

FAMILY LIFE EDUCATION FOR WOMEN ENTREPRENEURS

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Abstract

The women entrepreneurs are unable to allocate time for various familial tasks, which are performed by them alone in earlier times. In the families where men and women pursuing their own careers leave their children and other family functions in the hands of substitutes who may be trained/ untrained; committed/ not committed. It is important for men and women to develop their careers, at the same time it is also important for them to allocate sufficient time to attend to various needs of their children and other family members. A study on Family life education for women entrepreneurs was conducted on 100 women having Micro ,Small and Medium enterprises in Tirupati town in 2009-10. The sample selected for the study were aged between 25 to 45 years and married. The independent and dependent variables studied include; Age, Annual family income, Family literacy index, Type of family, Family size ,Type of enterprise, Family Life Education(FLE) Needs, FLE Knowledge ,FLE Attitudes and FLE Intervention programme. The data was collected using three point scales; FLE needs identification scale , FLE Knowledge and Attitudinal scale and a FLE manual developed for the purpose. The FLE intervention programme was conducted for 15 days. There was significant difference between women entrepreneurs' initial and final knowledge and attitude scores , indicating significant improvement after the FLE programme. Thus the results of the study allows to conclude that Family Life Education programme had an impact on the sample under study. A follow up may be needed for the sustenance of these attitudes, knowledge and for practice of the learnt information.

Key words: Family life education, women entrepreneurs, KAP on FLE, FLE intervention programme, FLE needs

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Introduction: The entrepreneurs, in the modern sense, are the self starters and do business, which have organized and built their own enterprise or enterprises. In common parlance, almost anyone who starts an enterprise, industry, shop is called entrepreneur. More recently a new trend has emerged where women are venturing as entrepreneurs and contributing to the economic development. Women entrepreneurs in India represent a group of women who have broken away from the beaten track and are exploring new vistas of economic participation. They have long stories of trails and hardship. Their task has been full of challenges.

Enterprises started by women are no longer confined to conventional fields like embroidery, knitting and tailoring. They are venturing into new fields like electronics, pharmaceutical, engineering and services. These women are mostly urban, appropriately educated sometimes having specialized skills and are also equipping themselves with some training and financial support. In spite of women taking to entrepreneurship in many challenging fields, the present entrepreneurial activity in India is not very high. There is a gap between the present status of women entrepreneurial activity and their potential. This gap can be bridged by planned and all round efforts of the governmental and non governmental agencies by promoting and propagating women entrepreneurship for the all round socio- economic development. The entrepreneurial development among women depends on the availability of family support. However, in the existing familial and societal setup, entrepreneurial women are overburdened and find it increasingly difficult to balance their work and family life roles(Mathew and Panchanatham, 2011)

The women entrepreneurs are unable to allocate time for various familial tasks, which are performed by them alone in earlier times. In the families where men and women pursuing their own careers leaves their children and other family functions in the hands of substitutes who may be trained/ untrained; committed/ not committed.

It is important for men and women to develop their careers, at the same time it is also important for them to allocate sufficient time to attend to various needs of their children and other family members. The family structure, the family functions, family roles and responsibilities that were in existence from earlier generations need to be modified to suit the aspirations and capabilities

of the present generation. It is to be remembered that it is not desirable to entrust all the functions of family to external agencies which are being established as family support systems. (Sarada,1999). In this context it becomes necessary to impart Family Life Education to women entrepreneurs to equip them with the knowledge and attitudes to strengthen their families and balance their work and family roles successfully.

