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RESEARCH ARTICLE

JOB SATISFACTION OF WOMEN ENTREPRENEURS OF UDAIPUR DISTRICT OF RAJASTHAN

***Dr. Deepa Swamy**

Department Home Science Govt. Arts Girls College, Kota, India

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***Corresponding author:**

Dr. Deepa Swamy

ABSTRACT

Entrepreneurship among women is a recent phenomenon in developing countries like India; they represent a group and have forged a new identify for solve them. Women entrepreneurs are group of women who have broken away from beaten tracks and are exploring new vistas of economic participations. The present century having taken greater strides of prosperity has helped women entrepreneurs come out of the four walls into a vast stretch of opportunities, uncovering their potentials and installing in them the fruits of independence. To analysis the job satisfaction of women entrepreneurs of Udaipur district of Rajasthan fifty women entrepreneurs were randomly selected. To conduct the study satisfaction scale designed by Dr. Singh, Amar and Dr. Sharma, T.R. was used. Results indicates that women enterprneurs are satisfied with jobs.

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INTRODUCTION

The urban woman today has a sense of individuality and an urge of self-respect. She is desirous of liberation and competition. She is trying hard to establish her own identity. She wants to work outside the house, against all odds (Sharma, 2000). Entrepreneurship among women is a recent phenomenon in developing countries like India; they represent a group and have forged a new identify for solve them. Women entrepreneurs are group of women who have broken away from beaten tracks and are exploring new vistas of economic participations. The present century having taken greater strides of prosperity has helped women entrepreneurs come out of the four walls into a vast stretch of opportunities, uncovering their potentials and installing in them the fruits of independence. The entrepreneur is one of the important inputs in the economic development of a country. Entrepreneurial competence makes all the difference in the rate of economic growth. He is the key person who catches new opportunities, new techniques and new lines of activity. Basically, an entrepreneur is a person who is responsible for setting up a business or an enterprise. In fact, he is the one who has the skill for innovation and who looks for high achievements (Patel, 1995). Entrepreneurs are indeed important and critical in the economic development process. They perform central mediating role between the larger society and a single operating unit. Now, due to the empowerment of women many women have gone in for some as prospective equal partners with men in the industrial and economic growth of the country.

The transformation has been slow but steady. Scarcity of suitable employment opportunities, non-flexibility of working hours, limitations on mobility and a desire for economic and social independence forced more and more women to look for newer avenues for income generation and self-expansion through careers in business and industry. Women are attracted towards business venture due to two major factors (a) monetary factor i.e. income substitutions and (b) non-monetary factor, i.e., identity. A women entrepreneur has an eye for opportunities, an uncanny vision, commercial acumen, willing to take risk with an adventurous spirit. Women are more receptive to dies and are open to change, more confident of future without disturbing their pivotal role in the family (Nair, 1980). Development of women itself been dependent upon the socio-cultural atmosphere of the family. Development of women, which is being visualized in any field of activities, is due to the strength of women entrepreneurs. Women have tried to overcome the biased outlook and approaches of the society in many cases and therefore entered in different walks of life for participation in social; political and economic activities of the country. In spite of being labeled as weaker sex meant of household activities. Different research activities have shown that women participation in entrepreneurial activities is increasing day by day. This trend has been welcomed and efforts made to incorporate not only in political and social structure but also in the economic sphere. Women are equally endower with motivation and managerial capabilities in starting and running small enterprise. For promoting entrepreneurship among women specially in developing

regions, efforts should be made to formulate and launch special entrepreneurial development programs. The programs have to be developed keeping in view the low profile of women in the Indian Society. The entrepreneurial program gets great momentum when it is supplemented by well-coordinated effort of different agencies and package schemes and incentives. Providing effective training inputs is only one way to improve the entrepreneurial qualities among women. Training equips them with information on selection of the products, market availability of the products, designs of the product and the alternative project profiles. Entrepreneurs should be provided full assistance not only in preparation of project profiles. Entrepreneurs should be brought to light through seminar and symposia so that they would be convinced about self-employment ventures. In the last two or three decades, efforts have been made through different government and non-government agencies to bring women target groups from different class of the society to a platform from where social and economic progress can take place.

Objective: To analysis the job satisfaction of women entrepreneurs of Udaipur district of Rajasthan.

Sample Selection

To know the job satisfaction level, fifty women entrepreneurs were selected strictly having following characteristics:

1. Women entrepreneurs had equal share in the capital structure of the enterprise.
2. The women play a major role in the management of enterprise.
3. The enterprise had employed a minimum of two employees.

Description of research tool

To conduct the present study satisfaction designed by Dr. Singh, Amar and Dr. Sharma, T.R. was used.

