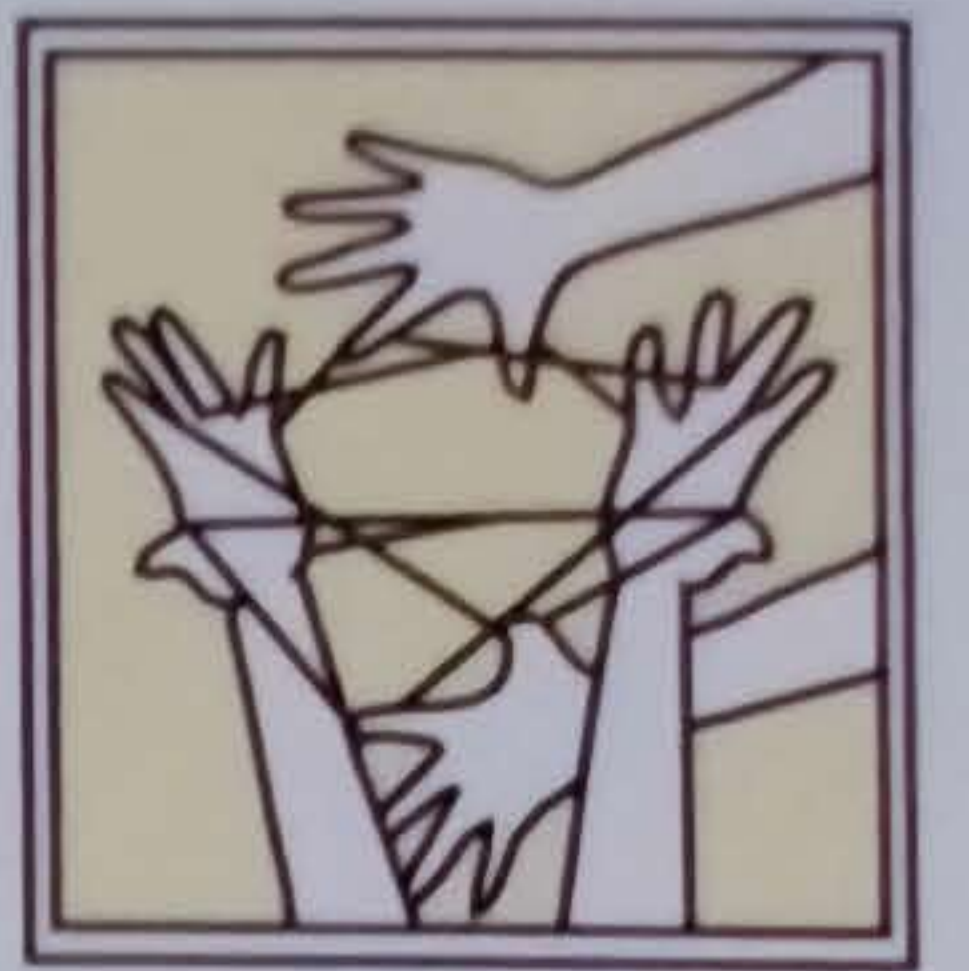




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A STUDY ON PERCEPTION OF RURAL WOMEN TOWARDS SELF EMPLOYMENT WITH SPECIAL REFERENCE TO HAVELI TALUKA OF PUNE

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Abstract

Entrepreneurship is the need of today's hour. There are plethora of untapped avenues where in today's youth can explore and employ themselves in place of seeking employment elsewhere. Women constitute the backbone of any society and as such, if create avenues for self employment it will not only help her make her life self sustainable but will also generate employment for others. **Rural women** have huge untapped potential. If this potential is used properly and channelized properly they can make a massive upliftment in their standard of living as well as their family thereby making themselves self sustaining and generating money and revenue for themselves. Rural women who are not that literate due to the structure of our society or may be due to circumstances may lack Intelligent Quotient but have a very high Emotional Quotient. If they are made well aware about **self employment** and the avenues available to them, which are still untapped, they can do wonders. The present research study is an effort made by the researcher to know how rural women **perceive** self employment as an employment opportunity. To conduct the research work, a survey is conducted for rural women residing in Haveli Taluka of Pune. A small sample of 30 rural women is selected randomly and are interviewed with the help of a structured questionnaire. The structured questionnaire comprised of various questions both open ended and closed ended. Likert Five Point Scale is also used in the questionnaire for rating the answers of the rural women. The primary data collected through the survey is collated, coded and tabulated using MS Excel. The results achieved will be diagrammatically represented with suitable graphs and charts. The findings and conclusions are drawn and the results are exhumed to the society.

Key Words: Perception, Self Employment, Rural Women, Entrepreneurship.

Introduction:

Entrepreneurship is the need of today's world. Society is in need of job providers rather than job seekers. Women comprise 49% of India's Population in which working women is 21% only. 84% people are in the unorganized sector and that is alarming. The economic growth and development of a country is possible only if the women of our country are made aware to exploit the untapped potential in her. Women should be encouraged to choose a career of her choice which can be done even by staying at home and generating employment.