Methodology: A study on Family life education for women entrepreneurs was conducted on 100 women having Micro, Small and Medium enterprises in Tirupati town in 2009-10. All the women selected for the study were members of Sri Padmavathi Mahila Abhyudaya Sangham , a successful and leading society having more than one thousand women entrepreneur groups all over Tirupati urban Mandal. The sample selected for the study were married women aged between 25 to 45 years . The independent and dependent variables studied include; Age, Annual family income, Family literacy index, Type of family, Family size ,Type of enterprise, Family Life Education(FLE) Needs, FLE Knowledge ,FLE Attitudes and FLE Intervention programme. The data was collected using three point scales; FLE Needs Identification scale, FLE Knowledge and Attitudinal scale and a FLE manual developed for the purpose. The FLE intervention programme was conducted for 15 days and the impact of intervention was studied through a post test. The data collected was analysed to study the association between women's family income, family size, type of family and FLE Needs, Knowledge and Attitudes using Chi-square test and the impact of the FLE intervention was assessed using Z test. The results were discussed as under.

Results and Discussion:

1. The data on personal and family profile (independent variables) of the sample showed that;

- Majority of women entrepreneurs (77%) were aged below 30 years of age.
- Around 49 percent of women had a family monthly income between 15000 to 25000 Rupees, 21 percent had monthly income between 25001 to 35000 Rupees and 30 percent of women had income above 35 001 Rupees per month.
- The Family Literacy Index is the mean educational status of the family members, majority of the sample (58 percent) had family literacy index value less than five. This shows that the family members had a low educational status?

- With regard to type of enterprise, 30 percent of the sample had Tiffin centers, 14 percent had Beauty Parlors, 19 percent had vegetable/ Fruit shops, 17 percent of women had Fancy shops, 7 percent had Xerox cum stationery shops, 6 percent had retail garment outlets, 4 percent had Cement shops, 3 percent had Snacks production centers. Thus the women under study had micro, small and medium enterprises with low technology base.
- Majority of the women (82%) belonged to Nuclear families and the remaining to joint families.
- Major percentage (51%) of the sample had a family size of less than five members.

2.Family Life Education Needs of Women Entrepreneurs: The FLE needs perceived by the women showed that the mean scores assigned to each topic out of 15 FLE topics ranged from 1.7 to 3. The topics on 'Family welfare services, Care of children and Family planning methods were given lowest preference. The topics on family functions, Roles and relationships, Responsibilities, Health and nutritional needs, Psycho social needs, Management of family resources were given highest preference .

3.Association of Family Life Education needs with the independent variables

The relationship between the FLE needs and the independent variables; women's Annual income, Family size and type of family was studied using X^2 test, the results are as follows:

Table- 1

Association of Family Life Education needs with the independent variables

S.No	Independent variables	X^2 calculated values	X^2 table values	significant
1	Women's Annual Income	3.65	5.991	@
2	Family size	5.23	3.841	*
3	Type of family	2.36	3.841	@

Note: *indicates significant difference at 5% level

@ indicates no significant difference at 5% level

The table-1 indicates that there is no significant association found between independent variables, such as Women's Annual Income, Type of family and Family Life Education needs. There was an association between family size and Family Life Education needs. This shows that family size may have an influence on perception of Family Life Education needs and there by becomes the only independent variable with which Family Life Education is associated.

4. Family Life Education knowledge of Women Entrepreneurs: The FLE Knowledge scale consisted of 3 statements under each topic and 45 items on the scale with highest score of 135 and lowest score of 45. Majority (55%) of women had medium scores (45-90), a 30 percent had low scores and 15 percent had high scores (90-135). Though most of the women possess basic knowledge on FLE; their attitudes influence the practise of it.

5. Association of Family Life Education knowledge with the independent variables:

An attempt was made to study the association between the FLE Knowledge and selected independent variables using Chi-square test (see table-2).

Table-2

Association of Family Life Education knowledge with the independent variables

S.No	Independent variables	X ² calculated values	X ² table values	significant
1	Women's Annual Income	0.31	5.991	@
2	Family size	1.39	3.841	@
3	Type of family	0	3.841	@

Note: @ indicates no significant difference at 5% level

The table-2 indicates that there is no significant association found between independent variables such as Women's annual income, Family size and type of family with Family Life Education knowledge of women entrepreneurs.