- a) A self-preparedperforma included items related to personal information, social status, educational status, type of enterprise, family background etc. of women entrepreneur.
- b) Job satisfaction scale: it consists of thirty statements regarding job intrinsic and job extrinsic. The scale has both positive and negative statements. The positive statements carry a weightage of 4,3,2,1 and 0 whereas the negative ones carry weightage of 0,1,2,3, and 4. The total score gives a quick measure of satisfaction/dissatisfaction of women entrepreneurs towards their job.

The test was scored directly from the test booklets. It was made clear to the samples that their answers must be marked on the alternatives of the given item. 8it was marked outside; Proper correction was made by the researcher before scoring. It was ascertained that only one answer was marked for each question.

Administration of tools: The tool was administered on fifty women entrepreneurs were selected randomly by investigation. Administration of tools was done through field study. The investigator personally visited the women and handed over the questionnaire. The purpose of the study was explained prior to

administration of tool. The respondents were assured that the information so obtained would be used for research purpose only and the secrecy of information will be maintained. The procedure of filling up questionnaire was explained to every respondent before getting the questionnaire filled.

Statistical analysis: After collection of the data, the some was coded according to preplanned format. It becomes necessary to analysis it in order to arrive to some value conclusions. The data were analyzed through categorization, coding, scoring and percentage for statistical treatment in light of the objectives of the study.

RESULTS AND DISCUSSION

The raw scores of 50 women entrepreneurs were obtained on the basis of the satisfaction level among women. Careful analysis of the satisfaction/dissatisfaction scale can be observed in the table 15, which clearly indicates that 72% of women were extremely satisfied with their job. This was possible as working area of 75% of women entrepreneur was nearby their residence. Particularly this reason helps a lot to women entrepreneur to perform dual job. Jajoo et al. (1994)³ obtained almost similar type of results in their study. They reported that majority of women (62%) were satisfied with their job of entrepreneurship whereas 22% of women were partly satisfied with their entrepreneurship job.

Table 1. Job satisfaction among women entrepreneurs

Satisfaction level	Frequency	Percentage
Extremely satisfied	36	72
Very satisfied	7	14
Moderately satisfied	7	14
Not satisfied	-	-
Extremely dis-satisfied	-	-
Total (N)	50	100

The above table further indicates that very satisfied and moderately satisfied entrepreneurs were 14% in each case. Degree of 'not satisfied' and 'extremely dissatisfied' was not observed. The basic reason for this was that women were having small enterprise or cottage industry, which satisfied their two basic needs i.e. monetary need & identity need. This point can be argued with the fulfillment of job satisfaction theory of schaffer that job satisfaction will very directly with the extent to which the needs of an individual that can be satisfied are actually satisfied.

Table 2. Sub factors of job satisfaction among women entrepreneurs

Factors	Sub-factors	Sum	Average	S.D.
Job Intrinsic	Job concrete	424	2.36	1.18
Job Intrinsic	Job abstract	523	2.91	1.18
Job Intrinsic	Psycho-social	558	2.33	1.11
Job Intrinsic	Economy	229	1.91	1.28
Job Intrinsic	Community/ National Growth	412	2.75	1.15

Job intrinsic and extrinsic factors were also observed for the satisfaction level among women entrepreneurs. Job intrinsic factors consist of two sub-factors that is job concrete statements which induces excursions, place posting and working conditions. Another sub-factor includes job abstract statement such as cooperation, democratic functioning etc. The average means scores of jobs concrete statement was low (2.36) as compared to the job abstract statement 2.91. This can

be explained as job abstract statement includes the point that are in the hand of women entrepreneurs which can be modified by their desire. Another satisfaction factor was job extrinsic. It consists of three sub factors. i.e. psychosocial (intelligence, social circle etc.) economic, (salary, allowance etc) and community/National growth (quality of life, national economy etc) table 16 clearly indicates that among these factors lying outside the job average score was maximum of national growth (2.75) followed by the psycho-social (2.33) and the economic factor (1.91) respectively. Due to empowerment of women, views of women have changed. According to them, they have opened enterprise so that community growth/ National growth will increase. This is possible due to increase in per capita income. They are also satisfied in the growth of nation as they are being job creators instead of being job seekers. In Indian male dominated society women have to face different psychosocial problems, so average score was 2.33 with standard deviation of 1.11. But the case of economy was totally different. They were least satisfied with the income they are obtaining from their enterprise. The average means score was only 1.91. Women entrepreneurs have to give lot of

time to enterprise as well to the home even then she is not getting the profit margin which she wants, because she has to perform dual role of homemaker as well as women entrepreneur.

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