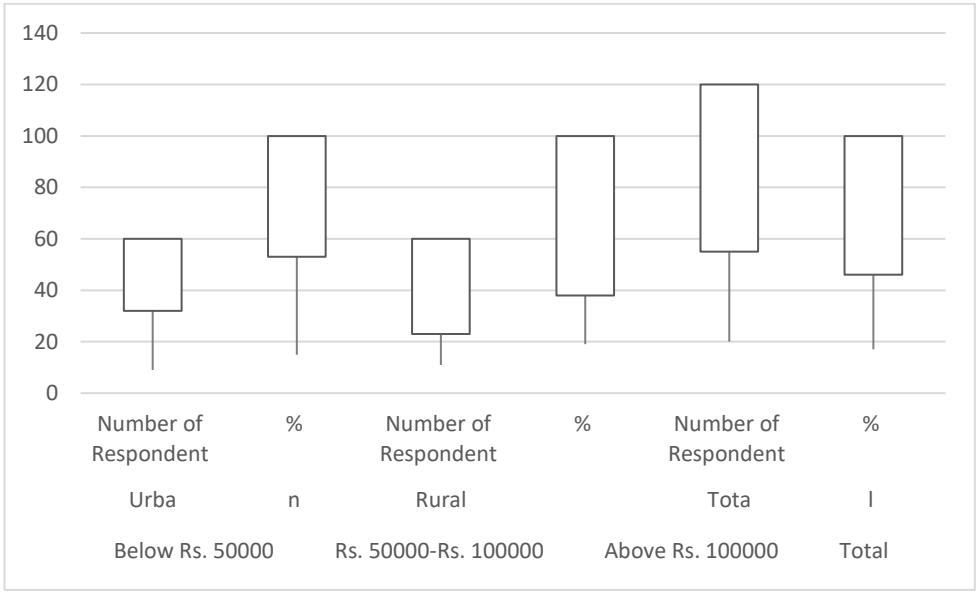
The overall observation relating to the study provides information that out of 120 respondents 18 percent studied graduate, 16 percent studied high secondary school, 13 percent studied postgraduate and ITI, 11 percent studied below high school, 10 percent studied diploma and no formal education and the remaining 09 percent have professional courses.

Table -04
Annual Income-Classification

Particulars	Urban		Rural		Total	
	Number of Respondent	%	Number of Respondent	%	Number of Respondent	%
Below Rs. 50000	32	53	23	38	55	46
Rs. 50000-Rs. 100000	19	32	26	43	45	37
Above Rs. 100000	09	15	11	19	20	17
Total	60	100	60	100	120	100

Source: Primary Data

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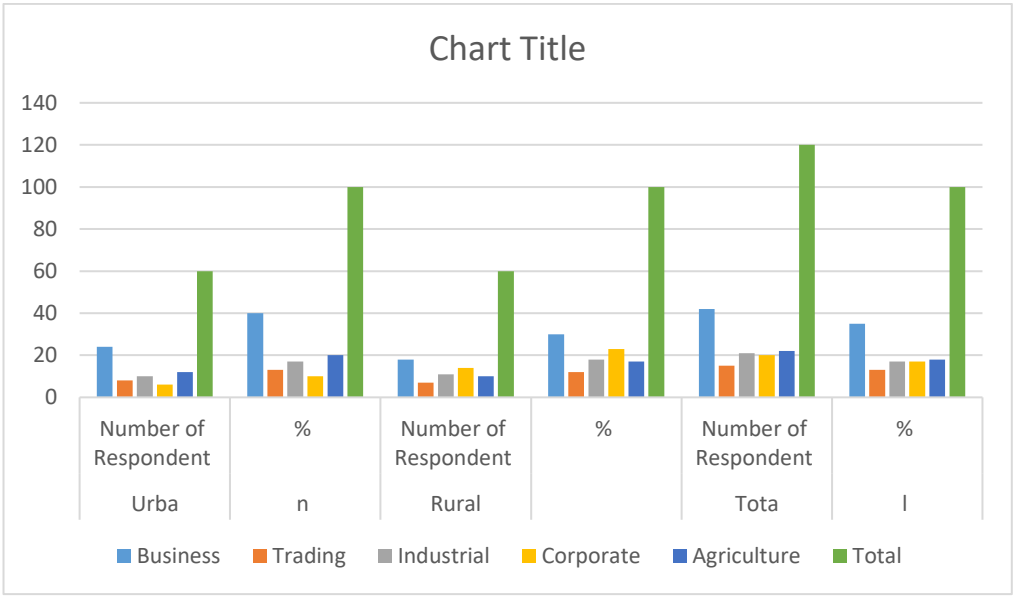


It is evident that the overall observation relating to the study provides information that out of the 120 respondents, 46 percent of the respondent family income is below Rs.50000, 37 percent of the respondent family income is Rs. 500000-Rs. 100000 and the remaining 17 percent of the respondent family income is above Rs.100000 respectively.

Table -05
Type of Entrepreneurship-Classification

Particulars	Urban		Rural		Total	
	Number of Respondent	%	Number of Respondent	%	Number of Respondent	%
Business	24	40	18	30	42	35
Trading	08	13	07	12	15	13
Industrial	10	17	11	18	21	17
Corporate	06	10	14	23	20	17
Agriculture	12	20	10	17	22	18
Total	60	100	60	100	120	100

Source: Primary Data



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It is evident that the overall observation relating to the study provides information that out of the 120 respondents 35 percent of the respondent type of entrepreneurship is business, 18 percent of the respondent type of entrepreneurship is agriculture, 17 percent of the respondent type of entrepreneurship is industrial & corporate and 13 percent of the respondent type of entrepreneurship is trading.

CONCLUSION

Entrepreneurship among women has been a recent concern through comparative study in this district. Women have become aware of their existence, their rights, and their working status. However, middle-class women are not very keen to change their roles for fear of social retribution. Progress is more visible in upper-class families in urban cities. Women constitute almost half of the total population in India but they are not able to enjoy freedom, equality, or privileges equal to their male counterparts. Since the implementation of planning in India, many policies and approaches have been made to reduce the inequalities between women and men. Women's entrepreneurship development is one of the important areas. It has been well ascertained by the policymakers of the countries that the strategic development of an economy requires equal participation and equal opportunity for all classes and genders.

SUGGESTIONS

1. The government has to conduct special training programs, entrepreneurial development programs, and improvement programs for Women Entrepreneurs as well as their employees to enhance their productivity.
2. Women entrepreneurs and women employees have to play dual roles as a family organizer and managers of women's enterprises. So the government has to take appropriate measures.
3. Cultivate Entrepreneurial Culture and provide effective Training to potential Entrepreneurs.
4. Must provide better educational facilities and schemes to women's Education institutions.
5. Training Programs on management skills should be provided to the women's community.

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