6. Association of Family Life Education Attitudes with the independent variables

Entrepreneur needs to carry out different activities to business and family successfully. In order to do so, there are certain characteristics that an entrepreneur displays in her behaviour and actions. To develop these characteristics women should have the favourable attitude towards the knowledge and practice. Thus, it becomes important that any one wanting to be an entrepreneur and a parent/ wife should learn these skills and acquire them to create an equilibrium (Rajani and Sarada, 2008).

Table-3

Association of Family Life Education Attitudes with the independent variables

S.No	Independent variables	X ² calculated values	X ² table values	significant
1	Women's Annual Income	0.03	5.991	@
2	Family size	0.58	3.841	@
3	Type of family	14.22	3.841	*

Note: *indicates significant difference at 5% level

@ indicates no significant difference at 5% level

From the table-3, it is clear that the independent variables such as type of family are found to have an association with Family Life Education. But the other two independent variables such as Women's Annual Income and Family size is showed no association with the Family Life Education attitudes. This could be because the type of family influences the interactions and communication among the members of a family.

7. Effect of FLE on knowledge of women entrepreneurs:

The Family Life Education imparts knowledge on family life, creates clarity on concepts and helps in handling issues related to various life stages. Success of an FLE program me depends on improvement in FLE knowledge. The effect of FLE on knowledge of women entrepreneurs was assessed using Z test (see table-4).

Table-4

Comparison of Mean initial and final Family Life Education knowledge scores of women independently and 'z' values

S.No	FLE Attitude	initial values		Final values		'z' value
		Mean	S.D	Mean	S.D	
1	Women	116.3	4.17	131.6	3.81	15*

Note: * significance difference at 5% level

The table-4 shows that initial and final knowledge scores of women entrepreneurs improved after the Family Life Education program. The standard deviation values of initial and final mean knowledge scores were 4.17 and 3.81 respectively. The 'Z' test values shows that it is greater (15) than the table value (1.96) which means that there was significant difference found between initial and final knowledge scores of women entrepreneurs after the Family Life Education. The stable marriage and family relationships have a strong influence on future of children. Over the past decade, the linkages between marriage and child well-being have attracted the attention of researchers and policy makers alike. Children's living arrangements have become increasingly diverse and unstable, which raises important questions about how and why family structure and stability are related to child outcomes (Brown,2010).

8. Effect of FLE on Attitudes of women entrepreneurs:

The effect of FLE on attitudes of women entrepreneurs was assessed using Z test as shown in table-5.

Table-5

Comparison of Mean initial and final Family Life Education Attitudinal scores of women entrepreneurs independently and 'z' values

S.No	FLE Attitude	initial values		Final values		'z' value
		Mean	S.D	Mean	S.D	
1	Women	47.46	3.23	60.76	2.83	17.05*

Note: *indicates significant difference at 5% level

The table -5 shows that the attitudinal scores of women entrepreneurs have improved after the Family Life education program me. The standard deviation values of women entrepreneurs for initial and final values are 3.23 and 2.83 respectively. Which indicates that there is not much deviation in the mean scores of women entrepreneurs with regard the Family Life Education attitudes. The 'Z' test values show that it is greater (17.05) than the table value (1.96) which means that there is a significant difference in initial and final attitudinal scores of women entrepreneurs which reflects on Family Life Education program me given to women entrepreneurs. A 'Z' test was done to know the impact of Family Life Education program me on women entrepreneurs separately by taking initial and final knowledge scores, which improved after the Family Life Education program me .

Conclusion: The women under study have under taken entrepreneurship for reasons of under employment or no employment of husbands, alcoholic husbands not contributing any income to the family, some they themselves being windows, deserted, divorced. Such women are burdened with several roles as mother, bread winner, house wife and sometimes playing the role of father also. Hence, Family Life Education for women entrepreneurs may restore or sustain equilibrium in their families. Thus the results of the study allows to conclude that Family Life Education program me had an impact on the sample under study. A follow up may be needed for the sustenance of this attitudes, knowledge and for practice of the learnt information.

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